

**THE INFLUENTIAL FACTORS OF CONSUMERS' BUYING  
DECISION TOWARDS MOBILE PHONE RETAILING BUSINESS  
IN CENTRAL YANGON, MYANMAR**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
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Mobile Phone Retailing Business in Central Yangon, Myanmar

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### **Abstract**

The study is to investigate consumers' buying decision of mobile phones related to demographic, marketing mix, social factors and after sales service. The study used convenience sampling method to select the elements of the population. The study was casual in nature and data was collected from mobile phone users who live in central part of Yangon, Myanmar. Data was collected through survey questionnaires and analyzed using Data Analysis Program to test hypotheses.

The descriptive statistics were shown in terms of percentages and mean, and presented in figures and tables. The results revealed the impact of demographic, marketing mix, social and after sales service factors corresponding to consumers' buying decision. The reliability test showed that the research instrument used in this study was appropriate and valid to generate the results. The hypotheses appeared to find out which factors indicate consumers' needs and how much they can influence to make a buying decision.

From the findings, all the hypotheses were proved to be true and it was concluded that the buying decision of consumers has a significant relationship with demographic, marketing mix, social and after sales service factors offered in the Yangon mobile phone retailing business. There is a considerable scope for further investigation in detail of the consumers' buying decision as outlined in the conclusion chapter, built on the findings emerging from this research.

**Keywords:** Marketing Mix, Demographic, Social, After Sales Service, Consumers' Buying Decision

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

The telecommunication market in Myanmar is booming due to the reformation of telecommunication processes by the government during recent years. Licensing to foreign mobile service providers such as Ooredoo and Telenor have helped the development of Myanmar's Telecom Sector by offering cheap SIM cards in order to be affordable to everyone. This will increase the mobile market to an estimated six million smart phones by 2017, together with about 5.5 million feature phones (Sakawee, 2013).

According to the Myanmar Ministry of Telecommunications and Information Technology, the number of mobile phone users in Myanmar during the year 2014/2015 was estimated to be 50 percent of the population and together with the support from the government it is expected to reach 80 percent of the country's population in year 2015-16 (Rasmussen, 2014).

This study was conducted to study the influential factors of consumers' buying decisions towards mobile phone retailing business in central Yangon. This study will focus on consumers, their buying behaviours, needs, desires and preference related to mobile phone retailing business in Myanmar. The implementation of the research will cover research objectives, the scope and significance of the study followed by the methodology for hypothesis testing.

### **1.2 Statement of the Problems**

Millward (2014) revealed that 49 percent of the total numbers of a country's website users browse the websites only from their mobile phones. In order to keep track of the demand and requirements of the consumers, effective marketing strategies and other approaches should be considered because the mobile market is highly competitive in Yangon.

If the investors and business owners do not consider consumers' expectations, their traditional and conservative sales and marketing strategy will put them some

way behind and out of business very soon. Coming up with new ideas, being unique and offering better services, products, or being different from the rest is essential (Kotler & Keller, 2006).

### **1.3 Research Questions**

The following questions have been used in this research.

- 1) What are the main specifications that mobile phone users in Yangon are mostly looking for?
- 2) What is the most important factor for consumers when they make buying decisions?
- 3) What are the consumers' expectations about product and services in Yangon mobile phone retailing business?

### **1.4 Objectives of the Study**

The objectives of the study were:

- 1) To better understand the growing demand of mobile phones and the consumers' buying decision in the Yangon mobile phone retailing business.
- 2) To explore consumer demographic variances in the Yangon mobile phone retailing business.
- 3) To understand the effectiveness of marketing mix factors towards consumers' buying decision in the Yangon mobile phone retailing business.
- 4) To understand the influence of social factors towards consumers' buying decisions in the Yangon mobile phone retailing business.
- 5) To identify the importance of after sales service towards consumers' buying decisions in the Yangon mobile phone retailing business.

### **1.5 Significance of the Study**

- 1) From this study, the researcher can understand variances in consumers' choice and decision making.
- 2) This research will reveal more information about the consumers' perception on products and services related to the Yangon mobile phone retailing business.

3) The outcomes gained from this research will be beneficial to both academics and business owners in the field of factors influencing consumers' mobile phone buying decisions in Yangon.

## **1.6 Scope of the Study**

The scope of the study determined the following content:

- 1) Consumers' buying decision associated with demographic, marketing mix, social and after sales service factors.
- 2) The conditions that involve in evaluating and buying decision of consumers when choosing mobile phones.

## **1.7 Research Hypotheses**

H1: There is a significant relationship between demographic factors and consumers' mobile phone buying decision

H1a: There is a significant relationship between gender and consumers' mobile phone buying decision

H1b: There is a significant relationship between age and consumers' mobile phone buying decision

H1c: There is a significant relationship between education and consumers' mobile phone buying decision

H1d: There is a significant relationship between income and consumers' mobile phone buying decision

H2: There is a significant relationship between marketing mix factors and consumers' mobile phone buying decision

H2a: There is a significant relationship between product and consumers' mobile phone buying decision

H2b: There is a significant relationship between price and consumers' mobile phone buying decision

H2c: There is a significant relationship between promotion and consumers' mobile phone buying decision

H2d: There is a significant relationship between place and consumers' mobile phone buying decision

H3: There is a significant relationship between social factors and consumers' mobile phone buying decision

H3a: There is a significant relationship between reference groups and consumers' mobile phone buying decision

H3b: There is a significant relationship between family decision and consumers' mobile phone buying decision

H3c: There is a significant relationship between personal choice and consumers' mobile phone buying decision

H4: There is a significant relationship between after sales service and consumers' mobile phone buying decision

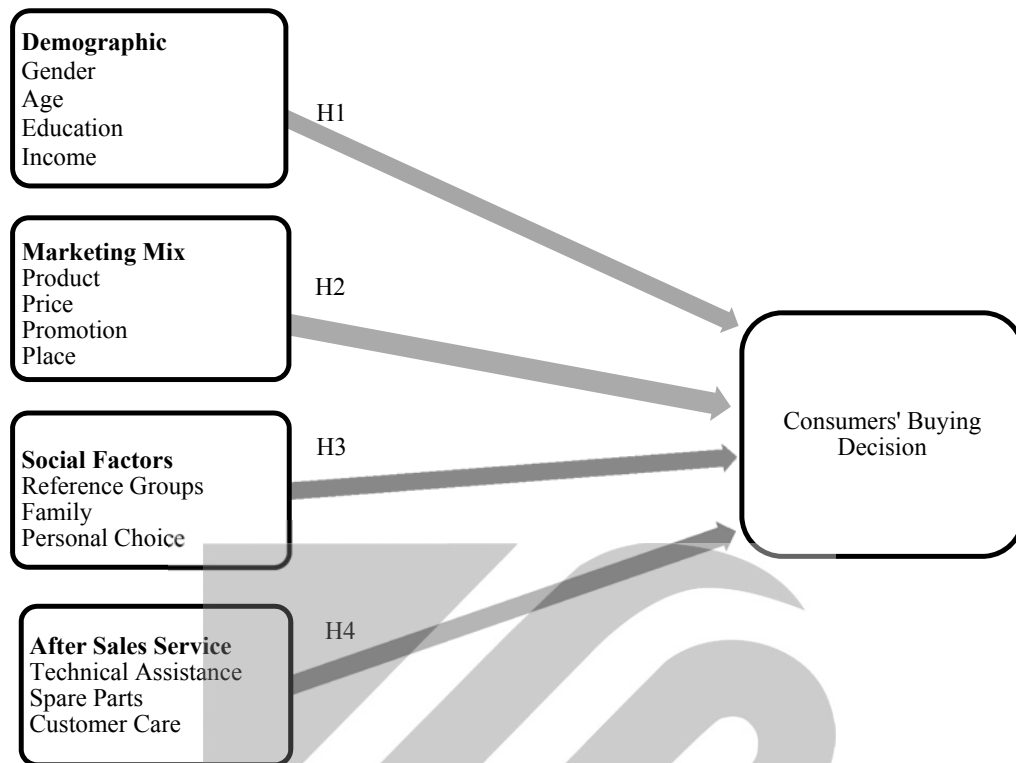
H4a: There is a significant relationship between technical assistance and consumers' mobile phone buying decision

H4b: There is a significant relationship between spare parts and consumers' mobile phone buying decision

H4c: There is a significant relationship between customer care and consumers' mobile phone buying decision

### **1.8 Conceptual Framework**

This section will explain certain theoretical elements which are considered to be parts of the framework of the study. This research was conducted mainly to identify the factors affecting the purchasing decision of mobile phone users. It determined the association between the several independent variables such as marketing mix, demographic, social factors and after sales services and the dependent variable which is the buying decision of mobile phones among the consumers in Yangon. The conceptual framework emerged from the research can be seen in the following figure:



**Figure 1.1** Conceptual Framework

## 1.9 Definition of Terms

### Consumer

Consumers are individuals and households that buy the firm's product or personal consumption (Kotler & Armstrong, 2006).

### Consumer Behaviour

The activities these consumers undertake when obtaining, consuming and then disposing of products or a service is known as 'consumer behaviour' (Kotler & Armstrong, 2006).

### Consumer Purchasing Decision

The Consumer Purchasing Decision process intervenes between the market strategy and the outcomes (Hawkins, Best, & Coney, 2001).



## **Marketing Mix**

Marketing mix decisions must be made for influencing an offering mix of products, services and prices, and utilizing a communications mix of advertising, sales promotion, events, experiences, public relations, direct marketing, and personal selling to reach the trade channels and target customers (Kotler & Keller, 2006).

### **Product**

A product is any tangible and intangible item that satisfies a need and pointed out that consumers do not purchase products as an end in themselves (Palmer, 2000).

### **Brand**

A brand is a product or service whose dimensions differentiate it in some way from other products or services intended to satisfy the same need. These differences may be functional, rational, or tangible associated with product performance of the brand (Kotler & Keller, 2012).

### **Price**

Price is the amount of money charged for a product or service or the sum of the values customers exchange for the benefits of having or using a product or service (Kotler & Armstrong, 2003).

### **Reference Groups**

A Reference Group is defined as a group of people who influence the decisions and opinions of a person or a group of people (Cambridge Dictionary, 2014).

### **Service**

A Service is an act or a variety of work done for the consumers to satisfy their needs and wants (Kotler & Keller, 2006).

## **CHAPTER 2**

### **LITERATURE REVIEWS**

This chapter contains a literature review from previous studies and research which show the outline of theories of how consumers act and behave when buying a particular product. In the study, it focuses on the influential factors and describes their impact on consumers.

#### **2.1 Usage of Mobile Phones**

Recently, mobile phones can be used not only as an interpersonal communication device, but also as smart phones which can be used for multimedia purposes. Therefore, consumers depend on their smart phones as one of the necessary things in their daily life and cannot be separated (Ting et al., 2011). According to Urry (2007) facilitating family or friend co-ordination and increasing social interaction are the important factors for using a mobile phone.

Sakawee (2013) conducted research concerning the mobile phone growth in demand in Myanmar. The author revealed that income is related to the purchasing behaviour of a new mobile phone user. He expected that the purchasing behaviour of a mobile phone will increase if the income levels increase. The competition between mobile retail shops is another significant factor to study this research topic because marketers use different kinds of marketing techniques like advertising and promotion events to gain competitive advantages.

Srivastava (2005) stated that the mobile phone has shifted from being a technical object to a key social object as communication with others has become the main purpose for mobile phone purchasing. Mobile phone usage has resulted in greater electronic interactions between friends and family at the expense of the more traditional face-to-face interaction which have been dramatically reduced. Consequently, it could be proposed that mobile phones are changing individual cultural norms and values (Rauch, 2005).

Millward (2014) conducted the survey about what mobile devices people in Myanmar are using and it was found that 3.5% of the web traffic analyzed by the survey is from people on feature phones and the majority of 96.5% were using the

android smart phone. The android smart phone market has been dominated by the Chinese brand Huawei which shows 71 percent of respondents were using it and the remaining market share has been allocated by other brands. Recently, popular brands in Myanmar are iPhone, HTC, Samsung and Huawei with Huawei being the most favorite brand for most people as its smart phones are affordable by most people (Kan, 2013).

According to the sales figures of the three telecom companies in Myanmar, it was estimated that 15% of the country's population owns a mobile phone and 60% of mobile phones are smart phones. Among them, 58% of smart phone users were male. According to the research conducted by Sakawee (2013) income is related to purchasing behaviours of consumers in Myanmar.

A research study by Jamesaung (2014) reveals that consumers have different views, different aspirations, and different purchase criteria towards mobile phones and use mobile phones in different ways. Among them, social status is one of the purchase criteria for people who recently bought mobile phones and therefore, smart phones are acknowledged as being classy and modern things. In terms of differences between gender, mobile phones are viewed as technological devices by males and for the female, it has been found that they are likely to spend less money on mobile phone purchasing compared to men.

## **2.2 Demographic Factors**

Demographic factors such as gender, age, education level and income indicate how products and services are presented to the different consumer markets.

### **2.2.1 Gender**

Gender refers to the social relationship and responsibilities of men and women including their characteristics, aptitudes and likely behaviours that are learned, change through time and vary within and between different cultures. Gender has an important role in consumer behaviours because the differences between men and women about expectation, needs and wants etc. reflect to their consumption behaviors (Akturan & Tezcan, 2007). According to Eagly and Mladinic (1989) people feel more positive towards women than men and also prefer to like women more than men. According to

Walsh and White (2006), males and females want different products and they are likely to have different ways of liking and obtaining these.

As stated by the socialization of men and women, women are perceived to be internally focused and often talk as a way to connect and relate to others, while men are perceived to be externally focused and often view situations as issues to be resolved. Solomon et al. (2010) advises that, products are self-typed which refers to a product that takes on either masculine or feminine characteristics. Block and Morwitz (1999) discovered that the probability that a purchased product was on a planned list was higher for females than for males. Women listed more objects of sentimental value, while men choose more items associated with leisure and finances.

### **2.2.2 Age**

Consumers' buying behaviour and habits change many times during their life time. For example, their interests and tastes on food, clothes, fashion, and recreation are related factors that change together with their age change. Buying is also shaped by the family life-cycle stage (Kotler et al., 2008).

Phillips and Sternthal (1977) summarized that older consumers were likely to process less information than younger consumers before they make purchase decisions because they were less able to process large amounts of information. On the other hand, older consumers were more able to distinguishing between relevant and irrelevant information. Cole and Balasubramanian (1993) discovered the intensity and accuracy of searching for information decreased for older consumers. A study by Moore and Lehmann (1980) revealed that consumers' information search activities declined as they became older.

### **2.2.3 Education**

One of the expressed purposes of some forms of education is to develop receptiveness to new ideas. Thus, not only may just a more educated family have greater access to the knowledge and greater facility in assimilating and evaluating new information. This implies that the introduction of additional education into the household's production process will be positively related to the introduction of new technology into the firm's production process. One exception might be the use of

education as a screening device in the selection of a spouse (Jensen, 1973). Nelson and Phelps (1966) suggest that education enhances one's ability to receive, decode and understand information and thus affect consumer behaviour.

#### **2.2.4 Income**

Although social class is often associated with higher income, income still presents only one of many characteristics of social class. Individuals or families of different social classes can dispose of similar income, specifically those in the bottom or top income group who should not all be in the bottom or the top social class group. Furthermore, income grows higher as people grow older, which has no bearing to social class changes. Also, families with one or more working members and subsequently a higher income are not automatically members of a higher social class.

Schaninger and Danko (1993) conducted some comprehensive and valuable research in the analysis of both usage and non-usage criteria, and frequency of the use of data for a large variety of products. From the findings, he summarized three important things. Firstly, income is more important than social class in explaining the consumption of low social value products and services which are not associated with class symbols, but require substantial spending.

Secondly, social class is a better predictor than income in the parts that do not include high dollars expenditures but reflect an underlying lifestyle, values and a mixture of social class. Thirdly, income is generally better for highly visible products that need moderate expenditure and also serve as class-linked symbols.

### **2.3 Marketing Mix**

Marketing Mix refers to marketing activities of four Ps:

1. Product
2. Price
3. Promotion
4. Place

### **2.3.1 Product**

A product is anything a consumer acquires or might acquire to meet perceived needs. Consumers are generally buying based on their need satisfaction, not physical product attributes (Hawkins et al., 2001). There are three components in the products which are brand, features and quality.

#### **Brand**

Brand is an important part in the category of a product. If a product has a good name and already has a lot of audiences, first, the retailers and then consumers will look for the brands which receive more attention from most people. Therefore, a brand name is very important in building an image of the brand (Davis, Golicic & Marquardt, 2008). Brand consciousness will affect the intention to purchase because customers will consider spending money for a recognized and famous product (Macdonald & Sharp, 2000). Dodds et al. (1991) found that a product with high brand awareness will acquire more retailers as well as consumers' affection because it has increased market share and trust from the consumer regarding the quality of the product emotionally involved with it.

The increase of buyer awareness has made buyers willing to want to pay for certain and practical brands. Thus, it is important for businesses to create attention on their brands to have a better position than their competitors. Brand awareness is always an important thing that influences the buying decisions and purchase intentions (Macdonald & Sharp, 2000). In other words, an unknown brand cannot stimulate customers' intention to purchase a product and so retailers can be highly influenced by brand awareness (Grewal, Monroe & Krishnan, 1998).

There are three main components in brand building which are: brand image, brand personality and, brand identification.

##### **1) Brand Image**

Brand image represents the rational or emotional perceptions that consumers attach to specific brands (Low & Lamb, 2000: 352). It captures cognitive, affective, and sensory associations consumers have with a brand. Drawn from marketing research, a positive brand image enhances both cognitive and emotional brand

experiences, such as brand trust, attachment, engagement, sense of community, and loyalty (Broyles et al., 2009). Brand image is, therefore, the mental picture or perception of a brand or a branded product or services which include symbolic meanings that consumers associate with the specific attributes of a product or service (Dobni & Zinkhan, 1990).

A poor or affected brand image can cause the company's overall performance to be slower and potentially lower than their competitors. Through the brand image, consumers are able to identify a product, evaluate the quality, reduce purchase risks, and gain certain experience and satisfaction beyond product differentiation. When the product is evaluated from experience, a positive brand image may promote the superior image of the origin country and increase the possibility of the product being selected (Thakor & Katsanis, 1997).

## **2) Brand Personality**

Brand Personality is a set of human characteristics associated with a brand (Aaker, 1991). Indeed, it is a set of features that describes a brand. Brand managers are willing to create a personality for their brands, which can attract the attention of consumers and finally lead to brand preference (Mulyanegara et al., 2009). Previous research conducted by Siguaw (1999) revealed that a brand personality that is well defined will cause customer willingness and consumption, more emotional attachment, trust and loyalty. Better communication between a customer and a product is one of the outcomes of brand personality, which is more specific and useful than a normal suggestion.

Mulyanegara et al. (2009) explained that there is a significant relationship between customer personality and aspects of brand personality, and so customers with specific characteristics choose brands that are compatible with their personalities. Brand personality, as one of the most important promotion tools, will draw the target audience's attention. The preference can be explained as a movement to one thing against another thing. The organization does not have to simply look for perspectives according to their ages if audiences of a brand are young. This brand can target all the people from 6 to 60 years old who are filled with energy (Thomas et al., 2008).

The improvement of the relationship between customer and brand will lead to increase in the rate of brand preference and that will lead to customer addiction on the brand (Akin, 2011). Therefore, the customer will try to identify his or her personality based on the brand personality and these compatibility trends will depend on the elements of the brand personality structure. A unique brand personality has an important role which causes customers to realize brand personality, and finally build a long-term relationship with that brand (Doyle, 1990). Lin (2010) concluded that each brand has its own special personality and is regarded as a certain personality by the consumer.

### **3) Brand Identity**

Brand identifies the source or maker of a product and allows consumers either individuals or organizations to assign responsibility for its performance to a particular manufacturer or distributor. Consumers may evaluate the same product in many ways depending on how it is branded. They learn about brands through past experiences with the product and its marketing program, and discover which brands satisfy their needs and which do not. As consumers' lives become more complicated, rushed, and time-starved, the ability of a brand to simplify decision making and reduce risk becomes very useful (Kotler & Keller, 2012).

The identification of a brand is a recognition factor and a form of learning, which will explain certain consumer behaviour (Morgan & Lopo, 2009). Consumers will, in cooperation with their past experiences in brand awareness, tend to acquire brands that meet their needs and desires. To understand the effect that the brand identity has on consumers, the consistency of identity with the brand concept has to be highlighted through the company's strategic options. This will make far easier the recognition and brand recall by consumers in an environment where there are multiple competitive options (Sonnier & Ainslie, 2011).

### **Features**

Consumers value in smart phones features that improve their personal time planning. These high-rated features contain calendar and e-mail services (Jones, 2002). According to Jones, the so-called 'killer services' such as gaming, gambling and music download are not seen as being that important in the diffusion of smart



phones. Mack and Sharples (2009) showed that usability is the most important determinant of mobile choice and features. Aesthetics and cost are other factors that have implication on the choice of a mobile phone brand. However, it is interesting to note that most of new mobile phones which are being purchased at the moment are low-cost handsets without the newest technological features.

Nowadays, more and more consumers are obtaining camera phones and learning how to take, send and print photos. According to O'Keefe (2004), the sales of built-in camera phones have contributed to an increase in mobile data usage and also improved device sales. Modern phones have special features that basically were not possible in the past. Ishii (2006) explained that modern phones are not only for voice communication anymore. Mobile phones have now become one of the essential factors in a person's daily life.

### **Quality**

Product quality is derived from the differences between actual products and the alternative products that could be made accessible or provided by the particular industry (Hardie & Walsh, 1994). It can also be determined by the way that customers perceive quality in the market (Wankhade & Dabade, 2006). Product quality is the most important factor for the part of each mobile phone brand especially in the market environment where the level of competition is strong regarding to price (Shaharudin et al., 2010). On the other hand, it is difficult to meet the customers' expectation on quality as their understanding is both different and consistent. The differences of quality perspectives are applicable in economic, technology, social and cultural achievements (Wankhade & Dabade, 2006).

A product's quality has a significant impact on the product or service performance, thus it is connected to a customer's satisfaction (Kotler & Armstrong, 2006). It is also very important for a marketer's product that is used for positioning tools because consumers today have more concern about high quality goods that save time, energy and often calories. For a better point of view of understanding a product quality, it is necessary to study the quality perception and to understand quality gaps from a customer's point of view. This is because of the nature of quality perception

itself which is a complex phenomenon including social, cultural, economic and technical aspects (Wankhade & Dabade, 2006).

### **2.3.2 Price**

Price influences the demand for a product, which sequentially determines volume sales. In that case, setting an appropriate price is one of the most important factors in demand management and in generating revenue. Price has been studied as an important element affecting the distribution of new products and services, but pricing of a new product or service is mostly difficult (Munnukka, 2008). In order to make an accurate pricing decision for new products and services, a detailed knowledge on the potential customers' perceptions and characteristics are required.

The price of a product has a very significant role in a consumer's purchase decision or it can be regarded that most consumer buying behaviour and choices are determined by price. It can perform as the main thing and indeed, the most important factor which affects the decision making and purchase process. Price of the mobile phone has been recognized as a key factor in the preference of mobile phones, especially among the youth of today. The product's price may vary according to the economic conditions and perceptions of the consumers. It may also have an impact on the brand's perceived value. Price is used by many of the consumers as an indicator of the brands' quality which is an important factor in the purchase decision (Kotler & Armstrong, 1989).

Copan and Copan (2009) indicated that paying attention on one element may cause suboptimal pricing decisions. The price of a product decides how many items consumers will purchase it. Many consumers determine the amount of the product, whether it is cheap or expensive after looking at a price tag. Then, the consumers will measure up to this value according to what they believe and decide whether the product is worth or determines whether the price is fair. Buyers usually have a set of prices in their minds that are suitable to pay for a purchase more willingly than a single price (Monroe, 1979).

Zeithaml (1988) considers perceived value as the customer's overall evaluation of the utility of a product based on the perception of what is received and what is given. Dodds et al. (1991) argue that consumers' perceptions of value

represent a trade-off between the quality or benefits they perceived in the product corresponding to the sacrifice they perceived by paying the price.

However, not only price is considered as the element of sacrifice, but also other non-monetary items are supposed to be closely related to the sacrifice. The monetary value can be assessed by a direct measure of the dollar price of the service or product and non-monetary value can be identified as the time, effort, energy, distance and conflict invested by customers to acquire the products or services in order to begin a relationship with a supplier (Ruyter et al., 1997).

### **Price Sensitivity**

Price sensitivity on the individual adopter level appears to be the same as the concept of price consciousness for a potential buyer of any product. Price consciousness has been considered as the degree to which he or she is unwilling to pay a high price for a product and willing to avoid buying a product when the price is unsuitably high (Monroe, 1990). Buyers can distinguish prices together with their degree of value consciousness, price consciousness, and prestige-sensitivity (March & Woodside, 2005). If marketers are able to understand these characteristics then they will be able to set pricing objectives and policies.

In terms of price sensitivity, there are two types of consumers who are both price-conscious consumers and value-conscious consumers. Price-conscious consumers normally struggle to pay even low prices. Value-conscious consumers concentrate on purchasing products that show reputation and status, and they are interested in both the price and the quality of the product. Price-sensitive consumers are eager to perform an extended search to meet their price needs and objectives which means that they are generally acknowledged by their extreme price requirements. Lumsdon (1997) stated that the most important thing in consumer perception is price.

### **Sales Promotion**

Sales Promotion is sometimes considered to be an activity that is not very important, but companies have gradually come to realize the importance of having a well-planned and structured program for sales promotion. All businesses need to

communicate to the consumer what they have to offer (Jobber & Lancaster, 2006). Brassington and Pettitt (2000) offered a revised definition for sales promotions as being a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or a service over and above the normal offering to attain specific sales and marketing objectives. This extra value may be a short-term planned nature or it may also be part of a longer-term franchise-building plan.

Nowlis (2000) also proposed that sales promotion and the choice set composition have compensatory effects on brand switching. Selecting the effective instruments and identifying the target customer is also a very important part of any promotional activity. Chen et al. (1998) also stated that when offering the same savings in coupon or discount promotion then the coupon promotion would be more favorable and effective in changing consumer's purchase intention. Children's purchase decisions are also influenced by the sales promotion (Boland, 2011). Even at a young age, children have acquired the concept of sale price reduction. Prior purchases can also influence the consumer response to promotional activity in brand choice decisions.

There are three major types of sales promotions: consumer promotions, retailer promotions and trade promotions. Consumer promotions are promotions offered by manufacturers directly to consumers. Retailer promotions are promotions offered by retailers to consumers. Trade promotions are promotions offered by manufacturers to retailers or other trade entities (Blattberg & Neslin, 1990). Schultz (1998) argued that sales promotion generally influence a direct behavioral basis rather than effecting awareness or attitude. Dwyer and Tanner (2006) stated that there are more business consumers than individual consumers, which means that each business is also important to the economical situation of the company because unhappy consumers can negatively affect the business.

### **2.3.3 Promotion**

Promotion is a way of communicating the information related to a product between the buyer and the seller to establish the brand profile and brand values (McCarthy & Pereault, 1984). A business can use many kinds of promotional tools

such as advertising, word-of-mouth, publicity etc. to draw the customers' attention. A company uses brand promotion techniques as a constant reminder to alert customers regarding their special brand offerings and for establishing long-term and stronger identity.

Rao and Monroe (1989) argued that the negative price-quality inferences are most likely to occur when the brand name or seller is not well-known and a free gift frame would be effective in increasing a deal value under such conditions. Multiple unit price promotions may provide revenue for increasing purchase quantities of products being promoted (Manning, 2007). Palazon (2011) observed that the effectiveness of different promotional tools, price discounts and premiums depends on the level of deal often made in the market.

An effective and well-planned promotion can stimulate consumers' buying intentions but the success of the promotion would be dependent on a deal. Therefore, it is very important to identify the target customer and more effective tools to attract them in designing a promotional campaign.

### **Price Discounting**

Consumers usually make an immediate decision to purchase when they perceive products are being sold at a lower price. When customers are attracted by economic incentives, more responses emerge due to the amount of discount. Urbany et al. (1988) insisted that discounting occurs when consumers are unsure of the credibility of the advertised savings, but it is more reasonable that instead of completely rejecting they decrease it to a considerable level. Many managers think that price reductions of above 15 percent are required to draw consumers to a sale (Della et al., 1980).

Generally, price discount may attract consumers to try different brands, but it may also lower the purchase intention after the promotion has ended because price discount is associated with lower quality (Raghubir & Corfman, 1999). When there is a large difference between the discounted price and the original price, consumers may feel that the offer is inappropriate (Della et al., 1981). Fry and McDougall (1974) discovered that the acceptance of the regular price decreased as discount sizes increased.

Urbany et al. (1988) advised that discounting might be a normal response of consumers, mostly to advertisements making apparently overstated savings claims. According to the findings of Della et al. (1980), consumers' perceptions of savings do not significantly vary between 30 percent and 50 percent discount levels.

## **Advertising**

Advertising is regarded as a non-personal tool to notify a group of people about a product or service. The purpose of advertising is to collect sufficient data about customers for assembling profiles to find out about the same group of people for communication. So, these profiles are helpful for the study of consumer behaviour, physical, mental and emotional attitude towards different products used to gratify their wants and needs (Arens, 1996). There are various kinds of media types such as newspapers, television, radio and magazines which appear to have a high-impact on consumers.

In advertisements, the goods, services, ideas and organizations are promoted through television which is the main source to reach a wide variety of consumers. Advertising from all mediums plays a crucial role to influence people but in most societies the television is the main source to watch advertisements that persuade not only the customers' life cycle stages but also attitudes, behaviors and even the culture of the country (Abideen1, Farooq & Latif, 2011). An advertisement is always effective for consumer attitude and changes their perception about products, probability of terminating an existing incumbent relationship.

In Finland, the newspapers, TV and magazines are examined to have the largest influence on consumer buying behaviour (Anon, 2008). According to Anselmi (2000) the relative market share may be influenced by the manufacturer's advertising and promotion allocation decisions. Moreover, advertising increases the manufacturer's relationship with the distributors and allocation to promotion can be increased in terms of a discrete relationship among them.

A brand with low relative market share may experience larger opportunity for advertising in relational exchange and pressure for promotion in discrete exchange. Jones and Philip (2003) argued that a continuous improvement of an advertised brand may generate long-term effect in consumers' minds that can lead to a further sales

outcome and can be very valuable. Therefore, everyone should understand the role that advertising plays in modern life.

Hyun et al. (2011) affirmed that advertising-induced emotional responses positively influence customers' perceived value. He indicated four elements of advertising that has a significant impact on reminding consumers' emotional responses which are: relevant news, stimulation, empathy, and familiarity.

### **Celebrity Endorsement**

Recently, celebrity endorsement has become much more widespread in society and it is used as a part of a company's marketing strategy for their brand communication by selecting different celebrities to be spokespersons of a specific brand. Special characteristics of celebrities such as personality, good looks, special skills and classy lifestyles, those characters lead an important role in the public's decision making. Research by Smita (2006) examined the significance of celebrities in advertisement in her research study and found the conclusion that advertisers use celebrity endorsers in order to capture customers' interest with some excitement to their brands.

Various studies have indicated that using celebrity endorsers generates a far more positive response and higher purchase intentions than those non-celebrity endorsers (Byrne et al., 2003). The study of Agarwal and Kamakura (1995) showed that celebrity endorsement is used in about 20% of the advertisements as a promotional strategy. According to McCracken (1989), a celebrity provides a kind of cultural meaning and the association of it later transfers onto the brand. In turn, customers' perception and opinions regarding an advertised brand are improved accordingly.

#### **2.3.4 Place**

Place is related to how consumers can obtain both products and services.

### **Location**

Location strategies of retailers are one of the most significant determinants of consumer behaviour (Engel, Blackwell & Miniard, 1995). Retail studies have verified

that distribution is an important factor in influencing customer choice of store. Ghosh and Avijit (1986) proposed that stores of different types should also merge in order to make easy purchases of different types of products on a single shopping trip, reducing a consumer's travel costs compared to separate trips to each individual store.

Reilly (1931) implied that consumer choice among retail centers is governed by the centers' attraction, which increases the size of the center but decreases its distance from the consumer's home. According to Hubbard (1978) buyers minimize their travel costs in order to acquire the goods that they want. Bates and Gabor (1987) used 'nearest to home' and 'workplace' to determine the importance of place whereas Mintel (1998) used 'location' or 'easy to get to' as elements.

## **2.4 Social Factors**

Social learning theory addresses how both environmental and cognitive factors interact to influence human learning and behaviour. It focuses on the learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modeling (Abbott, 2007). This theory originally evolved from behaviourism but is sometimes called social cognitive learning. The theory suggests that learning is influenced by psychological factors and is based on responses to environmental stimuli. People are living in the social world and interact with each other for better solutions. Hence, a consumer's behaviour is influenced by social factors such as reference groups, culture, roles and status, and lifestyle.

### **2.4.1 Reference Groups**

Reference groups are those groups that have a direct and indirect influence upon a person's attitudes, aspirations or behaviour. In the reference groups, people who exert influence on others because of special skills, knowledge, personality and other characteristics are recognized to be opinion leaders. Reference groups also influence those who do not belong to the group. Such groups are regarded as inspirational groups. It is the group to which an individual desires to belong (Kotler et al, 2008). Inspirational groups include idealized people such as athletes, performers or successful business people (Solomon et al., 2006: 352).



### **2.4.2 Family**

Family as a consuming and decision making element is a central phenomenon in marketing and consumer behaviour (Commuri & Gentry, 2000). As an individual always builds the closest contact with their family, family members can strongly influence buyer behaviour. For many consumers, family is the most important social organization that strongly influences the buyer behaviour, values, attitudes, and self-concept.

The family is always responsible for the children for the socialization process in passing down the cultural norms and values. Children automatically learn by studying the consumption patterns of their parents and will have the similar consumption behaviour in the future (Lamb et al., 2008). The way children learn to become the consumers of their society maybe primarily the result of family influence (Ward, Scott & Daniel, 1972).

Buyer behaviour can be influenced by two types of families; family of orientation and family of procreation. In the case of family of orientation, the buyer's parents are responsible for creating an orientation towards the buying behaviour and other several aspects of life. Although the buyer no longer lives or interacts with his or her parents, what he or she has learned during the stay with them also influences his or her buying behaviour at later stages in their life.

The family members play different roles during decision making. The first person who has any plan for buying a particular product is the initiator. The influencer is the person who provides ideas and suggestions and influences the decision of the buyer. The decider is the person who finally decides of what, where, how and when to buy the product. The buyer makes an actual purchase and the user uses or consumes the product or service as a final stage (Kotler et al., 2008).

### **2.4.3 Roles and Status**

Every individual in society has different roles and status depending upon the position and relation that he or she holds in different societies. A person holds an exclusive role in different groups where he or she is supposed to perform certain activities depending upon the people in the surroundings. Each role affects

individual's buying behaviour during the decision making process. The role that individuals represent in different groups reflects the general esteem given to it by the public i.e. status. Status is another factor that a person should take care of before buying something (Kotler et al., 2008).

#### **2.4.4 Lifestyle**

According to Kotler et al. (2008) lifestyle is the way of living that a person chooses according to his or her activities, interests, and opinions. People who have a very similar culture, social class or occupation may not have the same lifestyles. It captures a person's whole pattern of acting or interacting in the world more than profiling a person's social class or personality. An individual's life has some kind of style and he or she wishes to develop it, sustain it, show it and make it a logical and visible thing that other people can recognize (Boyd & Levy, 1963). Lifestyle often provides the basic motivation and guidelines for purchases, although it normally does so in an indirect and delicate manner (Hawkins, Mothersbaugh, & Best 2007).

#### **2.5 After Sales Service**

Traditionally, after sales service comprises of spare parts, management, maintenance and repair activities. In order to support the product, after sales has grown and expanded to include other services such as product installation, commissioning, training, maintenance and repair services, documentation, spare parts supply and logistics, product upgrading and medications, software and warranty schemes, telephone support, etc (Tore & Uday, 2003). After sales support strategy associated with a product may include elements such as warranty provision, extended service contract provision, availability of repair service, loan availability, toll-free phone support, etc (Arvinder, 1996).

After sales service is not just fixing what has gone wrong with the product. This appears to be the most important function of many after sales service functions. It is an important marketplace differentiator because primary products are often physically comparable and services are more difficult to imitate and which become a competitive advantage (Heskett, et al., 1997). Indeed, customers demand not only a product but also a comprehensive solution for their problem as they are increasingly

moving away from requesting a specific product to requesting a certain service package which will include the original purchase as well as all aftermarket needs as well (Raddats, 2011).

Mathe and Shapiro (1993) insisted that manufacturers should forecast the after sales needs in product design, but experience shows that many manufacturers do not take account of customers' concern enthusiastically enough at the product design phase. Therefore, customers have more interest about service and aftermarket considerations when purchasing a product. This method is looking forward to increase overall efficiency between the supplier and the customer as well as design service activities at the work phase. Since after sales services can be measured as a factor that could have a significant impact on the customer's total satisfaction, it would be usual to study customers' satisfaction with the supplier's individual services.

The traditional approach to after sales service part is on technical interference, where the main focus is on improving technical tools and work methods. There are several kinds of activities in after sales services: customer support, product support, technical support and service (Goffin & New, 2001). According to Saccani, et al. (2007), after sales services are regarded as a business which includes multiple activities. There are three main activities in after sales services which are technical assistance, spare parts distribution and customer care (Saccani et al., 2007).

### **2.5.1 Technical Assistance**

Technical assistance is provided by the seller to buyer such as installation, warranty work as well as out-of-warranty repairs, product disposal and check-ups (Saccani et al., 2007). Business-to-business customers expect a high level of availability from the sellers' side because of possible technical issues which may cause serious problems for the customers (Russell, 2008). This is partly provided by warranties received by the customers from the manufacturer's part (Chien, 2007).

#### **Installation**

Installation is the first element of after sale or delivery of the product and is considered to generate more profitable sale. The fundamental reason for offering installation to consumers is to take competitive advantage and customer demand for

after sale markets (Oliva & Kallenberg, 2003). Incorrect installation will cost more to the organizations due to the complaints from customers and thus they may have to pay large amounts in compensation to the customer or spend a lot of money to handle the issues involved (Wetmore, 2004).

### **Warranty**

Warranty is regarded as a contractual obligation made by a manufacturer connected to the sale of a product, where the manufacturer is obligated to make sure of the systematic functioning of the product (Blischke & Murthy, 1992). Also, warranties are recognized as being costly for manufacturers; the warranty programs must be anticipated precisely to provide warranty for the customer in the long run (Chien, 2007). According to Udell and Anderson (1968), a warranty is assumed to be an obligation for the seller; it is a responsibility for the seller and a satisfaction for the buyer that the product will run in the long term.

The main intention of offering a warranty is to prove that the product will function correctly and last for a longer period when compared to the products from the competitors. In order to provide a warranty, organizations have to increase the product quality to a certain point in which they can produce a reliable and better product and offer long-term warranty to their customers (Kelly, 1988).

#### **2.5.2 Spare Parts Distribution**

Spare Parts Distribution is responsible for inventory management, customer order management and delivering spare parts (Saccani et al., 2007). It is important to know that spare parts are not intermediate or final products to be sold to a customer (Kennedy et al., 2002). Gopalakrishnan and Banerji (2004) stated that spare parts distribution provides critical functions for the customers during the consumption of the product.

The purpose for holding a spare parts inventory is to provide timely maintenance to customers' equipment (Hopp et al., 1999). Moreover, the spare parts inventory is held as protection against extensive equipment down-time (Kennedy et al., 2002). Spare parts are designed to replace the obsolete products but there are

consequences of unplanned repairs due to production loss with potentially significant costs.

### **2.5.3 Customer Care**

Customer care is generally described as an activity which provides technical and commercial information and services; normally warranty extension and complaint management to customers (Saccani et al., 2007). The customer care activity has changed from being primarily providing simple tasks such as providing information and handling orders, to being more complex and handling tasks such as giving suggestions in financial affairs or strengthening and managing the relationship with key accounts (Kantsperger & Kunz, 2005).

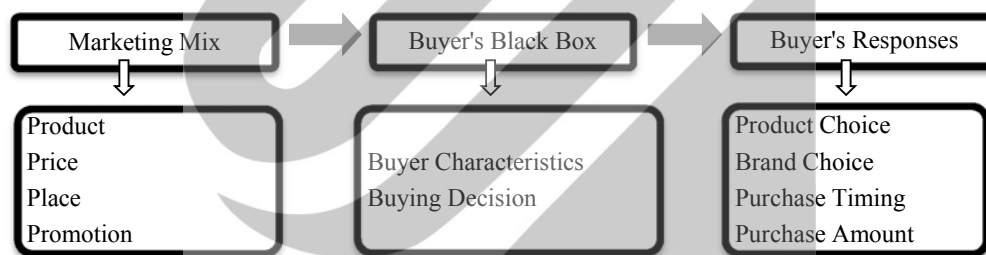
After sales service can build sustainable relationships with customers and increase significantly to customer satisfaction (Kurata & Nam, 2010). By providing various after sales services during the stages of the primary product lifecycle, the provider can guarantee the product functionality and customer satisfaction which can cause a fruitful relationship between the customer overtime and allow more transactions (Ahn & Sohn, 2009). According to Hoffman and Bateson (2010) returning customers are the most profitable ones as they do not require a lot of marketing effort and relationship building, as they are already loyal and committed customers.

Customer feedback is considered to be very important these days. Since many organizations are more customer-oriented, they want to know customer needs in the product or service by offering feedback from customers. This kind of information collected by customers can be more useful for customers in designing products and services and customers tend to purchase their options available from the market. Leaving the particular product and choosing among the other responses from the customers is very important for an organization or business to improve (Barlow & Moller, 1996). Feedback can be collected through many kinds of procedures like comment cards, toll free numbers, via the telephone or through the internet (Sampson, 1998).

## 2.6 Model of Buyer Behaviour

Consumer behaviour is influenced by two major factors. These factors are individual and environmental. The major categories of individual factors affecting consumer behaviour are demographics, consumer knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is the environmental factors. Environmental factors characterize those items outside of the individual that affect an individual consumer's decision making process. These factors include culture, social status, and reference group, family and household (Blackwell, Miniard, & Engel, 2006).

Figure 2.1 presents the marketing mix and other factors that come into the buyers' black box and produce certain responses. This implies that marketing mix enters the consumers' black box and leads to buyer responses of product choice, brand choice dealer choice, purchasing timing and purchasing amount. The market interest of how the stimuli are changed into responses inside the buyer's black box consists of two parts. Firstly, the consumer's characteristics influence how they perceive and react to the stimuli. Secondly, the consumer's decision process itself affects the buyer's behaviour (Kotler & Armstrong, 2003).



**Figure 2.1** Model of Buyer Behaviour

**Source:** Kotler & Armstrong, 2003

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

In this chapter, the methodology used for conducting the research about the influential factors of consumers' buying decision towards mobile phone retailing business in central Yangon will be presented. It consists of research design, identifying the population and sample size, defining the research instrument for collecting data, and the data collection procedure.

#### **3.1 Research Design**

The data analysis of the relationship between demographic, marketing mix, social status and after sales service factors and consumers' buying decision was carried out by using a quantitative approach to ensure the statistical methods applied cover the hypotheses and also to enhance the validity and reliability of the data found.

In addition, the strength of the quantitative method was appropriate for evaluating the results since the research was based on studying consumers' buying decisions as an intangible factor. Therefore, selecting this method could assist the researcher to make stronger the analysis of the findings of the research.

#### **3.2 Population and Sample Selection**

##### **3.2.1 Sampling Method**

Sampling allows researchers to estimate characteristics of a population and to draw conclusions about an entire research project by examining each part. Among the sampling methods, the non-probability sampling or convenience sampling method was chosen because this method allows selecting the participants who are easy to access to participate in the research.

##### **3.2.2 Target Populations**

Identifying the target populations, the researcher selected the central or west part of Yangon which is also called the downtown region. According to the provisional result from the Myanmar Population and Housing Census in March 2014 showed that the total population in west Yangon was recorded as 969,364. According

to Pelham & Blanton (2006), no matter what population is selected, it is very important to explain the reason why a certain group of individuals are chosen to study.

The reason why the researcher selected west Yangon as a target population was it is the main part of the city center, where several mobile phone shops are located within in a close distance. It is also the place where most people who want to buy mobile phones tend to go because, the greatest variety of choices in mobile phones can be found in that region only.

### 3.2.3 Sample Size

The sample size for mobile phone users in central Yangon was based on Yamane's formula (Yamane, 1973), which provides a formula of sample sizes with a 95% confidence level. According to the formula, the sample size was determined as follows:

$$n = \frac{N}{1 + N(e)^2}$$

n = the sample size

N = the size of the population

e = significance level (0.05)

The specific value generated from the formula was as follows:

$$N = 969,364$$

$$e = 0.05$$

$$n = \frac{969,364}{1 + 969,364(0.05)^2}$$

$$n = 399.84$$

According to the result, the sample size of the study was determined as 400 in the target population of 969,364 and the researcher distributed 400 sets of questionnaires to carry out the research.



### 3.3 Research Instrument

According to Zikmund (2003) an instrument is a method of measuring phenomena which gather and record information for assessment, decision making and complete understanding. Among the research instruments of questionnaires, content analysis, focus groups and observation, questionnaire method was selected because the questionnaires are normally less structured and the respondents can be able to answer without any explanation and without any influence from the researcher's part. Hence, it is suitable for quantitative purpose and testing relationships among relevant variables to accomplish the research objectives.

The questionnaire was designed to obtain realistic information. Therefore, all the objective items were included and the participants were able to answer all the questions without hesitations. Demographic information was provided in the first part of the questionnaires. The second part included the questions about the importance level of factors which affect consumers' buying decisions followed by the last section which indicated the relation between all the influential factors and consumers' buying decisions.

The width of class interval regarding importance levels were based on the five level-Likert's scale (Likert, 1932).

**Table 3.1** Width of Class Interval

Likert's scale				
Strongly Agree	Agree	Rather Agree	Disagree	Strongly Disagree
(5)	(4)	(3)	(2)	(1)
4.21-5.00	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80

**Source:** Adopted from Likert, 1932

The classification of importance levels for each variable was determined as follows:

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

### **3.4 Data Collection Procedure**

Data collection procedure for the topic “The influential factors of consumers’ buying decision towards mobile phone retailing business in central Yangon” was based on empirical data in order to understand the details of the study. The timeframe was set to collect the required data over 30 days and the questionnaire handouts were given to the selected population during the month of October, 2014. Collection of the data was done accordingly:

#### **3.4.1 Primary Data Collection**

Primary data was collected by using survey questionnaires for obtaining specific information of consumers’ buying decision towards mobile phones. Questionnaires were distributed around mobile retailing shops in the central part of Yangon in Myanmar.

#### **3.4.2 Secondary Data Collection**

The researcher also took into account the secondary data from several sources regarding the demographic, marketing mix, social status, after sales service, and consumers’ purchasing decision in the mobile phone retailing business. All the related information was collected through websites, published books, other thesis reports, academic journals and research articles.

## CHAPTER 4

### RESEARCH FINDINGS

This chapter presents the data analysis based on the methodology discussed in the previous chapter. In order to write the summary and explain the detailed analysis of the data, both descriptive and inferential statistics methods were applied in the research study.

The first section includes descriptive statistical analysis of both demographic profile and other variables in terms of percentage, frequencies, means, and standard deviations. The second section deals with inferential statistics by applying correlations and multiple linear regressions in order to test the hypotheses of the framework.

The findings of the study are discussed and summarized, which are the relationship between the buying decision of consumers and the major influential factors.

#### 4.1 Reliability and Validity

In order to obtain reliable data, the questionnaires were based on the understanding of the respondents because observer bias is the greatest threat to reliability and the survey results depends on the interpretation of the participant's information they provide. During the evaluation and handling of the data collected from the survey, the researcher has tried to be as objective as possible to ensure the reliability of the results. In order to obtain valid information, the questionnaires were formulated to reflect the theories and find answers to specific research questions.

Before the results were summarized, the researcher tested the reliability in order to know internal consistency of each data by using Cronbach's Alpha. The table below reveals the reliability level of questionnaires accordingly:

**Table 4.1** Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.842	15

Table 4.1 shows that the overall reliability for 15 questionnaires was 0.842. This implies that the internal consistency among all the variables meets the required reliability level and hence, it can be determined that the instrument used in the research was suitable for this research and the results from the findings are reliable.

## 4.2 Descriptive Statistics of Demographic Profiles

The tables below cover the basic demographic characteristics of the respondents including gender, age, education and income in order to capture some preliminary insights into the consumers' dataset.

**Table 4.2** Demographic Profiles of Respondents' Classified by Gender

Gender	Frequency	Percent
Male	235	58
Female	165	42
Total	400	100

According to Table 4.2, it has been found that the sample was distributed to 58% of males and 42% of females.

**Table 4.3** Demographic Profiles of Respondents' Classified by Age

Age	Frequency	Percent
16-22	81	21
23-30	216	54
31-40	52	13
Above 40	51	12
Total	400	100

According to Table 4.3, 21% of the respondents were in the range between 16-22 years old, 54% were between 23-30 years old, 13% were between 31-40 years old and 12% were above 40 years old. From the dataset, it can be seen that the least number of respondents were in the range of 41 years and above, while the majority of the sampled respondents were within the range of 23-30 years.

**Table 4.4** Demographic Profiles of Respondents' Classified by Education

Education Level	Frequency	Percent
Undergraduate	28	7
Graduate	366	91
Postgraduate	6	2
Total	400	100

From Table 4.4, it has been found that 91% of the respondents were university graduates, 7% of the respondents were students who were attending an undergraduate level degree and 2% of the respondents were people who were continuing their studies with another sort of qualification after their university undergraduate degree.

**Table 4.5** Demographic Profiles of Respondents' Classified by Income

Monthly Income(US Dollars)	Frequency	Percent
100-200	121	30
210-300	146	37
310-400	75	19
Above 400	58	14
Total	400	100

Table 4.5 revealed that 30% of the respondents were mobile phone users who had an income level between \$100-200 a month, and 37% represented the monthly income of respondents who earned between \$210-300 per month. The minority of 19% and 14% represent the monthly income of participants who earned between \$310-400 and above \$400.

### 4.3 Descriptive Characteristics of Independent Variables

**Table 4.6** Descriptive Characteristics of Marketing Mix Factors

Item	Mean	Std. Deviation	Relative Degree
Product	4.2867	.5558	Strongly Agree
Price	4.0838	.5421	Agree
Promotion	4.5538	.5041	Strongly Agree
Place	4.0725	.5522	Agree

Table 4.6 presents the descriptive characteristics of marketing mix factors. In summary, the results indicated that the mean values of product and promotion are higher than price and place. Therefore, it can be interpreted that product and promotion are the most influence factors for consumers' choice in marketing mix strategies.

**Table 4.7** Descriptive Characteristics of Social Factors

Item	Mean	Std. Deviation	Relative Degree
Reference Groups	4.1575	.59462	Agree
Family	3.9050	.60984	Agree
Personal Choice	4.0225	.53639	Agree

In Table 4.7, the mean values of all the factors in social part are similar and the results indicated that all the factors are important in consumers' buying decisions.

**Table 4.8** Descriptive Characteristics of After Sales Service Factors

Item	Mean	Std. Deviation	Relative Degree
Technical Assistance	4.1175	.64788	Strongly Agree
Spare Parts	4.6100	.49852	Agree
Customer Care	4.5500	.57299	Strongly Agree

In Table 4.8, the results suggest that technical assistance and customer care are more important than spare parts according to the higher mean values.

#### 4.4 Hypothesis Testing

In order to investigate the influence of all the variables mentioned in the framework, the study followed three methods. For the demographic section, the researcher applied two methods to test the hypotheses. Inferential statistics of independent sample t-Test were applied to find relationships between gender and consumers' purchasing decisions.

One-way ANOVA was employed to compare between data variables of age, education and income level, and consumers' buying decision. For marketing mix, social factors and after sales service sections, the multiple linear regression method

was used to determine the relationship between variables and purchase decisions of consumers in the mobile retailing business.

#### 4.4.1 Testing the Influence of Demographic Factors

This section presents the relationship between gender, age, education and income, and consumers' buying decisions.

**Table 1.9** Independent Sample t-Test for Gender

		Levene's Test for Equality of Variances				t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2- tailed)	Mean Diff	Std. Error Diff	95% Confidence Interval of the Diff		
										Lower	Upper
Buying Decision	Equal variances assumed	4.838	.028	.539	398	.590	.03017	.05603	-.07997	.14032	

According to Table 4.9, the significant level from test result is 0.028 which is greater than 0.005. Since the value considerably differs from the statistical significance of 0.005, it can be determined that there is no significant relationship between gender and consumers' mobile phone buying decisions.

**Table 4.10** One-way ANOVA Test for Age

Buying Decision					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.714	3	1.571	5.342	.001
Within Groups	116.476	396	.294		
Total	121.190	399			

Table 4.10 illustrates the relationship between age groups and consumers' buying decisions. Since the test result is 0.001 which is less than 0.005, it can be confirmed that there is a significant relationship between age and consumers' mobile phone buying decisions.

**Table 4.11** One-way ANOVA Test for Education

<b>Buying Decision</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	1.864	2	.932	3.100	.046
Within Groups	119.326	397	.301		
Total	121.190	399			

According to Table 4.11, the significant level of 0.046 is greater than 0.005. Therefore, it can be interpreted that there is no significant relationship between education and consumers' mobile phone buying decisions.

**Table 4.12** One-way ANOVA Test for Income

<b>Buying Decision</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	12.765	3	4.255	15.540	.000
Within Groups	108.425	396	.274		
Total	121.190	399			

From Table 4.12, it can be obviously noted that there is a significant relationship between income and consumers' mobile phone buying decisions according to the P value of 0.000 which is less than 0.005.

#### 4.4.2 Testing the Influence of Marketing Mix Factors

This section presents the hypothesis testing about the relationship between marketing mix factors and consumers' buying decision applying linear regressions analysis.

The R Square represents the fitness of the model and the coefficient beta represents whether the factors have positive or negative relationships with consumers' buying decisions in mobile retailing business in central Yangon, Myanmar.



**Table 4.13** Regression Analysis of Marketing Mix Factors and Consumers' Buying Decision

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.	Interpretation
		B	Std. Error	Beta			
	(Constant)	1.847	.331		5.573	.000	Significant
Product	Brand	.066	.061	.062	1.090	.277	Not Significant
	Features	-.117	.069	-.094	-1.698	.090	Not Significant
	Quality	.505	.085	.467	5.964	.000	Significant
1 Price	Price Level	-.168	.054	-.156	-3.085	.002	Significant
	Sales Promotion	-.136	.121	-.141	-1.124	.262	Not Significant
Promotion	Discount	.411	.039	.482	10.601	.000	Significant
	Advertisement	-.010	.121	-.010	-.084	.933	Not Significant
Place	Location	-.055	.054	-.055	-1.011	.312	Not Significant
	Display	-.109	.063	-.109	-1.729	.085	Not Significant
a. Dependent Variable: Buying Decision							
R Square=.335, Adjusted R Square=.319							

Based on statistical significance with 95% confidence, the regression analysis of the relationship between marketing mix factors and consumers' buying decision was significant (P value=0.000). The diagnostic test showed an R Square=0.335, indicating that the regression is reasonably fitted and suggests that 33.5% of variance in consumers' buying decisions can be estimated by the marketing mix factors related to the Yangon mobile phone retailing business.

The finding reveals that the coefficients of some factors have negative relationships with consumers' buying decision. Among the marketing mix factors, quality acquired the highest coefficient (0.505) which implies that 1% increase in the level of quality may lead to 50.5% increase in consumers' buying decision.

The details of the results can be explained as follows:

There is a significant relationship between product and consumers' mobile phone buying decisions: (P value of quality=0.000 >0.005)

There is a significant relationship between price and consumers' mobile phone buying decisions: (P value of price level=0.002 >0.005)

There is a significant relationship between promotion and consumers' mobile phone buying decisions: (P value of discount=0.000 >0.005)

There is no significant relationship between place and consumers' mobile phone buying decisions: (P values of both location and display are greater than 0.005)

#### 4.4.3 Testing the Influence of Social Factors

**Table 4.14** Regression Analysis of Social Factors and Consumers' Buying Decision

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.	Interpretation
	B	Std. Error	Beta			
(Constant)	2.721	.278		9.776	.000	Significant
1						
Personal Choice	.108	.073	.005	1.491	.137	Not Significant
Reference Groups	-.053	.045	-.057	-1.167	.144	Not Significant
Family	.155	.064	.172	2.431	.015	Not Significant

a. Dependent Variable: Buying Decision  
R Square= .071, Adjusted R Square= .064, P value= .000

According to Table 4.14, the result indicated that there is a significant relationship between social factors and consumers' buying decision (P=0.000). R Square=0.071 indicates the fitness of the model and interprets that 7.1% of variance in consumers' mobile phone buying decision can be predicted by social factors. The beta coefficient shows that reference group has a negative relationship with buying decision.

In summary, each factor can be explained accordingly:

There is no significant relationship between personal choice and consumers' mobile phone buying decisions: (P=0.137>0.005)

There is no significant relationship between reference group and consumers' mobile phone buying decisions: (P=0.144 >0.005)

There is no significant relationship between family decision and consumers' mobile phone buying decisions: ( $P=0.015 > 0.005$ )

#### 4.4.4 Testing the Influence of After Sales Service Factors

**Table 4.15** Regression Analysis of After Sales Service Factors and Consumers' Buying Decision

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.	Interpretation
	B	Std. Error	Beta			
(Constant)	2.515	.331		7.593	.000	Significant
<sup>1</sup> Technical Assistance	.157	.043	.185	3.642	.000	Significant
Spare Parts	.005	.057	.005	.094	.925	Not Significant
Customer Care	.079	.048	.082	1.631	.104	Not Significant
a. Dependent Variable: Buying Decision						
R Square= .041, Adjusted R Square= .034, P value= .000						

Table 4.15 revealed that there is a significant relationship with after sales service factors and consumers' mobile phone buying decision according to P value=0.000. The beta coefficient indicates that all three factors have positive relationships with buying decision.

R Square=0.041 can be interpreted that 4.1% of variance in consumers' buying decision can be predicted by after sales service factors related to Yangon mobile phone retailing business.

The details of each factor can be explained as follows:

There is a significant relationship between technical assistance and consumers' mobile phone buying decisions: ( $P=0.000 > 0.005$ )

There is no significant relationship between spare parts and consumers' mobile phone buying decisions: ( $P=0.925 > 0.005$ )

There is no significant relationship between customer care and consumers' mobile phone buying decisions: ( $P=0.104 > 0.005$ )

## **CHAPTER 5**

### **SUMMARY, CONCLUSION & RECOMMENDATIONS**

This chapter includes a summary of the findings, findings of the study, summary of the hypotheses testing, conclusion, limitation of the research and recommendations for further research to be undertaken.

#### **5.1 Summary of the Findings**

This study analyzed the factors affecting the mobile phone buying decisions in central Yangon, Myanmar. Data was obtained from 400 mobile phone users, using a structured questionnaire. The target population was selected to those who live in the downtown part of Yangon. The study used a convenience sampling group data which was statistically explained through frequency and percentage. In order to prevent errors and unnecessary information, the questionnaires were controlled by the scope of the study.

The findings are divided into four sections; demographic, marketing mix, social status and after sales service factors. The study aims to prove whether they have significant relationships with consumers' mobile phone buying decisions as well as to determine the importance of each factor regarding to buying decisions in the mobile phone retailing business in the central part of Yangon. The data was analyzed through the Data Analysis Program. The Hypothesis related to influential factors and consumer purchase decisions was analyzed through one-way ANOVA, independent sample t-Test and multiple linear regression approaches.

There were 58 percent of male and 42 percent of female respondents. The majority of the participants were aged between 23-30 years and most of the respondents were university graduates. The majority of mobile phone users had a monthly income level in US Dollars between \$100-200 and \$210-300.

The results for both gender and education showed that there is no significant relationship between gender and education, and the consumers' mobile phone buying decisions. Only age and income has significant relationship with consumers' mobile phone buying decision ( $P \text{ value} < 0.005$ ).

The correlation matrix showed a correlation between marketing mix, social and after sales service factors and consumers' buying decision.

## 5.2 Findings of the Study

In the demographic section, the study checked the differences between male and female consumers. The population and mean values of males were greater than females and  $P$  value=0.028 confirmed that gender has no relationship with consumers' mobile phone buying decisions. Age has a significant relationship with consumers' mobile phone buying decision according to  $P=0.001$ .

In terms of education, the results did not meet the significant level and hence, there is no relationship between education and consumers' mobile phone buying decision. The ANOVA test for income revealed that income is correlated with consumers' mobile phone buying decisions at  $P$  value=0.000.

Regarding the results from multiple regressions, marketing mix factors, social factors and after sales service factors showed significant relationships with consumers' mobile phone buying decisions in the Yangon mobile phone retailing business.

## 5.3 Summary of the Hypotheses Testing

This section presents the summary of the hypotheses in the form of a table designed for a clear understanding of the research results.

**Table 5.1** Summary of the Hypotheses Testing

No	Hypothesis	Decision
H1	There is a significant relationship between demographic factors and consumers' mobile phone buying decision	Accept
H1a	There is a significant relationship between gender and consumers' mobile phone buying decision	Reject
H1b	There is a significant relationship between age and consumers' mobile phone buying decision	Accept
H1c	There is a significant relationship between education and consumers' mobile phone buying decision	Reject

**Table 5.1** Summary of the Hypotheses Testing (Cont.)

No	Hypothesis	Decision
H1d	There is a significant relationship between income and consumers' mobile phone buying decision	Accept
H2	There is a significant relationship between marketing mix factors and consumers' mobile phone buying decision	Accept
H2a	There is a significant relationship between product and consumers' mobile phone buying decision	Accept
H2b	There is a significant relationship between price and consumers' mobile phone buying decision	Accept
H2c	There is a significant relationship between promotion and consumers' mobile phone buying decision	Accept
H2d	There is a significant relationship between place and consumers' mobile phone buying decision	Reject
H3	There is a significant relationship between social factors and consumers' mobile phone buying decision	Accept
H3a	There is a significant relationship between reference groups and consumers' mobile phone buying decision	Reject
H3b	There is a significant relationship between family decision and consumers' mobile phone buying decision	Reject
H3c	There is a significant relationship between personal choice and consumers' mobile phone buying decision	Reject
H4	There is a significant relationship between after sales service and consumers' mobile phone buying decision	Accept
H4a	There is a significant relationship between technical assistance and consumers' mobile phone buying decision	Accept
H4b	There is a significant relationship between spare parts and consumers' mobile phone buying decision	Reject
H4c	There is a significant relationship between customer care and consumers' mobile phone buying decision	Reject

## **5.4 Conclusion**

In this study, the purpose was to achieve some detailed insight and understanding about the influential factors of mobile phone purchasing processes among consumers in Yangon, Myanmar.

The study revealed that personal income is one of the most important factors when consumers choose to buy a mobile phone. In terms of marketing mix, mobile phone users are sensitive in quality, price and promotional discount. Generally, social factors influence consumers' buying decisions and regarding after sales service, technical assistance of the shop is highly correlated with consumers' mobile phone buying decisions.

Undertaking this research project showed that selecting suitable products highly depends on the relationship between the consumers and the products, and the services offered by the manufacturers. It also highlights the understanding about market needs for introducing new products successfully as well as developing the existing products suggesting what are important for consumers. Thus, this study gives very valuable information about the decision of the consumers in product selection associated with mobile phones in Yangon, Myanmar.

Overall, this study brings great benefit to the mobile phone retailing market as a whole, including outside of Myanmar.

## **5.5 Limitation of the Research**

When conducting the research, the following limitations were clear:

1) The geography area where the research has been conducted was limited. Therefore, the findings generated from calculation only refer to the mobile phone users who live in central or west part of Yangon and the findings did not represent the entire population of Myanmar.

2) The time given to implement the research was also limited. Thus, the researcher cannot mention and compare other excluded factors that may also influence consumers' purchasing decisions regarding the Yangon mobile phone retailing business.

## **5.6 General Recommendations**

From the above research, it would be notable to suggest the following:

- 1) Selling more good quality products is recommended for the mobile phone retailing business.
- 2) Price of mobile phones should be in line with the income level of the majority of consumers.
- 3) Providing a good technical assistance is also recommended as it is very important for consumers.

## **5.7 Recommendations for Further Research**

Based upon the findings generated from this study, the researcher has provided the following suggestions for further research and related studies in this area:

- (1) The research can also be taken in a particular province and also for the whole population in Myanmar as consumers' interest on a product and purchasing decisions can vary according to the geographical entity and external environment they live in.
- (2) Further research can also be conducted to detailed investigation regarding the factors which create negative relationships with the consumers' buying decisions.



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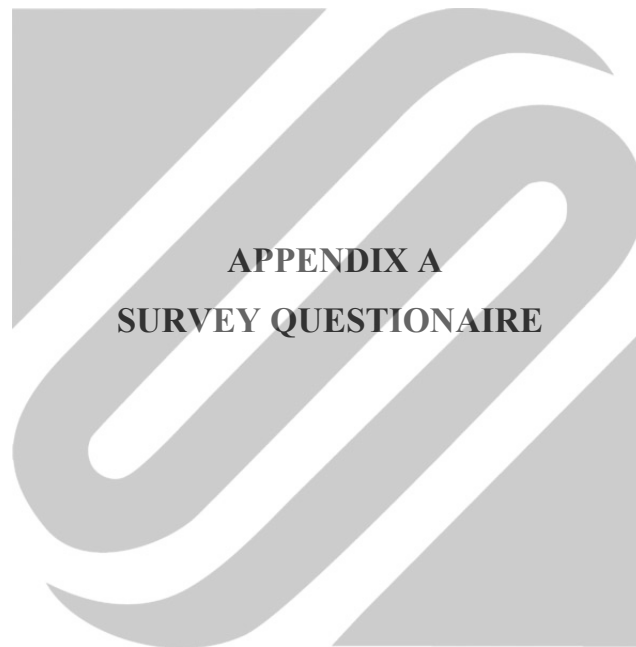
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## QUESTIONNAIRE

Topic: The Influential Factors of Consumers' Buying Decision towards Mobile Phone Retailing Business in Central Yangon

### Part 1: Demographic Information

Q1. What is your gender? Male..... Female.....

Q2. You're age between? 16-22..... 23-30..... 31-40..... Above 40.....

Q3. What's your education level? Undergraduate..... Graduate.....

Postgraduate.....

Q4. What's your monthly income in terms of US Dollars? \$100-200.....

\$210-300..... \$310-400..... \$Above400.....

### Part 2: Influential Factors

Please rate how you agree or disagree on each statement below:

1= Strongly Disagree, 2= Disagree, 3= Rather Agree, 4= Agree and 5= Strongly Agree

Your choices of a mobile phone depend on?		1	2	3	4	5
Product	well known brand of a mobile phone					
	features (designs, screen size, etc)					
	quality of a mobile phone					
Price	price level					
	sales promotion (free gifts, voucher, etc)					
Promotion	price discounting					
	advertisement and PR activities					
Place	location of the mobile phone shop					
	the shop that displays variety of products					

### QUESTIONNAIRE (Cont.)

Your choices of a mobile phone depend on?		1	2	3	4	5
Social	groups of people					
	family members					
	your personal choice					
After Sales Service	technical assistance of a mobile phone shop					
	easy to find spare parts and accessories					
	customer care of a mobile phone shop					

### Part 3: Decision Making

Please rate how you agree or disagree on each statement below:

1= Strongly Disagree, 2= Disagree, 3= Rather Agree, 4= Agree and 5= Strongly Agree

Purchase decision	1	2	3	4	5
You consider these factors when you make a buying decision					

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