YANGON INSTITUTE OF ECONOMICS
DEPARTMENT OF COMMERCE

A STUDY ON CONSUMER BEHAVIOR ON PERFORMANCE OF MYANMAR RAILWAY (YANGON-MANDALAY RAILWAY)

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This thesis submitted as a partial fulfillment of the requirement for Degree of Master of Commerce.

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ABSTRACT

The study examines the Yangon-Mandalay railway passengers at Yangon station with special emphasis on their perception and the attitude on Yangon-Mandalay railway. Using simple random sampling method, random sample of 140 railway passengers were drawn from the passengers of 700. And the required data were collected through self-administered questionnaires .The results show that 108 respondents liked travel by train because they want to save money and 21 passengers answered that they thought freedom travel by train while the other answered their family choice train. Behavior of passengers on Myanmar Railway Corporation is positively influenced by price, service, and right time to reach that most attract to travel by train.

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List of Abbreviations

MRC	- Myanma Railway Corporation
Ads	- Advertising
j.n.d	- Just Notification Difference

Chapter I

Introduction

1.1 Rationale of the Study

Transportation is undoubtedly vital for economic development of any country and its importance needs no special stress. In Myanmar, largest portion of transport service is obtained from railway transport of the Myanmar Railway Corporation according to the report to the Pyithuhlutaw (1989). As developing country, Myanmar has to implement or invest in many infrastructure development projects such as electricity, transportation, building, etc.., in order to serve 60 million of its population. Railway transportation is broadly utilized and serves half of the population.

Consumer Behavior is defined as the behavior that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Today, an intuitive understanding of consumer behavior was the key to the growth of any organization that have remained highly successful. Consumer perception is defined as the process by which on individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world.

1.2 Objectives of Study

The objectives of this paper are

(1) To identify passenger's behavior of Yangon – Mandalay railway line

(2) To identify strength and weakness of passenger's perception on Yangon-Mandalay railway line

1.3 Scope of Study

This study mainly considers consumer perception on railway transportation. This paper focuses only on Yangon-Mandalay transportation because this line has many passengers than other line. The necessary data is collected from the records of traffic department and account department of the MR. In addition to, opinion relation to Yangon-Mandalay transportation is obtained from officers of respective sections concerned and passengers through personal interview or opinion survey.

1.4 Methodology

Consumer Behavior will use to analysis consumer attitude on MRC. Consumer behavior focuses on how individuals make decision to spend their available resource such as time, money, and effort, on consumption-related items. This result is to identify customer's perception on railway transport line such as the price of train ticket, the benefit of travel by train, the weakness of travel by train. Thus descriptive research type is used. As the statistical data are needed, survey method is applied .To be most effective, personal interview with well prepared questionnaire is to be conducted for primary data collection.

1.5 Organization of Paper

This paper is organized by the following Chapters. Chapter (1) describes the rationale of the study and introduce the back ground of MR. A brief history of MR and present organization structure of MR are described in Chapter (2). Theoretical considerations relation with passenger attitude, which is divided into discussion of concepts and definition of consumer behavior and present organization structure are mentioned in Chapter (3). Chapter (4) is the analysis of data and Chapter (5) is Conclusion chapter.

Chapter II

Theoretical Background

2.1 Consumer Behavior

Consumer behavior is defined as the behavior that consumers display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decision to spend their available resources (times, money, effort, on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how they evaluate it after the purchase and the impact of such evaluations on future purchases and how they dispose of it. One of the most important constants among all of us, despite our difference, is that above all we are consumers. We use or consume on a regular basis food, clothing, shelter, transportation, education, equipment, vacations, necessities, luxuries, services and even ideas. As consumer, we play a vital role in the heart of the economy, local, national and international.

The purchase decisions we make affect the demand for basic raw materials, for transportation for production, for banking; they affect the employment of workers and deployment of resources, the success of some industries and the failure of others. In order to succeed in any business and especially in today's dynamic and rapidly evolving market place. Marketers need to know everything they can about consumer, what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made.

The term consumer behavior describes two different kinds of consuming entities: the personal consumer and the organizational consumer. The personal consumer buys goods and services for his or her own use, for the use of households or as a gift for a friend. The products are bought for final use by individuals who are referred to as end users or ultimate consumers. The organizational consumer include profits and not for profit business, government agencies (local, state and national) and institution (e.g. schools, hospital and prisons) all of which must buy products, equipment and services in order to run their organization. End-use consumption is the most pervasive of all types of consumer behavior, for it involves every individual of every age and background, in the role of either buyer or user or both.

2.2 Development of the Marketing Concept and the Discipline of Consumer Behavior

The field of consumer behavior is rooted in the marketing concept, a business orientation that evolved in the 1950 through several alternative approaches toward doing business referred to, respectively, as the production concept, product concept and selling concept. The production concept assumes that consumers are mostly interested in product availability at low prices: its implicit marketing objective is cheap, efficient production and intensive distribution. The product concept assumes that consumer will buy the product that offers them high quality, the best performance and the most features. A natural evolution from both the production concept and the product concept in which marketer's primary focus is selling the product that it has unilaterally decided to produce.

The field of consumer behavior is rooted in a marketing strategy that evolved in the late 1950, when some marketers began to realize that they could sell more goods more easily, if they produced only goods they already determine the consumers would buy. Consumer needs and wants became the firm’s primary focus. This consumer oriented marketing philosophy came to be known as the marketing concept. Marketing concept is based on the premise that a marketer should make what it can sell, instead of trying to sell what it had made. Selling concept focus on profits through sale volume. Marketing concept focuses on profits through customer satisfaction. Before the evolution of the marketing concept, an intuitive understanding of consumer behavior was the key to the growth that have remained highly successful.

2.3 Providing Customer Value, Satisfaction and Retention

Customer value is defined as the ratio between that customer's perceived benefits (economic, functional, and psychological) and the resources (monetary, time, effort, psychological) used to obtain those benefits. Perceived value is relative and subjective customer satisfaction is the individual's perception of the performance of the product or service in relation to customer's expectation. The overall objective of providing value to customers continuously and more effectively than the competition is to have highly satisfied customers. This strategy of customer retention makes it in the best interest of customer to stay with firm rather than switch to another firm. Customer retention survey closely monitors its customer's consumption volume and patterns, establishes tires of customers according to their profitability levels and develop distinct strategies toward each group of customers. A corporate philosophy centered on customer value, satisfaction and retention evolves from the marketing concept and also unfolds new dimensions of marketing.

2.4 A Simplified Model of Consumer Decision Making

Many early theories concerning consumer behavior were based on economic theory on the notion that individuals act rationally to maximize their benefits in the purchase of goods and services. All of these factors combine to form a comprehensive model of consumer behavior that reflect both the cognitive and emotional aspect of consumer decision making. The process of consumer decision making can be viewed as three distinct but interlocking stages: the input stage, the process stage and the output stage. The input stage influences the consumer's recognition of a product need and consist of two major sources of information the firm's marketing efforts and the external sociological influences on the consumer. The process stage of the model focuses on how consumer make decisions. The output stage of consumer decision making model of two closely related post decision activities purchase behavior and post purchase evaluation. The study of consumer behavior enable marketers to understand and predict consumer behavior in the marketplace. Consumer behavior is interdisciplinary. Consumer behavior is based on concepts and theories about people that have been developed by scientists in such diverse disciplines as psychology, sociology, social psychology, cultural anthropology and economics.

2.5 Consumer Perception

Individuals act and react on the basis of their perceptions, not on the basis of their perception, not on the basis of objective redity. Redity is a totally personal phenomenon based on that person's needs, wants, values and personal experiences. Consumer's perception are much more important than their knowledge of objective reality. For it one thinks about it, it's not what actually is so it's not what actually is so but what consumers think is so, that affects their actions, their buying habits, their leisure habits and so forth. Individuals make decisions and take actions based on what they perceive to be reality, it is important that marketers understand the whole notion of perception and its related concepts to more readily determine what factors influence consumers to buy print advertising and TV commercials that they will no longer "see" them: that is, the advertising will no longer provide sufficient sensory input to be noted. In an effort to put through the advertising clutter and ensure that consumers note their advertising, some marketers try to increase sensory input. Various advertisers have taken all of the bus cards on certain bus routes to advertise their products, ensuring that whatever a rider sits, he or she will be exposed to the advertising. Other advertisers try to attract attention by decreasing sensory input. Some marketers seek unusual or technological media in which to place their advertisements in an effort to gain attention. Researchers have reported that the use of an ambient scent in a retail environment enhances the shopping experience for consumers and makes the time they spend examining merchandise, waiting in line and waiting for help seem shorter than it . Some marketers have invested in the development of specially engineered scents to enhance their products and entice consumers to buy. Package designers try to determine consumer's absolute threshold to make sure that their new product designs will stand out from competitors packages on retailer's shelves.

The minimal difference that can be detected between two similar stimuli is called the differential threshold or the just noticeable difference. Weber's Law states that the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different. According to Weber's Law, an additional level of stimulus equivalent to the just noticeable difference, must be added for the majority of people to perceive a difference between the resulting stimulus and the initial stimulus. Making the product improvement just equal to the just noticeable difference.

Perception is defined as the process by which an individuals selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Two individuals may be exposed to the same stimuli under the same apparent condition but how each person recognize, select, organizes and interprets these stimuli is a highly individual process based on each person's own needs, values and expectations. Sensation is the immediate and direct response of the sensory organs to stimuli. A stimulus is any unit of input to any of the senses. Sensory receptors are the human organs (the eyes, ears, nose, mouth and skin) that receive sensory inputs. Their sensory functions are to see, hear, smell, taste and feel. All of these functions are called into play, either singly or in combination in the evaluation and use of most consumer products. Human sensitivity refers to the experience of sensation. Sensitivity to stimuli varies with the quality of an individuals sensory receptors and the amount of the stimuli to which he or she is exposed. Sensation depends on energy change within the environment where the perception occurs. A perfectly bland or unchanging environment, regardless of the strength of the sensory input, provides little or no sensation at all.

The lowest level at which an individual experience a sensation is called the absolute threshold. In the field of perception, the term adaption refers specifically to getting used to certain sensations. Sensory adaption is a problem that concerns many national advertisers which is why they try to change their advertising campaigns regularly. They are concerned that consumers will get so used to their current. Thus becomes the most efficient decision that management can make. Weber's Law has important applications in marketing. Manufacturers and marketers endeavor to determine the relevant j.n.d. for their products for two very different reasons(1) so that negative changes e.g. reduction in product size or product quality or increases in product prices are not readily discernible to the public and (2) so that product improvements (such as improved or updated packaging, larger size of lower price, are very apparent to consumers without being wastefully extravagant. When it comes to product improvements, marketers very much want to meet or exceed the consumer's differential threshold : that is, they want consumer to readily perceive any improvements made in the original product. Marketers use the j.n.d to determine the amount of improvements less than the j.n.d is wasted effort because the improvement will not be perceive. More than the j.n.d is wasteful because it reduces the level of repeat sales. On the other hand, when it come to price increase, less than the j.n.d is desirable because consumers are unlikely to notice it. Since many routinely purchased consumer goods are rather inexpensive, companies are reluctant to raise prices when their profit margins on items are declining. Instead, many marketers decrease the product quantity included in the packages while leaving the price unchanged. Presumably, the decreases in the number of items or weight of these product reflect j.n.d. focused research; the reduction in quantity were below most consumer's j.n.d. Marketers often want to update their existing package designs without losing the ready recognition of consumers who have been exposed to years of cumulative advertising impact. In such case they usually make a number of small changes, each carefully designed to fall below the j.n.d so that consumers will perceive minimal difference between succeeding versions . People can perceive stimuli without being consciously aware that they are doing so. Stimuli that are too weak or too brief to be consciously seen or heard may nevertheless be strong enough to be perceived by one or more receptor cells. This process is called subliminal perception because the stimulus is beneath the threshold or "limens", of conscious awareness, though obviously not beneath the absolute threshold of the receptors involved. There have been sporadic reports of marketers using subliminal messages in their efforts to influence consumption behavior. At times, it has been difficult to separate truth from fiction regarding such alleged manipulations. When some of the subliminal methods were tested methodically using scientific research procedures, the research results did not support the notion that subliminal messages can persuade consumers to act in a given manner. There is no evidence that subliminal advertising persuades people to buy goods or services. A subliminal perception research has been based on two theoretical approaches. According to the first theory, constant repetition of very weak stimuli has an incremental effect that enables such stimuli to build response strength over many presentations. This would be the operative theory when weak stimuli are flashed repeatedly on a movie screen or played on a soundtrack or audiocassette. The second approach is based on the theory that subliminal sexual stimuli arouse unconscious sexual motivations. This is the theory behind the use of sexual embeds in print advertising . But no studies have yet indicated that either of these the oretical approaches have been effectively used by advertisers to increase sales. However, there is some indication that subliminal advertising may provide new opportunities for modifying antisocial behavior through public awareness campaigns that call for individuals to make generalized responses to suggestions that enhance their personal performance or improve their attitudes. There is also some evidence that subliminal methods can indirectly influence attitudes and feelings toward brands. Although there is some evidence that subliminal stimuli may influence affective reactions, there is no evidence that subliminal stimulation can influence consumption motives or actions. There continues to be a big gap between perception and persuasion. The evidence on subliminal persuasion indicates that the only way for subliminal techniques to have a significant persuasive effect would be through long-term repeated exposure under a limited set of circumstances, which would not be economically feasible or practical within an advertising context. The Federal Communication Commission has adopted the position that subliminal messages, whether effective or not, are intended to deceive consumers and contradict the public interest. However, because of any evidence that subliminal persuasion really works no state or federal laws have been enacted to restrict the use of subliminal advertising.

Perception is the result of two different kinds of act to form the personal pictures that each individual experiences. One type of input is physical stimuli from the outside environment, the other type of input is provided by individuals themselves in the form of certain predispositions based on previous experience. The combination of these two different kinds of inputs produces for each of us a very private, very personal picture of the world. Each person is a unique individual, with unique experiences, needs, wants, desires and expectations, it follows that each individual's perception are also unique. Individuals are very selective as to which stimuli they "recognize", they subconsciously organize the stimuli they do recognize according to widely held psychological principles and they interpret such stimuli subjectively in accordance with their personal needs, expectations and experiences. Three aspects of perception are the selection, organization and interpretation of stimuli.

Consumers subconsciously exercise a great deal of selectivity as to which aspects of the environment they perceive. An individual may look at some things, ignore others and turn away from still others. In actuality, people receive only a small fraction of the stimuli to which they are exposed. Stimuli get selected depends on two major factors in addition to the nature of the stimulus itself (1) consumers' previous experience as it affects their expectations and (2) their motives at the same time. Each of these factors can serve to increase or decrease the probability that a stimulus will be perceived. Marketing stimuli include an enormous number of variable that affect the consumer's perception such as the nature of the product, its physical attributes the package design, the brand name, the advertisements and commercial, the position of a print ads or a commercial and the editorial environment. Contrast is one of the most attention-compelling attributes of a stimulus. Advertisers use extreme attention getting devices to achieve maximum contrast and thus penetrate the consumer's perceptual screen. People usually see what is usually based on they expect to see is usually based on familiarity, previous experience or preconditioned set. In a marketing context, people tend to perceive products and product attributes according to their own expectations. For years certain advertisers have use blatant sexuality in advertisements for products to which sex was not relevant, in the belief that such advertisements would attract a high degree of attention. People tend to perceive the things they need or want: the stronger the need, the greater the tendency to ignore unrelated stimuli in the environment. There is a heightened awareness of stimuli that are relevant to one's needs and interests and adecreased awareness of stimuli that are irrelevant to those needs. An individual's perceptual process simply attunes itself more closely to those elements in the environment that are important to that person. Marketing managers recognize the efficiency of targeting their products to the perceived needs of consumers. The marketer can then segment the market on the basis of those needs and vary the product advertising so that consumers in each segment will perceive the product as meeting their own special needs, wants and interests. The consumer's "selection" of stimuli from the environment is based on the interaction of expectations and motives with the stimulus itself. These factors give risem to four important concept concerning perception. These four factors are selective exposure, selective attention, perceptual defense and perceptual blocking.

Consumers actively seek out messages that they find pleasant or with which they are sympathetic and they actively avoid painful or threatening ones. They also selectively expose themselves to advertisements that reassure them of the wisdom of their purchase decision. Consumer exercise a great deal of selectivity in term of the attention they give to stimuli. They have a heightened awareness of the stimuli that meet their needs or interest and minimal awareness of stimuli irrelevant to their needs. Consumers are likely to note ads for products that would satisfy their needs and disregard those in which they have no interest. Consumers subconsciously screen out stimuli that they find psychologically threatening, even though exposure has already taken place. Threatening otherwise damaging stimuli are less likely to be consciously perceived than are neutral stimuli at the same level of exposure furthermore, individuals sometimes unconsciously distort information that is not consistent with their needs, values and beliefs. Perceptual defense is to vary and increase the amount of sensory input. Consumers protect themselves from being bombarded with stimuli by simply "tuning out".

People do not experience the numerous stimuli they select from the environment as separate and discrete sensations rather, they tend to organize them into groups and perceive them as unified wholes. The perceived characteristics of even the simplest stimulus are viewed as a function of the whole to which the stimulus appears to belong. This method of perceptual organization simplifies life considerably for the individual. Three of the most basic principles of perceptual organization are figure and ground, grouping and closure. Stimuli that contrast with their environment are more likely to be noticed. The figure is perceived more clearly because in contrast to its ground, it appears to be well defined, solid and in the forefront. The ground is usually perceived as indefinite, hazy and continuous. The common line that separates the figure and the ground is generally attributed to the figure rather than to the ground which helps give the figure greater definition . Figure is more clearly perceived because it appears to be dominant; in contrast, ground appears to be subordinate and less important. People have a tendency to organize their perceptions into figure and ground relationships. A figure - ground pattern is perceived can be influenced by prior pleasant or painful association with one or the other element in isolation. Advertisers have to plan their advertisements carefully to make sure that the stimulus they want noted is seen as figure and no as ground. Marketers sometimes ran advertisement that confuse the consumer because there is no clear indication of which is figure and which is ground. Of course, the blurring of figure and ground is deliberate. Individuals tend to group stimuli so that they form a unified picture or impression. The perception of stimuli as groups or chunks of information, rather than as discrete bits of information, facilitates their memory and recall. Grouping can be used advantageously by marketers to imply certain desired meanings in connection with their products. Individuals have a need for closure. Consumer express this need by organizing their perceptions so that they form a complete picture. If the pattern of stimuli to which they are exposed is incomplete, they tend to perceive it, nevertheless, as complete they consciously or subconsciously fill in the missing pieces. Incomplete messages or tasks are better remembered than completed ones. One explanation for this phenomenon is that a person who hears the beginning of a message or who begins a task develops a need to complete it. The need for closure has interesting implications for marketers. Promotional messages in which viewers are required to "fill in” information beg for completion by consumers and the very act of completion serves to involve them more deeply in the message. Perceptions are not equivalent to the raw sensory input of discrete stimuli or to the sum total of discrete stimuli. People tend to add to or subtract from stimuli to which they are exposed on the basics of their expectations and motive using generalized principle of organization based on Gestalt theory. Gestalt means pattern or configuration.

People exercises selectivity as to which stimuli they perceive and they organize these stimuli on the basis of certain psychological principles. The interpretation of stimuli is also uniquely individual, because it is based on what individuals expect to see in light of their previous experience, on the number of plausible explanations they can envision and on their motives and interests at the time of perception. Stimuli are highly ambiguous. Some stimuli are weak because of such factors as poor visibility, brief exposure, high noise level or constant fluctuation. Stimuli that are strong tend to fluctuate dramatically because of such factors as different angles of viewing, varying distances and changing levels of illumination. Consumers usually attribute the sensory input they receive to sources they consider most likely to have caused the specific pattern of stimuli. Past experiences and social interactions help to form certain expectations that provide categories that individuals use in interpreting stimuli. The narrower the individual's experience, the more limited the access to alternative categories. When stimuli are highly ambiguous, an individual will usually interpret them in such a way that they serve to fulfill personal needs, wishes and interests. A person describes a vague illustration or what meaning the individual ascribes to an ink bolt, is a reflection not of the stimulus itself, but of the subject's own needs, wants and desires. Through the interpretation of ambiguous stimuli respondents reveal a great deal about themselves. A person's interpretations are to reality, depends on the clarity of the stimulus, the past experiences of the perceiver, and his or her motives and interests at the time of perception.

People tend to attribute the qualities, they associate with certain people to other who may resemble them, whether or not they consciously recognize the similarity. Attractive models are more persuasive and have a more positive influence on consumer attitudes and behavior than average looking models; attractive men are perceived as more successful businessmen than average looking men. Advertiser must ensure that there is a rational match between the product advertised and the physical attributes of the model used to promote it. Individuals tend to carry pictures in their minds of the meanings of various kinds of stimuli. These stereotypes serve as expectations of what specific situation, people or events will be like and they are important determinants of how such stimuli are subsequently perceived. First impression tend to lasting, introduction a new product before it has been perfected may prove fatal to its ultimate success: subsequent information about its advantages, even if true, will often be negated by the memory of its early performances. Many people tend to jump to conclusions before examining all the relevant evidence. The halo effect has been used to describe situations in which the evaluation of a single object or person on a multitude of dimensions is based on the evaluation of just one or a few dimensions. Consumer behaviorists broaden the notion of the halo effect to include the evaluation of multiple objects on the basis of the evaluation of just one dimension. Marketer take advantage of the halo effect when they extend a brand name associated with one line of products to another. The Lucrative field licensing is based on the halo effect. Manufactures and retailers hope to acquire instant recognition and status for their products by associating them with a well-known name. Tampering with the perceived halo effect of a product or brand can have disastrous consequences.

Consumers have a number of enduring perceptions or images that are particularly relevant to the study of consumer behavior. Products and brands have symbolic value for individuals who evaluate them on the basis of their consistency with their personal pictures of themselves. The essence of successful marketing is the image that a product has in the mind of the consumer- its positioning . Positioning is more important to the ultimate success of a product than are its actual characteristics, although products that are poorly made will not succeed in the long run on the basis of image alone. The core of effective positioning is a unique position that product occupies in the mind of the consumer. Marketer of different brands in the same category can effectively differentiate their offerings only if they stress the benefits that their brands provide rather than their products physical features. The benefits featured in a product's positioning must reflect attributes that are important to and congruent with the perceptions of the targeted consumer segment. Positioning conveys the concept or meaning of the product or service in terms of how it fulfill consumer needs. A good positioning strategy should have a two - pronged meaning; one that is congruent with the while, at the same time, featuring the brand against its competition. The result of successful positioning strategy is a distinctive brand image on which consumer rely in making product choices. A positive brand image also leads to consumer loyalty, positive beliefs about brand value and a willingness too search for the brand. A positive brand image also promotes consumer interest in future brand promotion and inoculates consumer against competitors marketing activities. Umbrella positioning strategy entails creating on overall image of the company around which a lot of products can be featured individually. Umbrella positioning strategy is appropriate for very large corporations with diversified product lines. Regardless of how well positioned a product appears to be, the marketer may be forced to reposition it in response to market events, such as a competition cutting into the brand 's market share or too many competitor stressing the same attribute.

The technique of perceptual mapping helps marketers to determine just how their products or services appear to consumers in relation to competitive brands on oneor more relevant characteristics. It enable them to see gaps in the positioning of all brands in the product or services class and to indentify areas in which consumer needs are not being adequately met. Compared with manufacturing firms, service marketers force several unique problem in positioning and promoting their offerings. Services are intangible image becomes a key factors in differentiating a service from its competition. Marketing objective is to enable the consumer to link a specific image with a specific brand name. Many service marketers have developed strategies to provide customers with visual images and tangible reminders of their service offering. Many services companies market several versions of their service to different market segments by using a differentiated positioning strategy. However, they must be careful to avoid perceptual confusion among their customers. Although distinct brand names are important to all product or services, they are particularly crucial in marketing services due to the abstract and intangible nature of many services. The design of the service environment is an important aspect of service positioning strategy and sharply influences consumer impressions and consumer and employee behavior. The physical environment is particularly important in creating a favorable impression for such services as banks, retail stores and professional offices because there are so few objective criteria by which consumer can judge the quality of the services they receive. The service environment conveys the image of the service provider with whom the service is so closely linked.

Consumer perceives a price has a strong influence on both purchase intentions and purchase satisfaction. Customers do pay attention to the prices paid by other customers and that the differential pricing strategies used by some marketers are perceived as unfair by customers not eligible for the special prices. Different formats used in sales advertisements have differencing impacts based on consumer reference prices. A reference price is any price that a consumer uses as a basis for comparison in judging another price. Reference prices can be external or internal. An advertiser uses a higher external reference price in an ad offering a lower sale price, to persuade the consumer that the product advertised is a really good buy. Internal reference prices are those prices retrieved by the consumer from memory. Internal reference points are thought to play a major role in consumers' evaluations and perception of value of an advertised price deal as well as in the believability of any advertised reference prices. Advertised prices are likely to affect consumer's internal reference prices. Two types of utility are associated with consumer purchase. Acquisition utility represents the consumer's perceived economic gain or loss associated with a purchase and is a function of product utility and purchase price. Transaction utility consumers the perceived pleasure or displeasure associated with the financial aspect of the purchase and is determined by the difference between the internal reference price and the purchase price. Transaction utility is significant only when the consumer is certain about consistency of quality the effects on consumer price perceptions of three types of advertised reference prices. Plausible low, plausible high, and implausible high. Plausible low price are well within the range of acceptable market prices; plausible high are near the outer limits of the range but not beyond the realm of believability, and implausible high are well above the consumer's perceived range of acceptable market prices. As long as an advertised reference price is within a given consumer's acceptable price range, it is considered plausible and is assimilated. If the advertised reference point is outside the range of acceptable prices, it will be constructed and thus will not be perceived as a valid reference point. This will adversely affect both consumer evaluations and the advertiser's image of redibility. The semantic cues of the phrase used to communicate he price related information may affect consumers price perceptions. Tensile price claim are used to promote a range of price discounts for a product line, an entire department or sometimes an entire store. In contrast to tensile cues, objective price claims provide a single discount level. Because of the broader range of sale merchandise that is covered by both tensile and objective price claims, they are likely to generate more store traffic and sales than reference price advertisements promoting individual products. Consumers often judge the quality of a product or service on the basis of a variety of informational cues that they associate with the product. Some of these cues are intrinsic to the product or service whereas others are extrinsic. Either singly or in composite, such cues provide the basis for perceptions of product and service quality. Cues that are intrinsic concern physical characteristics of the product itself. In some cases, consumers use physical characteristics to judge product quality. Consumers like to believe that they base their evaluations of products quality on intrinsic cues, because that enables them to justify their product decisions as being ' rational' or ' objective' product choice. More often than not, however, they use extrinsic characteristics to judge quality. Consumer Reports found that consumers often cannot different ion among various cola beverages and that they base their preferences on such extrinsic cues as packaging, pricing, advertising and even peer pressure. In the absence of actual experience with a product, consumers often evaluate quality on the basis of cues that are external to the product itself.

Many consumers use country-of-origin stereotypes to evaluate products. It is more difficult for consumers to evaluate the quality of services than the quality of products. This is true because of certain distinctive characteristic of services, they are intangible , they are variable and they are simultaneously produced and consumed. To overcome the fact that consumers are unable to compare competing services side-by-side as they do with competing products, consumers rely on surrogate cues to evaluate service quality. The actual quality of services can vary from day to day, from service employee to service employee and from customer to customer, marketers try to standardize their services in order to provide consistency of quality. The downside of service standardization is the loss of customized services which may consumers value. Unlike products which are first produced, then sold and then consumed, most services are first sold and then produced, consumed simultaneously. Whereas a defective product is likely to be detected by factory quality control inspectors before it ever reached the consumers, an inferior service is consumed as it is being produced, there is little opportunity to correct it. During peak demand hours, the interactive quality of services often declines because both the customer and the service provider are hurried and under stress. Without special effort by the service provider to ensure consistency of services during peak hours , service image is likely to decline. Some marketers try to change demand patterns in order to distribute the service more equally over time. The most widely accepted frameworks for researching service quality system from the premise that a consumer's evaluation of service quality is a function of the magnitude and direction of the gap between the customer's expectations of service and the customer's assessment of the service actually delivered. The SERVQUAL scale was designed to measure the gap between customers expectation of services and their perception of the actual service delivered based on the following five dimensions: reliability, responsiveness, assurance, empathy and tangibility. These dimensions are divided into two groups: the outcome dimension and the process dimension. The outcome dimension is focuses on the reliable delivery of the core service. The process dimension is focuses on how the core service is delivered that is, the employees' responsiveness, assurance, and empathy in handling customers and the service's provider a significant opportunity to exceed customer expectations. SWRUQUAL scale has been used in numerous studies, though not all of its empirical findings correspond precisely to the five dimensions that the scale is designed to measure. Researchers have tried to integrate the concepts of product quality and service quality into an overall transaction satisfaction index, on the basic that all product purchases contain some element of service beyond the core tangible offering. One research model suggests that the consumer's overall satisfaction with the transaction is based on the evaluation of three components: service, quality, product quality and price.

Perceptions of high service quality and high customer satisfaction lead to higher levels of purchase intentions and repeat buying. One model depicting this relationship states that service quality and consumer behavioral intention are related, and that service quality is a determinant of whether the consumer's ultimately remains with the company or detects to a competitor. When service quality evaluations are high, customers' behavioral intentions tend to be favorable to the company, and they are likely to remain customers relationship are more likely to weaken, resulting in defection to a competitor. One model depicts the behavioral service quality as it appects the retention or defection of customers and the financial consequences of such customer behavior for the company. Although there are many studies of customer evaluation of service quality, few studies have examined the relationship between such perceptions and future buying intentions and even fewer studies have related customer evaluations to customer retention levels and most importantly, to profitability. A recent study identified numerous aspects of the relationship between perceived service quality and profitability. Such research is very important to marketers because it will enable them to implement those service improvements that make customer more satisfied and at the same time increase company profits.

2.6 Price / Quality Relationship

Perceived product value has been described as a trade-off between the product's perceived benefits (or quality) and the perceived sacrifice – both monetary and non-monetary-necessary to acquire it. A number of research studies have found that consumers rely on price as an indicator of product quality that consumers attribute different qualities to identical products that carry different age and income affect the perception of value. One study suggested that customers using a price quality relationship are actually relying on a well known (and, hence, more expensive) brand name as an indicator of quality without actuallying directly on price and brand to evaluate the prestige of the product but do not generally use the cues when they evaluate the product's performance. Because price is so often considered an indicator of quality, some product advertisement deliberately emphasize a high price to underscore the marketers' clims of quality. Marketers understand that, at times, products with lower prices may be interted as reduced quality. At the same time, when consumers evaluate more concrete attributes of a product such as performance and durability, they rely less on the price and brand name as indicators of quality than when they evaluate the product's prestige and symbolic value. In most consumption situations, in addition to price, consumers also use such cues as the brand and the store in which the product is bought to evaluate its quality. Conoumers use price as a surrogate indicator of quality if they have little information to go on, or if they little confidence in their own ability to make the product or service choice on other grounds.

2.7 Perceived Risk

Consumers must constantly make decisions regarding what products or services to buy and where to buy them. Because the outcomes of such decisions are often uncertain, the consumer perceives some degree of 'risk' in making a purchase decision. Perceived risk is defined as the uncertainly that consumers face when they cannot foresee the consequences of their purchase decisions. This definition highlight two relevant dimensions of perceived risk: uncertainty and consequences. The degree of risk that consumers perceive and their own tolerance. For risk taking are factors that influenced by risks that they perceive. Whether or not such risks actually exist. Risk that is not perceived will not influence consumer behavior. The major types of risks that consumer prerceive when making product decisions include functional risk, physical risk, financial risk, social risk, psychological risk and time risk.

Functional risk is the risk that the product will not perform as expected. Physical risk is the risk to self and others that the product may pose. Financial risk is the risk that the product will not be worth its cost. Social risk is the risk that a poor product choice may result in social embarrassment. Psychological risk is the risk that a poor product choice will bruise the consumer’s ego. Time risk is the risk that the time spent in product search may be wasted if the product does not perform as expected.

Consumer perception of risk varies depending on the person, the product, the situation and the culture. The amount of risk perceived depends on the specific consumer. Some consumers tend to perceive high degrees of risk in various conoumption situations; other tend to perceive little risk. High-risk perceivers are often described as narrow categorizers because they limit their choices to a few safe alternatives. They would rather exclude some perfectly good alternatives than chance a poor selection. Low-risk perceivers have been described as broad cate gorizers because they tend to make their choices from a much wider range of alternatives. They would rather risk a poor selection than limit the number of alternatives from which they can choose. One study concluded that risk preference may be table personality trait, with experience a mediating factor in risk perception.

An individual’s perception of risk varies with product categories. In addition to product category perceived risk, researchers have identified product-specific perceived risk. One study found that consumers perceive service dimensions to be riskier than product decisions, particularly in terms of social risk, physical risk and psychological risk. The degree of risk perceived by a consumer is also affected by the shopping situation. High-risk perceivers are unlikely to purchase items online despite the geometric expansion of online retailing. However, as they gain experience in online purchasing, it is likely that their levels of perceived risk regarding electronic buying will decline.

2.8 Present Organization Structure of MR

Myanmar Railways corporation is a line and staff organization with some measure of functional authority for certain specialists. The organization set up rums on a departmental system.

Three major operating departments-Traffic, Civil Engineering and Mechanical Engineering and Four other departments-Direction, Account, Medical and stores comprise in the MRC.

The Direction Department, headed by one minister and two secondary ministers, manages all the other departments and provides general management and overall supervision of the whole railway system. It is, in fact the heart of the railway system. The administrations, the Information and welfare and the statistics office are also included under the Direction Department.

The responsibility of the Traffic Department is to make traffic movement and train operation safe. Supervision and control of train movements, marshalling yards operations and signal boxes, the issue of train time tables, distributions and control of rolling stock, catering to public traffic needs and providing railways transport for all the staffs of the MRC, and fixing and publication of traffic rates and fares are the tasks of this department.

The provision and maintenance of permanent way, structural works and building , fixing of maximum speed and load of lines and the provision and maintenance of signaling equipments including telecommunication are under the responsibility of the Civil Engineering Department.

The function of Mechanical and Electrical Engineering Department include the provision and maintenance of certain heavy machinery, the designing, construction and maintenance of all locomotives, carriage and wagon rolling stock and electrical works.

The Accounts Department undertakes the tasks of control, accounting and internal outdating of incomes and expenditures, and rendering of financial advice to the railway administration. It also prints and provides passenger tickets to the traffic department. It makes payment of all items against the railway.

The functions of the Store Department comprise the planning, purchasing, custody, issues and sales of railway stores.

The Medical Department carries and the function of medical examination of new entrants and of railway employees in regard to claims of sick pay workmen compensation. It also looks after the general health of the staff.

Chapter III

Historical Background

3.1 Advent of Rail Transportation

The industrial revolution of the eighteenth century was brought about mainly due to the invention of steam power generation. Prior to the discovery of steam engine, the power to turn various sector of the economy such as industry, agriculture and transport depended upon the animal and man power. Camels, horses, elephants and other such species were utilized to turn the wheels of industry, plugging of fields and extraction of water from the underground resources and haulage of men and materials across national and international frontiers.

During 1845, the beginning of first commercial steam engine driven railway trains in United Kingdom laid the solid foundation for the Railway revolution throughout the world. In Europe, the French, German and Russ ion nations started constructing their national railways in a big way even crossing over the national frontiers. In Asia, the colonial powers such as British Raj in India, Myanmar, Sri Lanka, Middle East and Malaysia started constructing railways in a massive way ostensibly on the plea of military and defenses logistics to support their conquests of far away lands and to manage properly the occupied territories.

The first emergence of rail transport was initiated by James Watt in 1794 inventing the steam engine which spurred ideas for mobile steam locomotive that could haul trains on tracks. Stream locomotives require large pools of labor to clean, load, maintain and run. In the mid-nineteenth century, railways appeared on the global horizon. As a result, the life became speedier and the socio-economic growth started taking unprecedented strides. The island dwelling exploded into big cities and metropolises. The movement of men and material from one place to other gained tremendous proportion through the media of the railways which has crises- crossed practically all the continents by the end of the nineteenth century. No doubt nineteenth century can boast of rightly the century of transport miracle due to the advent of Railways.

The first World War (1914-18), the earlier part of twentieth century, however, brought about phenomenal development in Road and Air sectors as a spin-of, highway building and aircraft construction technologies which were developed at a rapid pace. Air transport and highway transport started making inroads into the supremacy of railways. The development of internal combustion engine brought its products as modern buses and cars gave practically a dead blow to the railways. Railways having become stagnant in their outlook, being the monopolists in transport sector at that point of time, ignored the vital aspect of research and innovation to cater for higher and more mobility. The road sector having the inherent quality of door to door service became the biggest rival to the railway. Thus, towards the end of Second World War and later on, the railways started losing its ascendancy and preference in the global and national market of transport. The major reason of this flop of railways is attributed to the very conservative attitude of railway construction, manufacturers, of its various equipments operators and managers towards, research, innovation and achievement of higher speeds in the railway operations.

The beginning of twentieth century witnessed the quality improvement in the railways transport, the major being in the realm of speed increases and comfort advancement. French national railways have performed full fledged research activities to upgrade their railway system with a view to achieve higher speed on their existing infrastructure of railways track, signaling system and equipments including locomotives, rolling stock and traction. The result was that, by 1955 they achieved the breakthrough of attaining a speed of 331 km per hour on existing track. The world record for a commercial train was attained between. Paris and Lyon (nicknamed TGV; Tress Grand-Vitesse very high speed) on the newly constructed rail line during February 6, 1981. The speed record achieved was 380 km per hour.

In the east, Japanese national railways had also embarked on copying the French Railway's 'Model of TGV'. The Japanese national railways instead of upgrading speed on their existing lines went on a big way to build new lines with sophisticated track technology based on rails embedded in pre stressed concrete girders on slabs erected on concrete pillars. The Takaido line was commissioned in 1964 and SANYO line in 1975 with speed of 200km per hour and 250 km per hour respectively. Since then Japanese national railways have nick named their high speed lines as Shinkansen railways.

During World War II, Japanese invaded from southern Tanintharyi and gained control over entire South East Asia and they used railway as their major support for logistic and military equipment transportation. After World War II, dramatically increased labor costs in developed countries made steam an increasingly costly of motive power. At the same time, the war had forced improvements in internal combustion engine technology that made diesel locomotives cheaper and more powerful. This caused many railway companies to initiate programs to convert from steam to diesel engines, a process named dieselization (Gordon, 1910). Rail transport has experienced becoming less popular in the world economy following the large scale construction of motorways after the war. However, the 1973 oil crisis led to a change of mind set to prefer mass-transport of rail systems that had survived again and remained today global economy. At the same time, containerization allow freight trains to become more competitive and participate on freight transport. With the 1962 introduction of the Shinkansen high-speed rail in Japan, trains could again have a dominant position on intercity travel. During 1970, the introduction of automated rapid transit system, allowed cheaper operation. The 1990 saw an increased focus on accessibility and low-floor trains. Many railways have been upgraded to light rail and many cities which closed their old ways have reopened new light railway systems (American-Rails.com). In the worst cases, rail ceased to be a serious option for transport of passengers of goods , as cars and trucks took over in the last few decades. Even in the best instances, government failed to sustain adequate investment in rail networks, forcing some lines to close and others to reduce the frequency of trains, But today's congested highways, worsening smog and shortage of land for new roads are reviving official interest in rail roads. The global rail revival is propelling by a crisis, not a sudden disaster but a steady worsening of air quality and traffic congestions. The planners have noticed that if one was to dream up a clean, efficient, safe transport system for societies over the world, they would be hard, pressed to produce a better idea than rail. It will be a long haul for countries that have neglected this important link in their transport systems but many are beginning to renew their commitment to rail.

3.2 Pre Railways Era in Myanmar

In 1852, by the end of Anglo-Myanmar (Burmese) War, when British annexed lower Myanmar (Burma), Ayeyarwaddy and Bago divisions became British colonies. These annexed divisions were widely paddy produced regions. After the occupation of lower Myanmar the local products of area like paddy, teak, rubber and other natural resources were widely exported to abroad and imported general cargoes in turn from their country. By this way the best of efforts had been done for their maximum profits by the British. Myanmar Kings prohibited to export profitable goods especially rice sale while the British were extending paddy production areas and promoting rice exports. Accordingly before the annexation of lower Myanmar in 1850-1851, paddy rice (for 100 baskets) was Rs.15 only and after annexation that price rose to Rs.35 in 1855-56. However, the area was sparsely populated and due to the poor transportation system paddy growing acreage did not increase as the British authorities had expected. The one of communications were rivers and other water channels, bridle paths and cart tracks across the fields after the crops had been reaped. The road communications were very limited during the pre railways period. Due to such inferior land routes it used to take about 12 days for travelling to Theyetmyo (about 200 miles from Yangon) and 15 to 20 days to Toungoo (about 300 miles from Yangon) by river route. Therefore transportation charges were normally very high and no drastic increase of paddy production was seen. In 1874, for example while the price of paddy in Yangon was Rs.95 per 100 baskets, the pricing ruling in Toungoo and the upper parts of Sittang was from Rs.35 to 40 such that the price of paddy at Toungoo was just over one third of Yangon price. The steamer services along the coasts of Myanmar and between the parts of Myanmar and India were developed during the pre-railway period, although overseas steamer services with Europe were not yet well established.

The direct trunk steamer line between England and Myanmar was established soon after the opening of Suez Cannel. In 1871, Myanmar was , for the first time, visited by three steamers which brought cargos to Myanmar from England and took back Myanmar rice. In the following years these steamers visited Yangon to Glasgow approximately once a month and by 1875 they had established regular monthly services. In this way rice trading became much flourished and farmers tried to grow paddy more. Many Indians from India, Chinese from China and Shans from upper Myanmar were attracted to settle and became engaged in paddy cultivation.

During the period of 1855-56 lower Myanmar had exported total values of Rs-2,009,000 and out of which Rs-1,806,000 was for rice exports. Again in 1864-65, 259, 20 tons of rice and in 1872-73, 415, 028 tons of rice had been exported. These figures had shown the importance rice export from lower Myanmar by British authorities. In the same way timber, raw cotton and other products were exported on an extensive scale and textile, coal, sugar, glassware were imported on a commercial scale. While the export trading was progressing for the smooth flow of commodities, good transportation system was needed emergently. But the progress in road construction was on slow that by 1870 there were only 709 miles of roads within British Burma and in 1872-73 the first census returns of British Burma gave the road mileage as 815. Therefore railway construction was essentially given priority by the British Government with various considerations.

From the economic point of view the government believes that the construction of railways would lead to the expansion of cultivation and trade resulting in improvement of economic well being of the people, their taxable capacity and financial situation of the state. The construction of railways was expected to encourage immigration from upper Myanmar and Shan State, as well as from India and China. The government intends to induce immigration and settlement, first along the railway lines then further away, by means of railway construction. Therefore most of railway lines of Myanmar where designed to open up virgin's territories by providing new means of transport for cultivation and settlement. British Government believed that the railway construction would enhance the welfare of people not only by quickening the pace of this development, but also by encouraging a wide development of the resources of the country.

British Burma did not conceive of any danger of formidable attack from outside, either independent Myanmar or China. But the possibility of being attack from Upper Myanmar was never disregarded by the British, Therefore, the British Government decided to construct the early new rail lines heading to the border of Upper Myanmar, Pyay and Taungoo. They do believe that the construction of new rail lines would be equal to the addition of several regiments to the garrison of Myanmar, since troops and military stores could be sent quickly and at a smaller expense from Yangon to the frontiers. Moreover, for the respective internal administrative control the British government needed the better means of communities. The railway played on important part in specifying the country and consolidating British power. Therefore, perhaps the railways were constructed mainly from military motives, followed closely by economic motives.

3.3 Early Days of Myanma Railway

Early railway project in Myanmar were all connected with the idea of tapping the markets of Western China by mean of a Sino-Myanmar Railway line. But all these projects would involve high cost of construction through sparsely populated mountainous regions, with only remote prospects of an adequate return on investment. The idea of an Indo - Myanmar Railway connection also received attention from time to time. But since there were no prospects of any of the lines to be commercially successful and no matters of urgency, these were not implemented.

The Myanma Railways has gone through a considerable succession of organization changes since the first line was opened in May 1877, a distance of 161 miles under the name of “The Rangoon and Irrawaddy Valley State Railways.” Myanmar became the 53rd country in the world to have a railway line. The “Irrawaddy Valley” railways have a branch line which was from letpadan, about half-way between Yangon and Pyay, to Tarawa, on the left bank of the Ayeyarwaddy River. The river was crossed by steamer ferry and there from Henzada. In new line, was opened in 1903 which proceeded to a south-westerly direction to Pathein which was 82 miles from Henzada and 108 miles from Leptpadan. Other line from Henzada, proceeding northwards to Kyangin (about 66 miles from Henzada) was opened in 1908. Extension of railways from Yangon to Toungoo about 166 miles was first opposed in 1874 by a private British firm, the “Burma Company Limited”. Rails were laid on the partially finished Bago. Toungoo trunk road for about 117 miles and the line was opened in 1885, under the title “Rangoon and Sittang Valley State Railways”. The second stage of the southern section of the main line from Toungoo to Mandalay (220 miles) was sanctioned by the India Government shortly after annexation of Upper Burma; the entire length was opened in 1889, under the title “Toungoo Mandalay Extension”.

“Mu Valley Railways” began in 1889 and the whole distance of 331 miles from Sagaing to Myitkyina was completed only in 1898. This section had two branch lines. The first opened in 1895, was a feeder line of 15 miles connecting Naba on the Mu Valley Line (about 199 miles from Sagaing, with Katha on the Ayeyarwaddy. The other, running westwards from Sagaing to along on the Chindwin River (70 miles) was opened in 1990.

The southern section of the main line has four branch lines. The first was opened in 1903 leaves Myohaung (3 miles south to Mandalay) and runs up the Nothern Shan plateau as far as Lashio (177 miles).

A noticeable feature of this branch line is a steel viaduct across the Gokteik gorge, which was constructed by an American firm at the cost of RS. 1.7 million. It is 2260 feet long and the track is 300 feet above the lower water level. Two other branch lines started from Thazi absolute 80 miles south of Mandalay. One rail section running westwards for 70 miles to Myingyan on the Ayeyarwaddy, was constructed in two stages. The first stage was sanctioned in 1892 from Thazi to Meikhtila (13 miles). Meikhtila- Myingyan extension was opened in 1899. The other branch line from

Thazi is running eastward to Southern Shan State. In 1915, a completed section of the railway line (to Aungban 70 miles from Thazi) was handed over to Burma Railways Company for operation. The fourth line that branches out from Yangon-Mandalay portion of the main line, leaves Bago and run eastwards to Mottama on the Thanlwin, crossing the Sittaung river by a bridge. It was opened in 1907.

From opening of the first railway line in Myanmar to the annexation of Upper Myanmar, 333 miles of railways were constructed. During the following period (1887-1898) when Myitkyina, the nothern most towns, was connected with Yangon by railways, another 604 miles were opened. A further 662 miles were added during the remaining years before the First World War Thus at the outbreak of the War three were all together 1599 miles of railways in Myanmar of which 119 miles were double track. In 1941-42 Myanmar Railways had 2058 route miles of railway. However only 674 remained in operation. Out of 4383 bridges only 521 were not destroyed and the damaged bridges included the major one such as Gokteik, Ava, Sittang, Daga, Ngawan, Myitnge, Meza and Ngamoyeik bridges. About 58 percent of the investments on railway assets of Myanmar railway were destroyed by the Second World War.

The initial railway development was sponsored by the government and remained as government operation until it was taken over in 1986 by the Burma Railways Company, under a lease extending to 31st December, 1928. At this date it was again taken over as a government operation under the control and management of the India Railway Board, New Delhi. The government of India organized the Railway Advisory Council with a chairman a representative of government and six members. This council managed and functioned the Burma Railways Company until 1937. In 1937, on the separation of Burma from India, the railway was transferred to the Burma Government and the Railway Advisory Council became the Burma Railway Board. The board was controlled by the government with respect to policy, but in the actual administration and operation of the railway it acted on its own responsibility.

In 1942, British Governor took over the powers and functions of the Burma Railways Board and redelegated these powers to a body of persons with the chief railway commissioner as exofficio president. This Railway Board continued to function until the 31st December 1947. On the 4th of January 1948, Myanmar gained independence, and a new Railway Board was instituted with financial commissioner, lands and Rural Development as chairman. During 1st December 1951, the union of Burma Railway Board Act was enacted under which a full-time permanent chairman was appointed, who was also to be the Chief Executive officer.

In 1972, the union of Burma Railways was again reorganized and the power and the functions of the Union of the Burma Railway Board were entrusted into the hands of the Managing Director who was to be the chief executive and the name "Union of Burma Railways" was changed to "the Burma Railways Corporation". In 1989, Burma was renamed as "Myanmar" and then Burma Railways Corporation became "Myanma Railways Corporation". Myanma Railway (MR) is under a government sector of Ministry for Rail transportation.

Before 1988, the total railway networks extended up to 1976. 35 miles of railroads, 2793 miles of railroad and operate 487 railway stations with 255 locomotives where as about 40 are stream locomotives. Since coming to power in 1988, the current government has implemented many railway infrastructures as part of country development program. Currently, there are 3238 miles of railroads, 4326 miles of railways and 821 railway stations with an increase of 1262 miles of railroads, 1533 miles of railways and 334 railway stations.

Yangon railway station was the central hub for the all railway network before the governments have moved to Natpyitaw, the new capital. Now, Naypyitaw railway station is the central hub and Yangon and Mandalay central stations are as lower and upper country hub stations. Meter gauge rail system is used for whole railway network and most of the routes are single track although large parts of Yangon-Pyay and Yangon-Mandalay routes are double track.

Chapter IV

Analysis of Consumer Behavior on Performance of Myanamar Railway

The data are collected by interviewing to the passengers of train. This paper is well prepared, structured, non-disguised questionnaires. Altogether 140 questionnaires are interview by using well prepared question and majority is completed in time. As some of the questionnaires do not meet the requirements, the new samples are to be substituted to meet the planned Sample Size of 140.

4.1 The Profile of the Respondents

Table 4.1: Passengers by Sex

Sex Gender	Frequency	%
Female	88	62.86
Male	52	37.14
Total	140	100.00

Source: Survey Data (December, 2010)

According to (Table 4.1), the total respondents are 140. Among them, most of majorities are female at the amount of 88; representing (62.86%) and the rest of 52 respondents is the male, representing (37.14%) respectively.

Table 4.2: Passengers by Age

Age (Year)	Frequency	%
Under 20 year	16	11.43
21-30	38	27.14
31-40	44	31.43
41-50	22	15.71
51-60	18	12.86
61 year above	2	1.43
Total	140	100.00

Source : Survey Data (December, 2010)

According to table (4.2), the age of respondent are widely distributed ranging from under 20 year to the above 60 year. The ages of majority respondents are between 31- 40 year, representing (31.43%). The age between 21-30 year follows second, representing (27.14%). Then the ages of respondents between 41-50 year are (15.71%) and the ages between 51-60 year are (12.86%) and the under 20 year are (11.43%). Two respondents are above 60 year because traveling by train is save.

Table 4.3: Education of Passengers

Education Level	Frequency	%
Primary level	10	7.14
Middle level	12	8.57
Higher level	25	17.86
Colleges and University graduates	78	55.71
Master Degree	15	10.71
Total	140	100.00

Source; Survey Data (December, 2010)

According to table (4.3) the study on education of train passengers, the majority of colleges and university graduates are 78, representing (55.71 %) and the lowest are primary level passed are 10, representing (7.14 %).

Table 4.4 Occupations of Passengers

Occupation	Frequency	%
Govt-employee	39	27.86
Company employee	18	12.86
Venders	45	32.14
Students	16	11.43
Dependent	17	12.14
Others	5	3.57
Total	140	100.00

Source: Survey Data (December, 2010)

The largest number of respondents are 45 Vender, representing (32.14%). Secondly, government employees are 39 representing (27.86%) and company employee are 12.86%. Dependent are 12.14%, Student are 11.43% while the least number are of 5 others.

According to table (4.4), Venders want to use little amount cost of transport charges when they transport goods and take more amounts of profits. So they are the most travelers by train .The least travelers by train are others (business owners and doctors) because they want to use short time to do their job.

Table (4.5) Income of Passengers

Income (kyat)	Frequency	%

ks 30000 under	20	14.29
ks 30000 – ks 60000	60	42.86
ks 60000 – ks 90000	35	25.00
ks 90000 – ks 120000	15	10.71
Above ks 120000	10	7.14
Total	140	100.00

Source: Survey Data (December, 2010)

According to table (4.5), income of under 30000ks are the most 60 respondents representing (42.86%) and income of above 120000ks are lowest 10 respondents representing (7.14 %).

At the table (4.5), Income ks 30000 to ks 60000 are the most train passengers because they want to reduce for their travelling charges. The income of above 120000ksare the least train passengers. They do not wait for a long time and emergently want to go their ways.

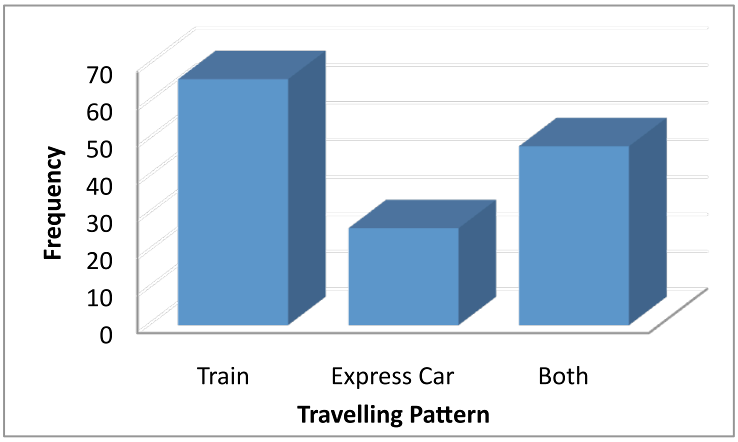
4.2 Travelling Manner by Train

Table 4.6 Travelling Manner by Train

Travelling pattern	Frequency	%
Train	66	47.14
Express Car	26	18.57
Both	48	34.29
Total	140	100

Source: Survey Data (December, 2010)

Figure 4.1 Traveling Patterns of Respondents



Source: Table (4.6)

According to table (4.6) the research is focused on the passenger of train. Thus, people prefer to travel by train are 66; representing (47.14%) of the respondents and people like to take express car are 28, representing (18.57%) and the rest of 48 respondents who want to take both express car and train which is (34.29%) of total sample size.

This paper is conduct on railway station. Therefore people like travel by train are large. As well as people like travel by express car are smallest because price of train ticket is cheaper than the price of express car ticket.

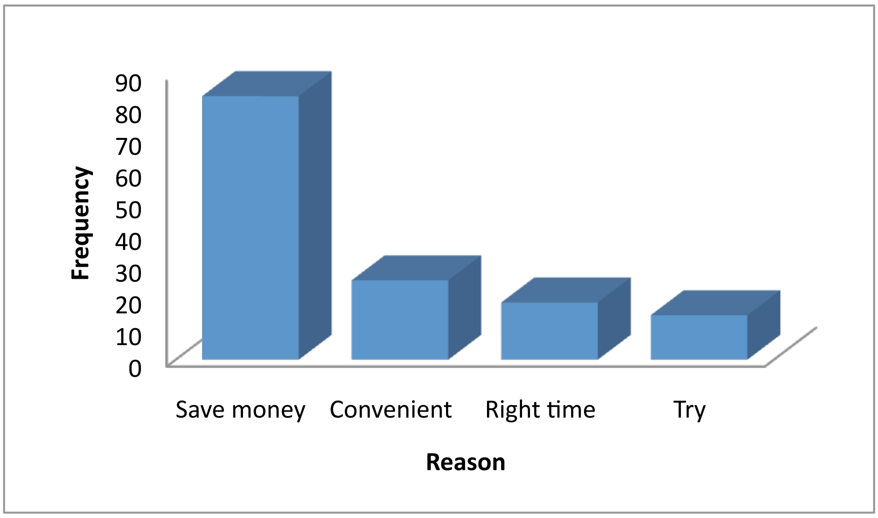
4.3 The Reason of First Time Travel by Train

Table 4.7 Reason of First Time Travel by Train

Reason	Frequency	%
Save money	83	59.28
Convenient	25	17.86
Right time	18	12.86
Try	14	10.00
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.2 Reason of First Time Travel by Train



Source: Table (4.7)

According to table (4.7), the reasons for first time travelling, the results strongly show that the majority of the passenger travelling by train wants to save money. The respondents (59.28%) of the respondent is representing the largest number, travel by train for the simple reason that they want to save money. The respondents (17.86%) travel by train for reason that they want to be convenient. The respondents (12.86%) travel by train that they want to reach right time. The smallest number (10%) that they want to try travel by train.

At the table (4.7), most of the respondents (59.28%) who travel by train first time because price of train ticket is more cheaper than the price of express car ticket and can buy a ticket is easily . Smallest respondents (10%) want to take experience about travel by train so they travel by train first time.

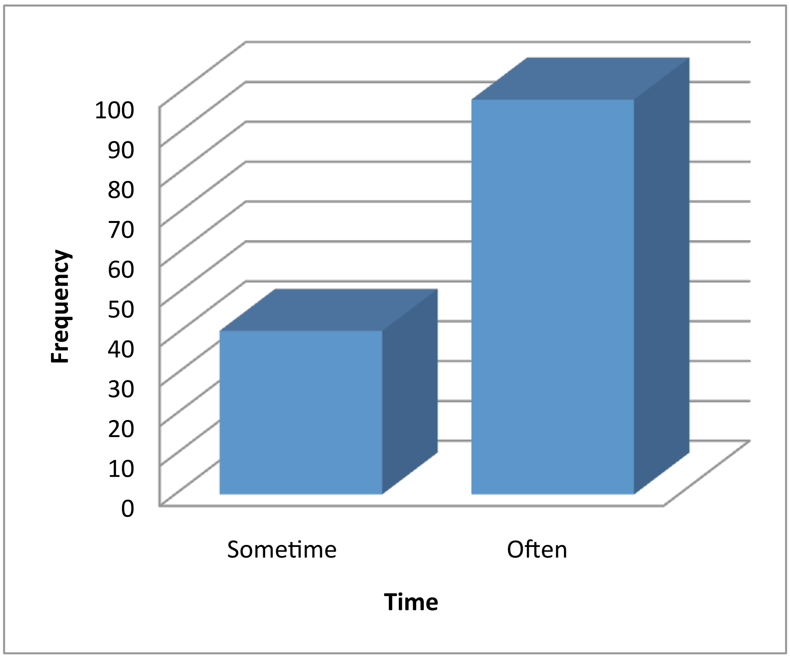
4.4 Frequency of Travelling by Train

Table4.8 Passenger's frequency of Travelling by Train

Time	Frequency	%
Sometime	41	29.29
Often	99	70.71
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.3 Frequency of Travelling by Train



Source: Table (4.8)

The 99 respondents (70.71%) answer that they travelled often by train. The respondents (29.29%) travelled by train three time above.

According to table (4.8), most of the people are travelling by train because it is comfortable, as well as freedom, cleaning and travelling charges is cheaper. Therefore by studying this fact, the people often can like travel by train. The people prefer to like travelling by train is few because travelling by train take more time than travelling by car. They think that they waste their time travelling by train. Moreover, it delays their job.

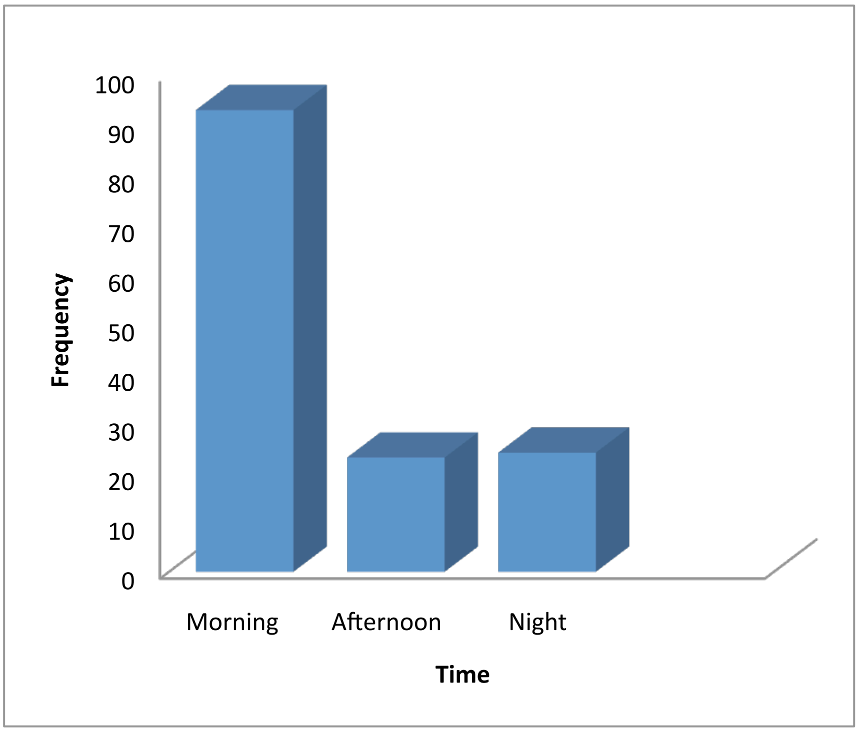
4.5 Habit of Travelling by Train

Table4.9 Traveling Pattern of Passengers by Train

Traveling Habits	Frequency	%
Morning	93	29.29
Afternoon	23	16.43
Night	24	17.15
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.4 Travelling Habit by Train



Source: Table (4.9)

The 93 respondents (66.42%) travel by train in the morning because they want to see along trip view, while other (17.15%) are taking at night due to train schedule and 24 persons of (16.43%) are taking in the afternoon because of convenient.

According to table (4.9), in the morning the amount of travelling is highest because of the right time of departure and arrival of train. It is found that people are traveling in the afternoon is the least. Although departure time is convenient, but arrival time is not satisfied by traveler.

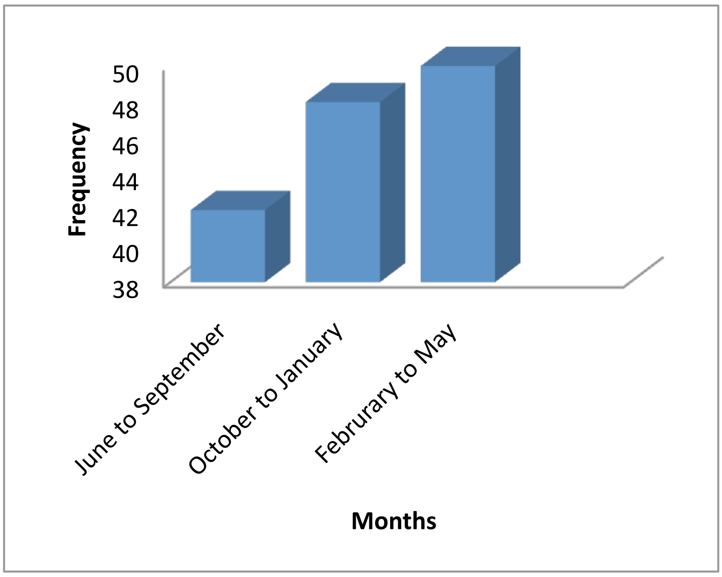
4.6 Mostly Time of Travelling by Train

Table 4.10 Traveling Month of Passengers by Train

Time	Frequency	%
June to September	42	30.00
October to January	48	34.29
February to May	50	35.71
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.5 Mostly month of travelling by train



Source: Table(4.10)

The 50 respondents (35.71%) answer that they mostly travel by train from February to May, while (34.29%) respondents travel from October to January. The (30%) respondents travel by train from June to September.

According to table (4.10), Largest (35.71%) respondents mostly travel by train from February to May and smallest (30%) respondents mostly travel by train from June to September. In summer holidays February to May, people are traveling by train the most. June to September is raining season therefore stock were destroy. In the raining season, their business is not good.

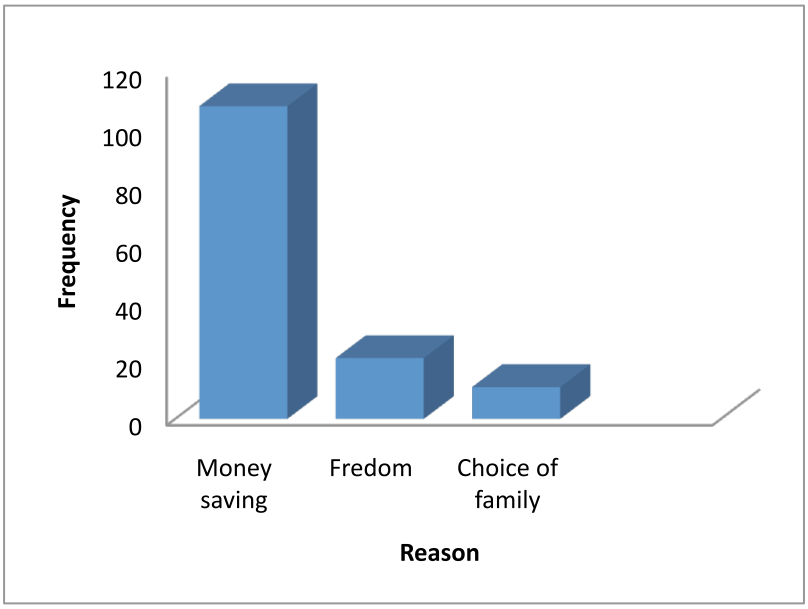
4.7 Reason of Mostly Travel by Train

Table 4.11 Reason of Mostly Travel by Train

Reason	Frequency	%
Money saving	108	77.14
Freedom	21	15.00
Choice of Family	11	7.86
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.6 Reason of Mostly Travel by Train



Source: Table (4.11)

According to the table (4.11), the respondent (77.14%) mostly travel by train as they want to save money. The remaining 21 respondent representing (15%) want to free. The respondent (7.86%) travel by train because of their family choice the train.

The most people travel by train because they want to use a little amount of money as well as more comfortable. The family that choose the travelling by train is few because it takes long time and arrival time is not right. So, their program is out of reach.

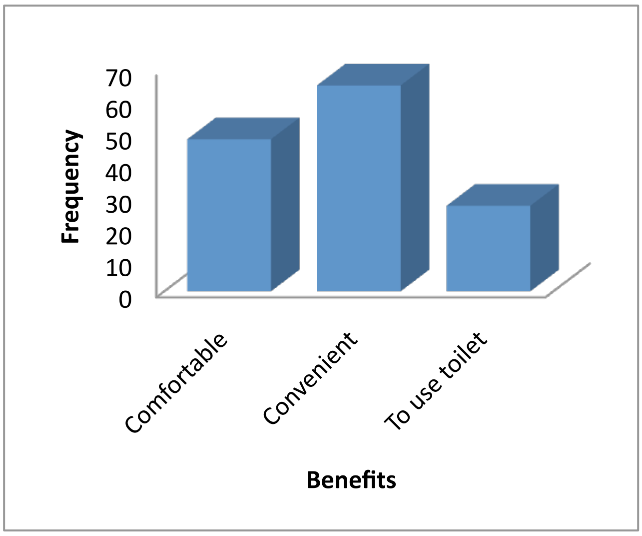
4.8 Benefits of Train

Table 4.12 Benefits of Train

Benefits	Frequency	%
Comfortable	48	34.28
Convenient	65	46.43
To use toilet	27	19.29
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.7 Benefits of Train



Source: Table (4.12)

According to table (4.12), the 65 respondents, representing (46.43%) said that traveling by train is convenient. The 34.28% are comfortable and the (19.29%) are free travel by train.

Benefits of travelling by train are carrying goods is easy and passengers are not crowding so passengers are most convenient. People who travelling by train want to use toilet.

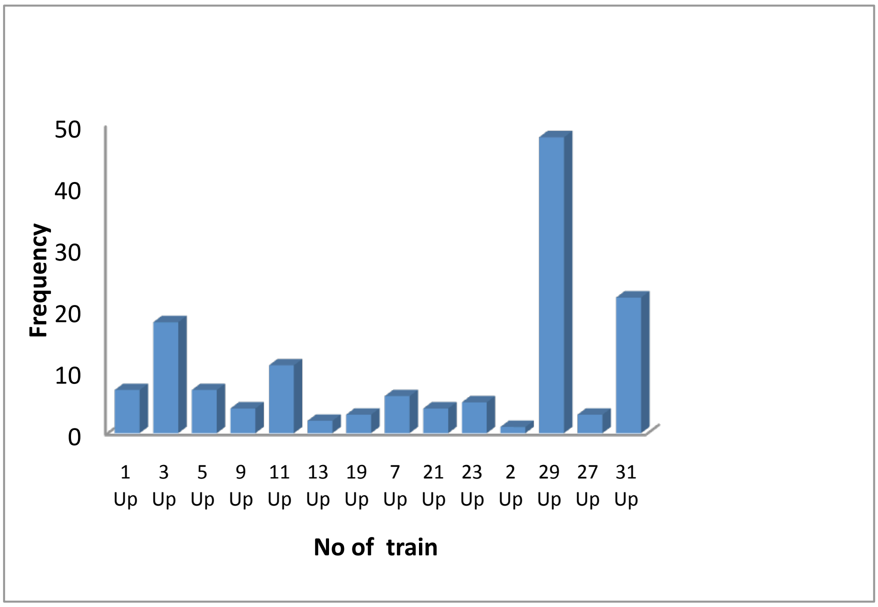
4.9 Choice of Train

Table 4.13 Passengers Choice of Train

No. of Train	Frequency	%
1 Up	7	5.00
3 Up	18	13.57
5 Up	7	5.00
9 Up	4	2.86
11 Up	11	10.00
13 Up	2	1.43
19 Up	3	0.71
7 Up	6	4.29
21 Up	4	0.71
23 Up	5	3.57
2 Up	1	0.71
29 Up	48	34.29
27 Up	3	2.14
31 Up	22	15.72
Total	140	100.00

Source: Survey Data (December, 2010)

Figure: 4.8 Choice of Train



Source: Table (4.13)

At the table (4.13), the (48%) of respondent reply that they take "29 Up" to travel on Yangon-Mandalay because they get service of" 29 Up". Secondly, (31.57) respondent are travel by "3 Up" because of time convenient and other lines have small numbers of passenger.

"29 Up" have many passengers because "29 Up" have good service, arrival time and left time is right and cleaning of the train is very satisfactory."2 Up" have little amount of traveler is arrival time is not right and arrival time is at night. Service of "2 Up" is poor.

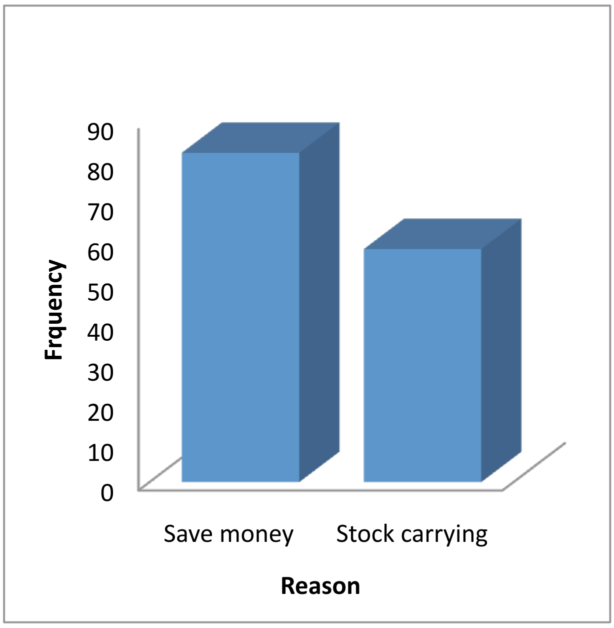
4.10 Reason for Choice of Train

Table 4.14Reason for Choice of Train

Reason	Frequency	%
Save money	82	58.57
Stock carrying	58	41.43
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.9Reason for Choice of Train



Source: Table (4.14)

According to table (4.14) ,the 82 respondents of (58.57%) choose of train because they want to save money while other (41.43%) take to carry their stock.

The most 82 respondents use little amount of money about travelling charges. The 58 respondents carry stock easily and stocks are not destroyed on train.

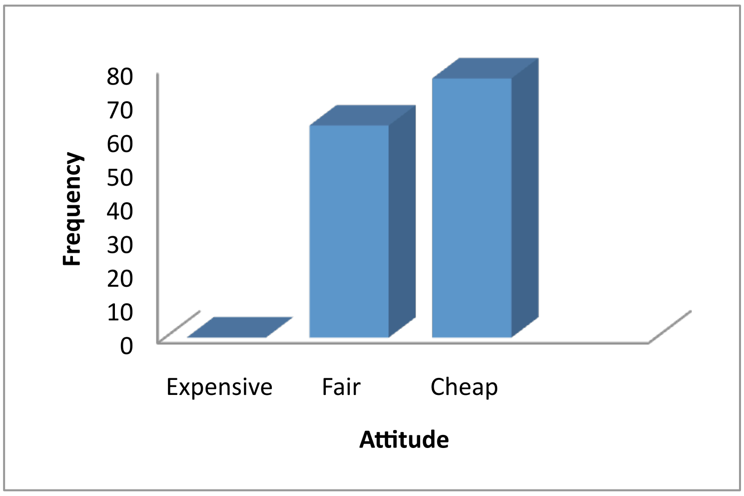
4.11 Attitude Toward Price

Table 4.15Attitude toward Price of Train Ticket

Attitude	Frequency	%
Expensive	0	0.00
Fair	63	45.00
Cheap	77	55.00
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.10 Attitudes toward Price



Source: Table (4.15)

The (55%) of respondents reply that current price of train tickets are cheap and (45%) answer that it is fair.

The 77 respondents think that the current price of train ticket is cheap. Comparing with the price of express car ticket, the price of train ticket is cheap and easy to buy. Anyone think that the current price of train ticket is expensive because the price of express car ticket is very expensive.

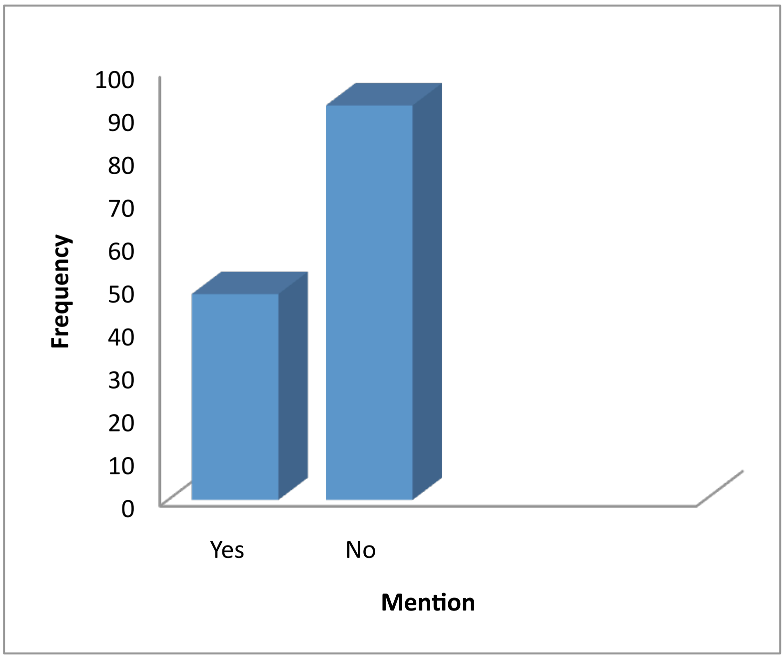
4.12 Problem of Passengers Encountering when they Buy Train Ticket

Table 4.16 Problem when Buying Train Ticket

Mention	Frequency	%
Yes	48	34.29
No	92	65.71
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.11 Problems when Buying Train Ticket



Source: Table (4.16)

At the table (4.16), the (65.71%) of respondents have no problem when they buy train tickets and the rest of (34.29%) have problem when they buy train tickets.

The 92 respondents reply that they have no problem when they buy train ticket because train's employee take care their service. The 48 respondents have problem when they buy train ticket.

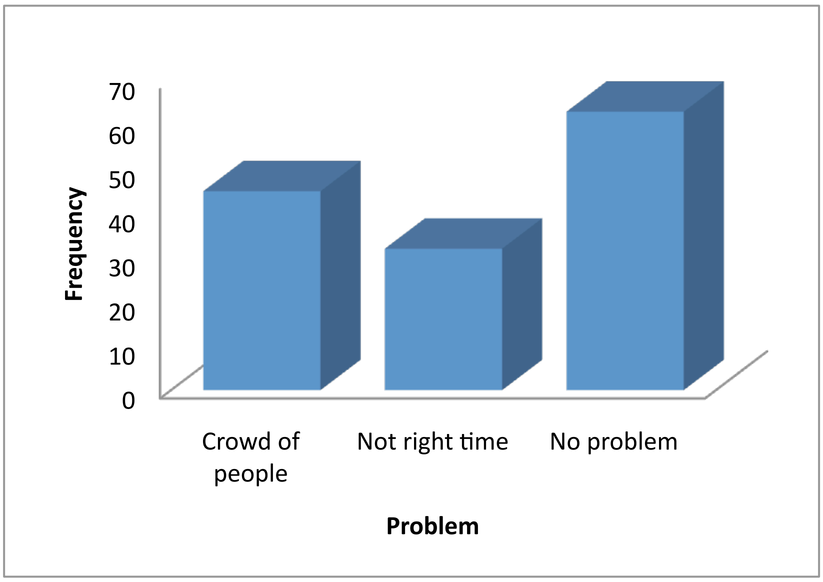
4.13 Problem when Travelling by Train

Table 4.17 Problem when Travelling by Train

Problem	Frequency	%
Crowd of people	45	32.14
Not right time	32	22.86
No problem	63	45.00
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.12 Problem when Travelling by Train



Source: Table (4.17)

According to table (4.17), the (45%) of respondents reply that they haven't any problem and (32.14%) of respondent answer that they have problem because train does not arrive right time while (22.86%) of respondent included crowd of people in train.

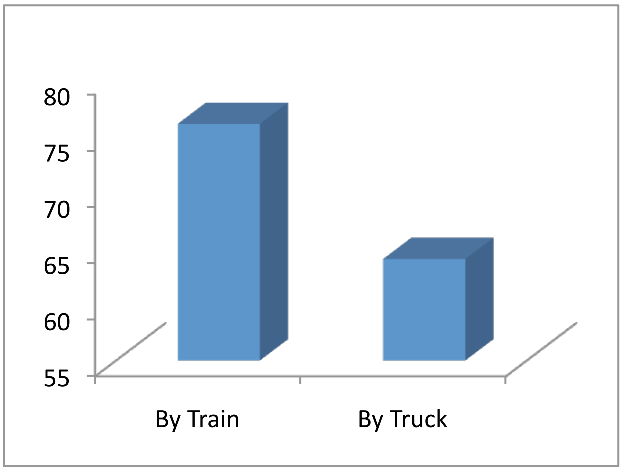
4.14 Stock Carrying Pattern

Table 4.18 Stock Carrying Format

Carrying Pattern	Frequency	Percent
By Train	76	54.29
By Truck	64	45.71
Total	140	100.00

Source: Survey Data (December, 2010)

Figure4.13 Stock Carrying Pattern



Source: Table (4.18)

At the table (4.18) The largest number of 76 respondents like to carry stock on train representing (54.29%) while the rest number of respondent 64 representing (45.71%) like to carry stock on truck.

The 76 respondents answered they carry stock by train because stocks are not damaged and carrier cost of train is cheaper than truck. The rest of 64 respondents carry stock by truck because truck could arrive the right time and quickly.

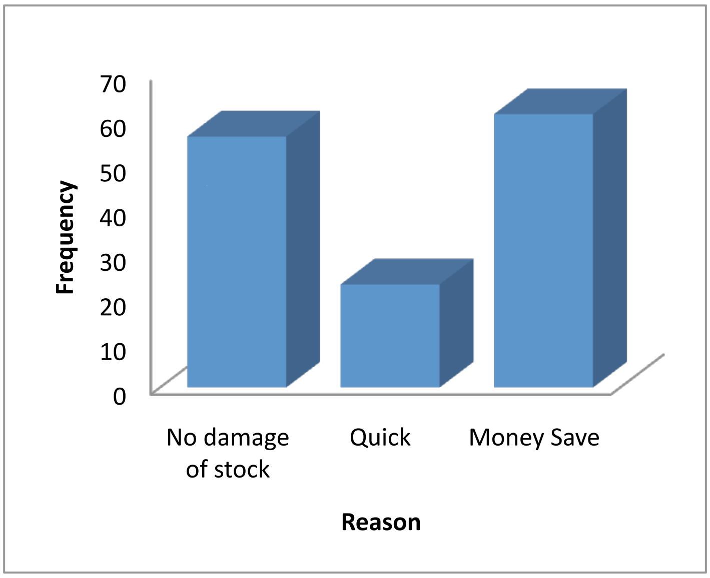
4.15 Reason for Stocking Carrying

Table 4.19 Reason for Carrying Stock by Train

Reason	Frequency	%
No damage of stock	56	40.00
Quick	23	16.43
Money save	61	43.57
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.14 Reason for Stock Carrying



Source: Table (4.19)

According to table(4.19), the (43.57%) of respondents are carrying stock for save money while (40 %) of respondents are carrying stock for no damage of stock and the rest of (16.43%) respondents reply carrying stock for quickly.

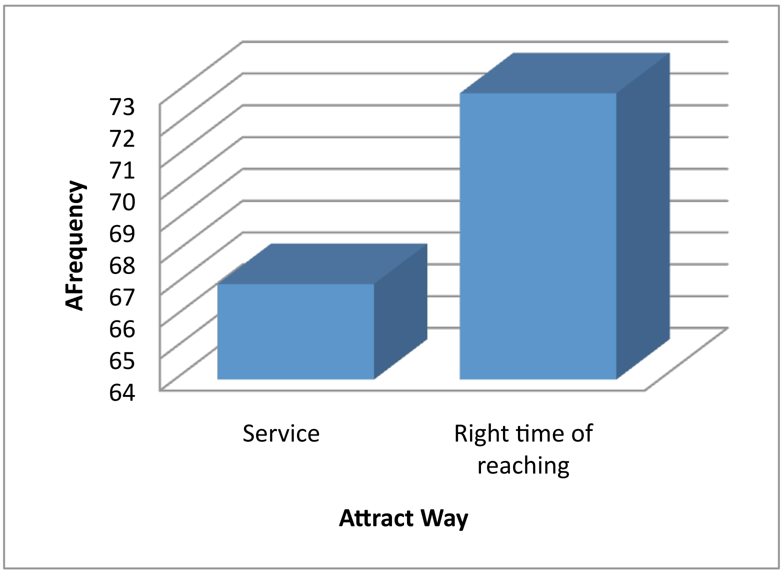
4.16 Attract Activities

Table 4.20 Attract Activities

Attract Way	Frequency	%
Service	67	47.86
Right time of reaching	73	52.14
Total	140	100.00

Source: Survey Data (December, 2010)

Figure 4.15 Attract Activities



Source: Table (4.20)

According to table (4.20), the (52.14%) answer that right time of arrival is attractive to traveling by train and the (47.86%) think that service is attractive a little.

The 73 respondents want right time of arrival and departure of train. The 67 respondents want service because train service is very poor.

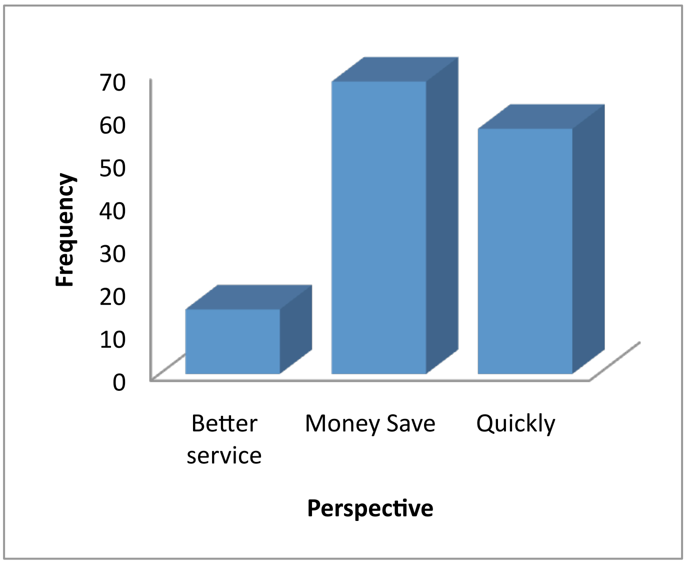
4.17 Perspective of Survey Passengers

Table 4.21 Perspective of Survey Passengers

Perspective	Frequency	%
Better service	15	10.71
Money save	68	48.58
Quickly	57	40.71
Total	140	100.00

Source; Survey Data (December, 2010)

Figure 4.16 Perspectives of Survey Passengers



Source: Table (4.21)

At the table (4.21) the result vividly shows that (48.58%) of respondents express their opinion that they would change from current travel by train to other if it had better save money. Only (40.71%) point out for quickly and another (10.71%) show for service, they would change from they travel by train to other.

The 68 respondents think money save is better because they get more profits when they sale stocks. The 68 respondents reply that train should quick and arrival the right time. The 15 respondents answered that train should give better service.

Chapter V

Conclusion

5.1 The Buying Behavior and Attitude towards Prices

The price is the value placed on what is exchanged. In the consumer market, the price of the product plays the vital role for both manufacturers and consumers. For the manufacturers, the pricing is the most flexible function that can be adjusted much easier than the other marketing functions like modifying the product formula, changing the promotional programs and redesigning distribution network. Likewise, from the consumer perspective, price is something of value that a buyer gives up in an exchange.

In transport market, the highest price per train ticket is 4000ks and the lowest price is 50ks. Concerning with the price attitude, (55%) of the respondents feel that the present price of train ticket is cheap and (45%) respondents comment it is fair. However the majority of the customers respond that service is not their first concern in making buying decision. Though the service is not rated as their first priority, it is found that the majority of the customers 'desired prices are lower than the current market price which show that the majority of the consumer care for the price up to certain extant. To review back to the price of train ticket, the prices of train ticket exist in the accessible limit, even for the low income earners. Comparing with the cost of express car , it could be noted that the price of train ticket is not that high of which is the most encouraging reason that the price of train ticket is the first concern of customers. Moreover the price difference of various transport are not so large. As a result, the customer has good opportunity to make better choice of his own satisfaction with low risk. Thus, the price is the most influencing factor in making the transport choice. It is therefore the fact that there are some other reasons, which push forwards for making the buying decision and travelling by train.

5.2 Findings and Suggestions

The majority of the passengers are the of middle aged people from the different walks of life ranging from the city who live in the urban areas. The passengers end to accept the train as an essential item in their life, especially for the city dwellers. The number of train passengers will increase in future.

Generally, in accordance with the surveyed results, the conclusion is made based on the three main analyzed areas. The first area is perception behavior and the attitude toward price of train tickets. As the nature of Myanmar travel agency market, the price sensitivity is normally high. To the good advantage of travel by train, it could be purchased very easily. Moreover, price per ticket is within the accessible limit even for the low income earners and the price differences among the various journey are not that large. Thus, passengers of train have favorable opportunity to make their desired choice with low risk. Although Myanmar consumers are generally price conscious, the price consciousness is put as the first priority. There are some other criteria come up as the influencing factors for brand choice. Among these the comfortable is the second prioritized criterion for travel to journey. Therefore it could be concluded that the hypothesis of which the price is most influencing factor for the choice of travel by train is correct.

According to the results, price is the primary factors considered for making travel choice. The preferred travel by train passenger is different. Among the various number of train line ‘29 up’ is the mostly travel. Secondly followed “31 up” and other line is the small portion of travel by train respectively. Generally it is found that service of “29 up” enable to capture the Myanmar people. This is one of the vivid reasons of being leader in train although there are some other passenger of small portion. For the perspective for other changes the reason show that the majority of passenger would change other if the other one has lower price. Thus it is noted that consumers first priority is strongly based on the price of ticket. Therefore, it could be remarked that, in accordance with the surveyed results, the price of ticket is the most important factor considered for the selection of travel by train.

Concerning with to reach the right time as the third and last interesting area to best advantage of right time to journey it is the most effective means to meet the passenger with the highest frequency and the best channel to attract the passenger. There fore, it could be included that right time to reach is the most effective way to attract the passenger.

To draw the conclusion, therefore, the most influencing factor for traveling by train on Yangon-Mandalay line based on the price of the ticket, the price of ticket extend the positive impacts towards the perception of passengers.

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Questionnaire

"A Study on Consumer Behavior on Performance of Myanmar Railway (Yangon-Mandalay Railway)"

1. Name --------------------------- Please Tick Appropriate Base

2. Address -------------------------

3. Sex Male

   Female

4. Age under 20 31-40 51-60

   21-30 41-50 612

5. Occupation

   Government Employee Vender

   Student/ Retired

   Dependent Company Employee Other

6. Trip Name ------------

7. How do you like to travel on Yangon - Mandalay?

   By train By express car Both

8. Why did you travel by train it as first time ?

   Money save Right time

   Comfortable Test

9. How many time did you travel by train?

   Under three time Above three time Often

10. When time did you travel by train ?

    Morning Afternoon Night

11. When month did you mostly travel by train?

June to September

October to January

February to May.

12. Why did you mostly travel by train.

Money Save

Freedom

Choice of family

13. If travel by train an Yangon-Mandalay , how do you feel

Comfortable Convenient Quick

14. What number of train line click you, mostly travel by train?

1 up	11 up	21up	27 up
3 up	13 up	23 up	31 up
5 up	19 up	2 up	
9 up	7 up	29 up	

15. Why do you choice of travel by train ?

Service Time convenient

16. How do you think the price of train ticket?

Expensive Fair Cheap

17. Do you have problem when you buy the ticket?

Yes No

18. Do you have problem when you travel by train

Crowd of people Not right time No

19. How did your carry stock is most convenient?

By train By track

20. Why did you carry stock by train ?

Money Save Quick Not damage stock

21. How do you think which kinds of following activities will attract the people most to ride train?

Service Right time to reach

22. You will change to travel by another, if

it is better service

money save

quick