

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**ANALYSIS OF CUSTOMER PERCEIVED VALUE AND
PURCHASING BEHAVIOR OF YOMA CAR SHARE
SERVICE IN YANGON**

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MBA II – 62

23rd BATCH

DECEMBER, 2019

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ACAMEDIC YEAR (2017-2019)

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

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ACCEPTANCE

This is to certify that the thesis entitled “**Analysis of Customer Perceived Value and Purchasing Behavior of Yoma Car Share Service in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

This study aims to examine the effect of e-service quality dimensions on customer perceived value and to analyze the effect of customer perceived value on purchasing behavior of Yoma Car Share Service in Yangon. This study employed a quantitative research design using self-administered questionnaires. The results of the study showed that customer service, customer interface and service reliability have the effect on customer perceived value of Yoma Car Share service users. It also found that customer perceived value has effect on their purchasing behavior. Thus, the study recommends company to provide superior customer service, user-friendly customer interface and improved service quality in order to sustain higher customer perceived value and encourage purchasing behavior of Yoma Car Share service.

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CHAPTER 1

INTRODUCTION

Customer perceived value is the anticipated benefit from a consumer's perspective of a product or service. It is the idea that the success of a product or service is largely based on whether customers believe it can satisfy wants and needs. Customer perceived value is the evaluated value that a customer perceives to obtain by purchase a product. Customer perceived value is seen in terms of satisfaction or needs a product or service can offer to a potential customer. In marketing terminology, perceived value is the customers' evaluation of the merits of a product or service and its ability to meet needs and expectations, especially in judgement with its peers.

Customer perceived value is the position that matches the mind-set of the buyers. It is an attempt by the companies to differentiate itself with the rest of the competitor. Customer perceived value refers to the perceived value of a company or product based on its reputation among customers and consumers as well as its assets beyond mere revenue. Perceived value is regarded as a critical motivator of consumer purchase intention. Studies show that positive associations between these dimensions increase the level of consumer satisfaction with the product or service offered by the brand, its purchase decision and the likelihood of purchasing a brand extension (Chen, 2001). The high level of perceived quality creates reasons for purchase intention, increase consumer willingness to pay a premium price (Aaker, 1991), and the high level of consumer loyalty to the brand reduces the cost marketing by the company, increase consumer intention to buy and attracts new consumers. For all these reasons, a brand can embrace tremendous value, which is known as customer perceived value.

It can be said that the consumer behavior is the set of actions and processes that consumers spread over at the time of information collection, purchase, evaluation and use of products and services to meet the needs and create the utility (Belch, 1978). Several studies point out the positive relationship between the dimensions of customer perceived value, brand preference and the purchasing behavior. One of the most common strategies to achieve successful brand is to understand the relationship between consumer purchasing behavior and brand and customer perceived value, because the customer perceived value is often an indication of its quality which affects the choice of consumers. The goal of any

brand is to attract and retain customers to ensure the success of the brand and the product (Zavattaro, 2015).

The empirical research was supported out at Yoma Fleet limited which is the leading vehicle hire rental in Yangon. This study includes how strong their position in customer's mind, which value of theirs that is channeled effectively to the audience and how to enhance their chance in being the most used and recognized brand among the car rental market. The global market for car rental is rising due to a rising prevalence of cost of ownership related to maintenance which are important factors and are expected to grow in the future as they are the regular consumption for human nowadays. In addition, the popularity of on-demand economies with the help of technology development is also aiding the growth of this market.

This study surveyed the relationship between customer perceived value and consumers' purchasing behavior. In this study, four elements of customer perceived value - customer service, service security, customer interface and service reliability are used to study the relationship toward purchasing behavior.

1.1 Rationale of the Study

In today's competitive landscape, organizations are progressively searching for valuable practices to generate strong consumer-based customer perceived value. Business people must continue vigilant and receptive to factors that influence customer perceived value. Because in today's global market, customer perceived value plays a decisive role in the sales turnover of the company. Every company invest heavily in this aspect to capture a significant market share in the industry. Customer perceived value is an essential component of all business identities.

Customer perceived value is the worth of a brand by consumers over other products. The equity of a brand is significant because, if the brand has positive customer perceived value, the business can charge more for their products and services than the generic products or other competitors. If a business wants to increase its customer perceived value, they must associate their brand with better value or quality or increase consumer awareness of the brand and ultimately increasing consumer loyalty to their brand.

This study is focused to define the relationship between consumer perceived value and purchasing behavior because many researches has been conducted on various

dimensions of customer perceived value proves that it is an important success factor for a company to differentiate its products and company from its competitor and influence the customer's decision toward a brand. In recent studies, customer perceived value from the perspective of consumer is an appropriate start to assess product equity which contains a lot of interrelated dimensions such as customer service, service security, customer interface and service reliability. This relationship includes mutual exchanges between the brand and consumers by a duplicate set of actions that has many advantages for both sides (Huang and Kandampully, 2012).

Car rental market is slowly shifting towards a service-oriented model with new players focusing extensively on customer experience and consumer data. Specifically, this paper empirically explores the influencing marketing factors on consumer purchasing behavior and investigates the four drivers of customer perceived value which are the different dimension of e-service quality and on the linkages between customer perceived value and consumers purchasing behavior.

Building customer perceived value is not an easy task and rarely happens overnight but, is essential for the lasting success of the business. That is, it is important to study how the customer perceived value affects consumer purchasing behavior. Those are the main reasons while this study is important. This study introduces new ways of looking at customer perceived value through improvement of e-service quality dimensions.

1.2 Objectives of the Study

This study purposes to achieve a better understanding of e-service quality dimensions on customer perceived value and purchasing behavior through thorough and extensive analysis. Two objectives in the study are mentioned below.

1. To examine the effect of e-service quality dimensions on customer perceived value of Yoma Car Share service
2. To analyze the effect of customer perceived value on purchasing behavior of Yoma Car Share service.

1.3 Scope and Method of the Study

This study is mainly focused on customer perceived value and purchasing behavior of Yoma Car Share service in Yangon. This study focuses to examine effect of e-service quality dimensions influencing on customer perceived value of Yoma Car Share service in Yangon. It also analyzes the effect of customer perceived value on purchasing behavior of Yoma Car Share service users in Yangon.

Both primary and secondary data are collected in this study. Primary data are collected from the respondents by using structured questionnaires. The questionnaire is considered using multiple choices and Likert scales questions. The descriptive method and linear regression model are applied in this study. Simple random sampling method is used. Yoma Car Share service is provided in total of 17 rental hubs all over Myanmar. Out of them, there are 7 rental hubs in Yangon. Respondents are selected based on systematic sampling method. Rental hubs in Yangon are named as and located at Star City, FMI, Dhammazed, Airport, Times Link, Gems Condo and Pun Hlaing Real Estate. The study is based on the survey result answered by total of 304 car sharing service users.

The questionnaires are collected through online survey forms as well as in-person physical follow-ups. The survey form is distributed through social media, with aim to get participation from expatriates in Myanmar. Especially, the questionnaire is being communicated to groups in Facebook such as Yangon Expat Connect and Yangon Expat Suggestion. For those with limited language proficiency, the structured questionnaire was prepared in both Myanmar and English version.

The secondary data is collected from published books, international research papers, previous research paper, text books, internet and websites. The data is administered and examined by using SPSS tool and summarized and presented in form of number and percentage.

1.4 Organization of the Study

The study is prearranged by five chapters. Chapter 1 presents the introduction of the study. It labels introduction, rationale of the study, objectives, scope, and research method of the study and then the organization of this paper. Chapter 2 grants theoretical background on e-service quality dimensions, customer perceived value and purchasing behavior concerned with the study. In Chapter 3, the profile and e-service quality

dimensions of Yoma Car Share service in Yangon is explained. In Chapter 4, analysis on the effect of e-service quality dimension on customer perceived value and purchasing behavior of Yoma Car Share service in Yangon is described. Chapter 5 contains of the conclusion presenting the key findings and discussions, suggestions and recommendation and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter grants a comprehensive review of the theories and concepts that are used to explain the e-service quality dimensions, customer perceived value and purchasing behavior in this study form the theoretical framework of the study. It mainly presents two parts; e-service quality dimensions on customer perceived value and the impact of customer perceived value on customer purchasing behavior. This chapter also specifics conceptual framework of previous study and conceptual framework of the study.

2.1 E-service Quality Dimensions

Zeithaml (1988) indicated that customer perceived value is as “the customer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”. Petrick (2002) posited that perceived value of service comprises five dimensions including quality, emotional response, monetary prices, behavioral price and reputation. Woodruff (1997) defined customer perceived value is a process from pre-purchase, transaction, and post purchase aspect in use situations.

Customer’s perceived value can be defined from the perspective of money, quality, benefit, and social psychology. That is, when less money is paid for a high-quality product, positive perceived value is created. In other words, consumers may cognitively integrate their perceptions of what they get and what they must give up in order to obtaining goods.

Non-monetary cost, such as transaction costs, search costs, negotiation costs and time incurred during the purchase, should also be included (Cronin et al., 1999). The assessment of perceived value is not therefore a ‘one-off’ phenomenon; rather, it much be an ongoing assessment within an evolving consumer relationship.

E-service quality can be defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivering of products and services. As stated in the above definition, the meaning of service is comprehensive which includes both pre- and post-website service aspects (Zeithaml et al., 2001). Theoretical background of factors influencing on customer perceived value i.e. dimensions of e-service quality are explained.

There are different variables which affect the consumer's customer perceived value about a product or service online which are:

(a) Customer Service

Parasuraman et al. (1988) developed service quality model including five dimensions which are namely tangible, responsiveness, reliability, assurance, and empathy to measure service quality. Good customer service is a combination of well-trained employees and an efficient system. Customers want to encounter knowledgeable and professional customer service representatives with an efficient system at their disposal to resolve their issues. It can be defined in many ways; maintain professional tone at all time, having an efficient computer program that allows to capture important information on each customer: product preferences, past purchases, and providing ongoing trainings to customer service representatives. The key characteristics of great customer service are reliability, competence, responsiveness, courtesy, creditability and consistency.

(b) Service Security

For website retailers to be successful and customers to be satisfied, excellent e-service quality is essential. There are several factors to be considered, including website design, reliability, security and customer value (Yang & Peterson, 2004). Service security refers to customer perceptions of the security of the transaction (including means of payment and mechanisms for the storage and transmission of all personal information).

Consumers who provide personal information during transactions assume the risk of having this information compromised. Hence, a major concern of online customers is the security of their transactions. Accordingly, perceived security as the extent to which a potential customer believes that the ecommerce website is secure for transmitting sensitive information.

In e-commerce, consideration of security refers to customer perceptions of the security of the transaction including payment and mechanisms for the storage and transmission of all personal information. Consumers who deliver personal information during transactions assume the risk of having this information compromised. Hence, a major concern of online customers is the security of their transactions.

(c) Customer Interface

It was found that company's website is a key tool for communicating and attracting customers. Customer interface quality is a multi-faceted concept that is a measure of the shopper's perception of quality of a transaction from pre-to-post-purchase.

Parasuraman et al. (1988) developed a scale with four dimensions (i.e. efficiency of the website, system availability, privacy, and the post-transaction experience) while Bauer et al. (2000) used five transaction quality dimensions (functionality/ design, enjoyment, process, reliability and responsiveness). Since all these measures have several components, a single study cannot include all possible customer interface features from previous studies.

(d) Service Reliability

According to Parasuraman et al. (1994), the "reliability" dimension concerns accurate e-transactions, accurate records, correct initial performance, and promise accomplishment. On the other hand, security encompasses low risk associate with e-transactions, safeguarding personal information, and safety in completing e-transactions.

2.2 Customer Perceived Value

Zeithaml (1988) defined perceived value as sacrifice, i.e., as "the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given". This is not an attribute of the product or service. Customer perceived value is the comprehensive assessment of the utility of perceived benefits and perceived sacrifices, or as the difference between perceived benefits and paid costs; it is also the ratio of perceived benefits in relation to the perceived sacrifices. Sacrifices encompass all the costs (purchasing price, acquisition costs, installation), while perceived benefits are the combinations of physical attributes of the available service in a given relationship of the product use. An indication of the complexity that is inherent in price studies can be found by Zeithaml (1988) who stated that any price has both objective external properties and subjective internal representations that are derived from an individual consumer's perception of price. Jacoby et.al (1977) further argues that perceived value is the result of consumers' comparisons among different price structures including advertised selling price, advertised reference price and internal reference price.

Monroe (2003) tested actual and reference price as predictors of perceived price and found a positive relationship between objective and perceived price and a negative relationship between reference and perceived price. In line with this research, Chang et.al (1994) examine the effects of price bundling on perceived value and state that providing an all-inclusive price package, even if actual monetary outlay is higher, will significantly increase perceptions of value for first time consumers. When consumers exchange goods or services, it is argued that the value is the primary aspect they pursue from an exchange Naylor et.al (2001). In deciding whether to use a service provider or exchange once more, the consumer always considers the amount of value he will get for the money paid Lai et.al (2009). Despite the significance of perceived value's effect on customer's assessment of services, little study has been conducted on the link between this variable and its impact on consumer's behavioral intention. (Park et.al, 2006)

2.3 Purchasing Behavior

Consumer purchasing behavior refers to the buying behavior of the ultimate consumer. A purchase decision is the result of each one of these factors. By identifying and understanding the factors that influence their customers, brands can develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of target consumers.

Consumer purchasing behavior is influenced by two major factors. These factors are individual and environmental. Factors affecting consumer behavior are demographics, consumer knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors.

The above-mentioned factors are the major determinants behind the decision of consumers to opt a given good or service (Blackwell et.al, 2006). Consumer behavior involves the use and disposal of products and questioning how they are purchased. Pioneer models of consumer behavior had one simple primary objective that was a systematic and in-depth understanding of purchase processes (Howard, 1994). Purchase intention, an important predictor of consumer purchase behavior, refers to an outcome of criteria assessment of consumers regarding website quality, information search, and product evaluation (Poddar et al., 2009) Previous research has explored driving forces of online purchase intention.

For example, Liang and Lai (2015) found that consumers are more likely to purchase online when the shopping website provides highly desirable functions, including a product catalog, a search engine, intelligent agents for price comparisons, shopping carts, e-payment methods, and tracing mechanisms.

Ranganathan and Ganapathy (2002) concluded that security, privacy, website design, and information content are important for B2C websites. According to Bonnie (2004) and Zeithaml (1988) purchase intention is determined by a consumer's perceived benefit and value. Consumer purchasing behavior is a component of consumer behavior. It is defined as the purchase behavior of final consumers, individuals and households who purchase products and services for self-consumption (Kotler and Armstrong, 2012). In other words, consumer purchasing behavior is an activity that involves individuals to fulfill their needs and wants. Blackwell et al (2001), define consumer behavior as the activities in which people possess and as well, consume and finally dispose products and services. In fact, there are a lot of wide spreads researches going on consuming purchasing behavior this has to do with increasing growth in trading and acceptance among the consumers due to new brand and variety of product and services put in place.

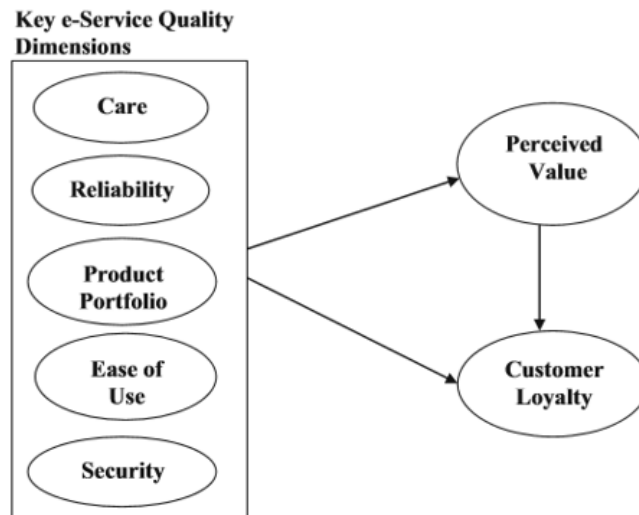
2.4 Previous Studies

Researchers have long examined has been focused on how key dimensions of e-service quality affect customer loyalty through the mediation role of customer-perceived value. We posit that not all service quality attributes have equal impacts on customer-perceived value and loyalty (Yang et al. 2005). It is imperative, therefore, to uncover, among various potentially predictive service quality attributes, dimensions that are most crucial in enhancing customer-perceived value and customer loyalty, and to assess the degree to which they are associated. Utilizing the Parasuraman and Grewal's (2000) conceptual model as a reference point, we examined the linkages between customer-perceived e-service quality dimensions, customer-perceived value, and customer loyalty in the B2C e-commerce context.

The five independent variables, care, reliability, product portfolio, ease of use, and security, have statistically significant and positive relationships with customer-perceived value at the significant level of 0.05. Therefore, the point that each key e-service quality

dimension has a significant, positive impact on customer-perceived value is supported by Ling Jiang (2015).

Figure (2.1) Conceptual Framework of the Previous Study



Source: L. Jiang et al., (2015)

In this paper, care can be adapted as customer service, while reliability as service reliability, ease of use as customer interface, and security as service security. Product portfolio is not considered in this paper as it falls under out of scope for this research.

A sequential research of multiple-step to develop a multi extend consumer-based customer perceived value that has been done by Choy John Yee (2010) in order to develop a scale to measure how consumers' perceived quality, perceived value and perceived risk towards purchase decision on automobiles. According to Durovnik (2006), consumers are less interest on purchasing the product that is considered being risky endeavors.

In previous studies, the relationship between customer perceived value and consumers' purchase decision is investigated. It has been demonstrated that customer-perceived service quality and two online systems quality attributes, in name of Web design and ease of use, have a significant and positive association with customer loyalty. (Zhang and Prybutok, 2004). Furthermore, Srinivasan et al. (2002) have empirically found that the greater the levels of care, choice, customization, customer cultivation, community, and absolutely better perceived character of the e-retailer, the better the e-loyalty of the customer. A systematic review of the e-service quality literature shows that different key

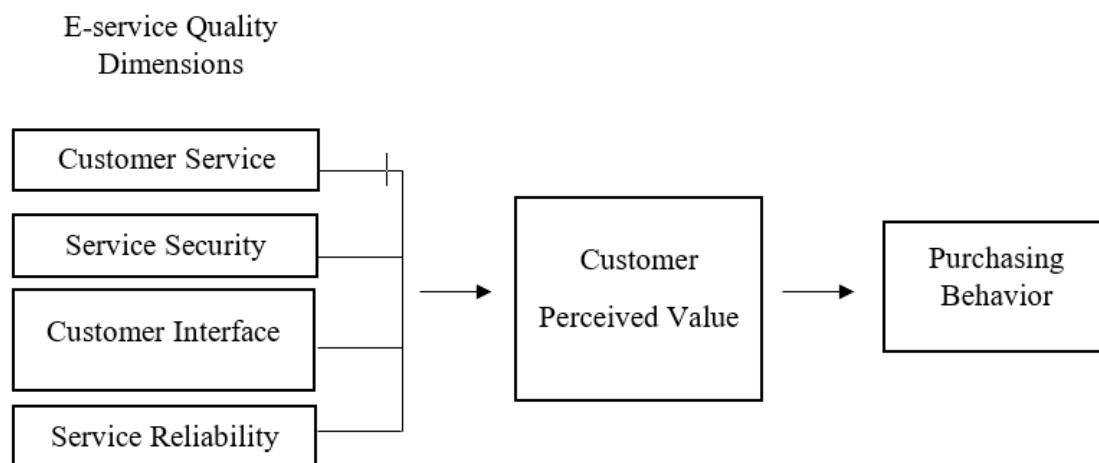
e-service quality dimensions identified by various empirical studies seem to exert a significant effect on customer loyalty.

According to Li et al. (2014), trust is even more important for online than for offline retailers, since consumers perceive more risk in e-commerce due to their inability to visit a physical site and examine the product they are interest in purchase. It theatres a crucial role in determining online purchasing intentions (Hong and Cho, 2011) and shopping decisions (Buttner and Goritz, 2008).

2.5 Conceptual Framework of the Study

This study aims to discuss about the effect of the e-service quality dimensions toward customer perceived value through customer service, service security, customer interface and service reliability and analyze the effect of customer perceived value on consumer purchasing behavior. Thus, independent variables are the customer service, service security, customer interface and service reliability, and the dependent variables in this research are customer perceived value and purchasing behavior. In the conceptual framework, the relationship between the four independent variables such as customer service, service security, customer interface and service reliability and the dependent variable, consumer purchasing behavior has been conceptualized. The conceptual framework of this study is shown in the Figure (2.2).

Figure (2.2) Conceptual Framework of the Study



Source: Own Compilation (2019)

In this conceptual framework, customer perceived value is the key factor that is influenced by e-service quality dimensions such as customer service, service security, customer interface and service reliability. In sum, this study investigates whether consumer purchasing behavior is associated with customer perceived value of a self-service online car rental company named Yoma Car Share.

CHAPTER 3

PROFILE AND E-SERVICE QUALITY DIMENSIONS OF YOMA CAR SHARE SERVICE IN YANGON

This chapter presents the influencing factors of customer perceived value in terms of e-service quality dimensions of Yoma Car Share service in Yangon. This study also presents the research design of the study. Furthermore, this chapter explores the descriptive and frequencies findings of demographic profiles of the respondents, the e-service quality dimensions of Yoma Car Share service in Yangon.

3.1 Profile of Yoma Car Share Service

Yoma Car Share service is a fully fledged and serviced short term car rental service through the website named www.yomacarshare.com. It serves value-oriented leisure and business customers, including domestic and overseas tourists, small businesses and government travelers. The users must create member accounts and then, we will grant them the our Carshare Card which can be used remotely when they have reserved at our website. It is a self-driving daily rental car share service which can be charged based on hourly or daily rates and up to 1 months. The service is that we have located our vehicles at various places in Yangon currently at Thilawa Star City, FMI, Dhammazed, Airport, Times Link, Gems Condo and Pun Hlaing Real Estate and at our regional branches. The rental hubs are located at most of major cities in both upper and lower part of Myanmar. There are 3 rental hubs each in Mandalay and Nay Pyi Taw.

Yoma Car Share is one of the product segments intended mainly for daily vehicle rental. The company engages in vehicle hire service in both monthly and yearly as well as daily. The contract term usually is within 6-36 Months and the company is going to provide complete vehicle solution. Since the business model targets mainly at business traveler and European traveler market, there are also rental hubs at airport in major cities like Heho, Lashio, Dawei, Myitkyina and Bagan. Yoma Car Share is built on a philosophy of exceptional customer experience. The fundamental principle is passed on to each employee through unique Customer Driven training program.

Yoma Fleet, which is the parent company providing Yoma Car Share service is the largest fresh left-hand drive contract hire provider in Myanmar. It is a dedicated and personalized vehicle financing solution provider to both business and individuals. The office is in Yangon with 19 branches across the country. It has been established since January 2014. It is a wholly-owned deemed subsidiary with over 1,360 fleets being operated.

Yoma Fleet inaugurated operations in 2014 and is one of the largest fleet leasing operators in Myanmar by providing medium to long-term fleet leasing solutions to multinational corporations and clients from various industries including the FMCG, telecommunications and construction sectors. Yoma Fleet provides a good source of frequent income and is predictable to grow quickly.

Yoma Fleet Limited falls under the financial services arm of Yoma Strategic Holdings Ltd. In March 2018, the Group announced its plan to add Financial Services as a Fourth Pillar to its business portfolio. The Group had recently acquired a 34% stake in Wave Money, the leading mobile payment platform in Myanmar, and the company looks on track to continue its rapid growth. Yoma Fleet, which has been reassigned to Financial Services going forward, is expected to accelerate its growth in FY2019, while new initiatives such as the partnership with Grab will likely further drive the expansion in this Fourth Pillar in the coming years. The market is a fragmented market where competition is strong without dominant players. A few competitors include Oway, Europe Car Rental and AVIS. It can be regarded as Operating Lease in which the rental company bears insurance and maintenance for a monthly payment.

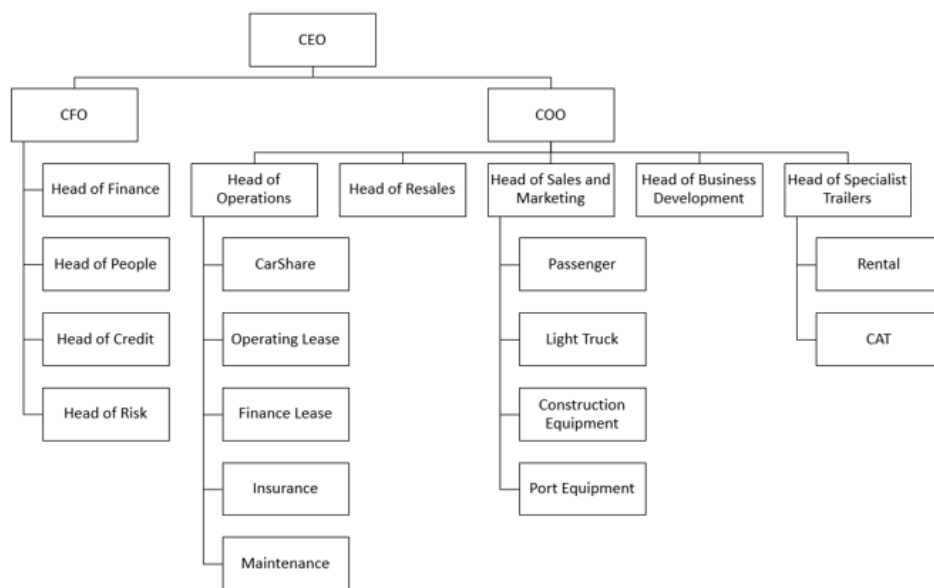
(a) Vision, Mission and Core Values

The vision of Yoma Fleet Limited is to be preferred self-drive vehicle hire solution provider in Myanmar. The mission is to be lowest cost, highest quality and most customer focused vehicle hire company in Myanmar, creating value for our shareholders. The core values are Innovation which means using imaginations and initiative to drive growth and efficiency, Integrity which means acting ethically, fairly, honestly, and transparently, Respect which means valuing the contributions of each other and our partners and Teamwork which means using our skills and expertise effectively and collaborating seamlessly.

(b) Organization Structure of Yoma Fleet Limited

There are total of six departments: Administration, Finance, Sales & Marketing, Risk & Insurance, Operations and Fleet Maintenance. Yoma Fleet Limited which is an 80% Myanmar company and 20% is owned by Tokyo Century which is a leading vehicle firm in Japan is run under management contract mechanism under Yoma Strategic Holdings Limited which is a listed company at Singapore Stock Exchange. Hence, most of the management personnel is made up mostly of expatriates and repatriates.

Figure (3.1) Organization Chart of Yoma Fleet Limited



Source: Yoma Fleet Limited (2019)

(c) Products and Services of Yoma Fleet Limited

There are total of five product lines under Yoma Fleet Limited: which are namely Yoma Car Share, Yoma Rentals.asia, Operating Lease, Finance Lease and Yoma Auto Mart. Yoma Rentals.asia deploys the same technology like Yoma CarShare, yet the vehicles are for the use of commercial purpose only. It is targeted towards logistics and freight transportation companies. Operating Lease which is medium to long term vehicle rental is targeted for multi-national companies. Finance Lease is like hire purchase product provided by most banks. Yoma Auto Mart is vehicle resale auction site which is the very first online car auction site in Myanmar and the target market is those who would like to own the second-hand vehicle with reasonable price.

Yoma Car Share service is highly regarded as a national brand providing superior customer service. They have focused on providing customers with a level of service that

keeps them locked with a high level of customer service expectation. Even when the website and technology is locally nurtured, the security and reliability is advanced. The customer interface is also very user-friendly so that the process of reserving a car to self-drive is seamless.

3.2 E-service Quality Dimensions of Yoma Car Share Service

Yoma Car Share service company is committed to be the only true locally-owned and nurtured car rental company, providing quality car rental service for over 5 years now. The serviced cars that are carefully selected from the rental fleet, have undergone extensive pre-delivery inspections and passed all requirements to be accepted as a certified and ready-for-rent vehicles. Yoma Car Share has set the standard for quality, reliability and service worldwide. It brings the same dependability for all kinds of mobility needs. The following aspects of Yoma Car Share e-service quality will be analyzed in this paper.

(a) Customer Service

Yoma Car Share service develops the fleet management industry's most innovative technology solutions and offers a proactive, hands-on approach to customer service. Code of Conduct is in aligned with the Group's policy in which employees must not conduct themselves in such a manner that will interfere with or prevent other employees from carrying out their duties properly while on duty. Even when the service of Yoma Car Share is mainly through online, the ability to offer excellent customer service is largely dependent on coordination of company activities.

All customer service staffs are responsible to properly address the issue of the customers 24/7. The hotline should be addressed immediately when being called upon. In case a customer would inquire about our service through messaging applications, then it should be response within a few minutes. All customer service representatives have the ability to communicate with English speaking customers. There is also anonymous feedback response system where a customer can give honest feedback after every reservation. Most of the current feedbacks of existing customers are positive and there are even some customer who suggests where the new rental hubs should be. The current customer service feedback response system is found to be constructive for all necessitated business actions and plans.

(b) Service Security

Disclosure of official documents, information and trade secrets are closely addressed under Group's Code of Conduct. Breaches of this Code will result in disciplinary action including termination or dismissal, as well as compensation for damage caused. Where employees do participate in blogs or any other online space, even personal sites maintained outside of work hours, they should take care to ensure not to act in conflict with the best interests of the Group.

Many employees partake access to information, which embraces the trade secrets, know-how used by the Group to separate its businesses and services from those of competitors, as well as sensitive isolated business information of a commercial, technical or financial nature such as prospects, agreements with customers, business partners, competitors, account plans, business proposals, negotiations and contracts. It is important that all company proprietary information remains confidential. Employees take a duty to precaution company information, bearing in mind ethical, legal consequences and government regulations. Information of commercial value or of a sensitive nature must be forcefully measured. For example, when releasing information to a third party for a bid proposal, a Non-Disclosure Agreement (format provided by legal department) should be signed by the third parties, and information released is on a need-to-know basis.

(c) Customer Interface

A great user interface can have a influential impact on the usability and user experience of an application. The IT team of Yoma Car Share Service is aspired to create an interface that enables and encourages end users to use an application frequently, so they become more confident, efficient and productive users. The team is responsible to continuously administer the system by obtaining operationally feasible and customer-focused insights on what makes an interface good and user-friendly. In order to get navigable menus and simple design and to be able to keep up with technology updates usability testing is done monthly.

(d) Service Reliability

They must always maintain good relationships with customers which is vital to the success of the business. Customers must sense that they are getting the maximum standard of service from a company which listens to them and is responsive to their needs. Information about customers and business partners must persist confidential and should only be imparted with full authority to do so. It has empowered its customer service

representatives to be committed to service excellency. Billing process should be closely supervised by both customer service and finance team as all invoices are through electronic and employees are responsible to properly address all concerns of customers in a timely manner.

3.3 Research Design

This study aims to examine the customer perceived value of Yoma Car Share and analyzing the effect of customer perceived value on purchasing behavior of Yoma Car Share. To achieve these objectives, both primary and secondary data are used. Secondary data are obtained from text books, previous research papers and internet websites. To get primary data, the current users of the Yoma Car Share service are chosen as a sample size for this study. The respondents were surveyed by simple random sampling method. The sample size was calculated based on the total active users registered at our service. There are total of 1600 account holders as of 2019 June. According to the Raosoft sample size calculation result, the sample size for this study was 310 respondents. To obtain the primary data, 180 respondents from each of the 7 rental hubs were asked whether they have used Yoma Car Share service or not. The second half of the survey respondents, approximately 102 of them are obtained through online questionnaire. The respondents were surveyed with the systematic survey question in Yangon

After the survey data were collected, these results are entered SPSS to analyze the results and test the reliability analysis. Descriptive and analytical research method was used in this study. Descriptive research is aimed to describe characteristics of consumers, to estimate percentage in a specific population that uses public transportation services a form of daily mobility. And there is a significant portion of the population who uses our service even when they own a car which can be self-funded or through financing options from banks and other financial services.

The survey questions used for this study consist of three main parts; determining (1) Demographic information, (2) Customer Perceived Value of Yoma Car Share, (3) the Purchasing Behavior of Yoma Car Share. The questions in part is closed questions and that are the respondents are required to choose one or more out of given possible answer. The questions in part 2 and 3 are measured with a five point of Likert scale ranging from

“strongly disagree to strongly agree”. In this chapter all parts of survey questions are discussed by descriptive and regression analysis methods.

3.4 Reliability Analysis

Reliability analysis was undertaken in order to test the internal consistency of the variables in the questionnaire. Cronbach’s alpha is a measure of internal reliability of the questionnaire. Cronbach’s alpha was selected to conduct the reliability test as it is the most common tool for internal consistency coefficient psychometric measurement. The reliability test is a process of measuring the consistency of repeatability of the scale. Cronbach’s alpha test to see if multiple question Likert scale surveys are reliable. These questions measure latent variables – hidden or unobservable variables like: a person’s conscientiousness, openness. Cronbach’s alpha will tell if the test is accurately measuring the variable of interest. The Table (3.1) showed that the Cronbach’s Alpha of almost all the factors were more than 0.6. Therefore, it can be interpreted that the data is reliable and valid.

Table (3.1) Reliability Analysis

Category	Cronbach’s Alpha	No. of Items	Interpretation
Customer Service	.695	5	Fair
Service Security	.821	5	Good
Customer Interface	.703	5	Good
Service Reliability	.603	5	Fair
Customer Perceived Value	.701	10	Good
Purchasing Behavior	.776	7	Good

Source: Survey Data (2019)

According to results shown in Table (3.1), it is found that out of four e-service quality dimensions the reliability of service security and customer interface is found to be highly reliable. The reliability of customer service and purchasing behavior are also found to be highly reliable. Both customer service and service reliability are found to be moderately reliable.

3.4 Demographic Profile of the Respondents

According to the survey data, the respondent's demographic factors are classified into five categories such as gender, age, education, occupation and income. All these topics are discussed in the table as follows. The data are presented in terms of number and percentage of respondent as below Table (3.2).

Table (3.2) Demographic Factors of Respondents

Demographic Factors	Description	No. of Respondents	Percentage (%)
Gender	Male	192	63.2
	Female	112	36.8
Age	Under 23 years	3	1.0
	24-29 years	191	62.8
	30-35 years	101	33.2
	Above 35 years	9	3.0
Occupation	Students	61	20.1
	Employee	177	58.2
	Expatriate	41	13.5
	Business Owner	21	6.9
	Others	4	1.3
Monthly Income (MMK)	Below 300,000 MMK	24	7.9
	300,001-500,000 MMK	120	39.5
	500,001-1,000,000 MMK	36	11.8
	1,000,001-1,500,000 MMK	124	40.8
	Above 1,500,000 MMK	24	7.9
	College/University	193	63.5
	Graduated	96	31.6
	Post Graduated	15	4.9
	Total	304	100

Source: Survey Data (2019)

According to the Table (3.2), the gender includes male and female. These respondents are the users of Yoma Car Share service, and most respondents are male than female for this study. Mostly, the users are male and female users may hold an account

while they may replace or hire drivers in order to drive long distance. For the age group, the range is from 23 to over 35 years old. The largest distribution of the respondents is the group of respondents who are 24 to 29 years old. Therefore, it can be verified that that young adult group would like to use Yoma Car Share service more than older people and children as the service is designed as self-drive for self-dominant and independent people who love travelling or who has to travel a lot for business purpose.

The respondents who aged between 30 to 35 years old were ranking the second place. The third and fourth place occupied by the group of respondents who between below 23 years old and who is older than 35 years. The smallest portion of distribution is age group below 23 years because of the age limitation of 18 as minimum age to be allowed to drive. And most young people are not suited for business travel.

As in Table (3.2), most respondents' occupations are employee by 52 percent of total respondents. The minority of respondents' occupations are business owners and others which can be government representatives or unemployed by 21 and 4 respectively. This result represents that most of Yoma Car Share product users are the private employees. Because Yoma Car Share service target mostly to expatriates who usually travels city to city by flight. The response rate is not high enough because of the limited time and resource constraints. Also, the student group is found to be the second largest response group as the research is done for academic purpose which can easily deviates to be more related to the student group.

According to the respondent's profile, it can also be found that the largest percentage of respondents whose income ranges between 1,000,000 MMK to 1,500,000 MMK and they are the largest respondent group of this survey. The second largest group is the respondents with monthly income between 500,001 MMK and 1,000,000 MMK. The third and fourth largest group are the respondents whose monthly income is below 300,000 MMK and above 1,500,000 MMK. It can be said that Yoma Car Share product users are mostly used by upper middle-class people who has high spending power for leisure travel or who usually need to travel from city to city with flight for networking and business development purposes.

In this research study, most of the education level of respondents is largely attributed to college/university graduates with percentage of 63.5 percent. There is no high school level user who is using Yoma Car Share service. Only 5% of the total respondents

hold master's degree. Young, young adult and middle age people would like to use Yoma Car Share service than older people and children as it is a self-drive service for self-oriented people who are mostly a working group with high purchasing power and who usually travels a lot domestically for business and leisure purpose. Most of the customers are company employees with bachelor's degree and they earn more than 500,000 kyats according to survey and the monthly salary can be more than 1,500,000 since the cost of renting a car can be 20,000 at least per day.

CHAPTER 4

ANALYSIS ON E-SERVICE QUALITY DIMENSIONS, CUSTOMER PERCEIVED VALUE AND PURCHASING BEHAVIOR OF YOMA CAR SHARE SERVICE IN YANGON

In this chapter, customer perceived value in this questionnaire was measured and analyzed by the mean and standard deviation of each e-service quality dimensions in which – customer service, service security, customer interface and service reliability is explained. Moreover, the relationship between customer perceived value and purchasing behavior of Yoma Car Share service users was analyzed by regression analysis.

4.1 Customer Perception on E-service Quality Dimensions

Yoma Car Share has changed its physical rental hubs' branding style recently and consumers are becoming more and more informed about our service. Due to the fluctuation of exchange rate, Yoma Car Share has increased its price and the sale has not dropped. Yoma Car Share has never been shy about making changes to betterment of the customer service. Despite the existence of other international service providers like Avis and Europcar being the competitor and fastest growing brands, both increasing their marketing share and value.

4.1.1 Customer Service

The following Table (4.1) is presenting the mean value and standard deviation of customer service which is one of the first e-quality dimensions that influences on customer perceived value of Yoma Car Share in Yangon. For customer service factor, there are five questions to analyze and all data are collected from 304 respondents.

Table (4.1) Customer Service

No.	Description	Mean	Standard Deviation
1	Meeting customer's satisfaction	4.15	0.780
2	Availability of several options and customize service	3.94	0.756
3	Comparatively better customer service	3.78	0.768
4	Proper handling of customer complaint	4.21	0.572
5	Professional and well-trained customer service representatives	3.88	0.713
	Overall Mean	3.99	

Source: Survey Data (2019)

As shown in Table (4.1), the respondents agree with all the statements of customer service factor and all the mean value is more than 3.7. The highest mean value is from positive view on customer complaint handling adequacies which indicates that respondents consider the customer handling procedures of Yoma Car Share service is not just adequate, but also meets customer satisfaction. The mean value of influence of service quality on referral and recommendation is the third largest mean score. It can be said that respondents believe that they can trust the service quality provided by Yoma Car Share and they are confident to recommend the service to friends and relatives without hesitation.

The lowest score of customer service is achieved through the comparative satisfaction among the other service providers. It can be interpreted that the service of Yoma Car Share is relatively lower in comparison with other rental services. It can be concluded that the overall mean value of product quality factor is 3.99 which means the customer service factor is positively influence on the customer perceived value of Yoma Car Share in Yangon. It can be interpreted that customer service representatives could goes above and beyond customer expectation by eliminating barriers for customers by effectively and efficiently communicating, collaborating, and addressing customer needs. They could serve the customers with positive interactions, while demonstrating creativity or resourcefulness in assisting customers.

4.1.2 Service Security

The influence of service security factor on customer perceived value of Yoma Car Share is examined by five questions that addressing to the respondents of Yoma Car Share service users. Table (4.2) illustrates that the mean values are between 3.90 and 4.29, all mean scores are above 3.9. It is found that the respondents are highly associated with service security factor influencing customer perceived value with the overall highest average mean value 4.06 because this value is above the neutral score of 3.

Table (4.2) Service Security

No.	Description	Mean	Standard Deviation
1	Reliable website security measures	3.99	0.764
2	Privacy protection	4.00	0.655
3	Secrecy of personal information	4.29	0.798
4	Sense of reliability in providing sensitive information	4.15	0.579
5	Not sharing personal information with other sites	3.90	0.677
	Overall Mean	4.06	

Source: Survey Data (2019)

It can be analyzed that the respondents are fully confident the administrators would not use confidential and privacy information of the users for irrelevant purposes. The second largest mean from service security factor is achieved there is no technology related security issue associated in providing sensitive information in reserving a car through the website. The lowest mean value score is related through the statement based on the assumption that the website owners may not share the personal information to others.

4.1.3 Customer Interface

The following Table (4.3) represents the mean value and standard deviation of customer interface factor that influences on customer perceived value of Yoma Car Share service in Yangon. There are 5 questions to analyze customer interface factor and all data are collected from 306 consumers of Yoma Car Share.

Table (4.3) Customer Interface

No.	Description	Mean	Standard Deviation
1	Relative ease of use to read characters on the screen	3.89	0.762
2	Consistent use of words and terms	3.97	0.701
3	Relatively organized flow of information	4.07	0.796
4	System always informs about the progress of the task	4.06	0.731
5	User friendly website and application	4.01	0.749
	Overall Mean	4.00	

Source: Survey Data (2019)

According to the survey results shown in Table (4.3), it shows that the interaction between the website and the customers are critical to building user usage and traffic time. Overall mean of customer interface which is 4 means that the customer interface quality of the website is desirable to the users. The mean value of the statement that the information is organized in a manner that is easy to understand achieves the highest among the other statements. It means that the customer interface is friendly from the perspective of the users. The second largest factor is achieved through the fact that the system always informs about the progress of the task. The lowest mean score is achieved regarding the point that the size of characters on the screen is relatively easy to understand.

4.1.4 Service Reliability

The following Table (4.4) shows the mean value and standard deviation of service reliability factor influencing on customer perceived value and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (4.4) Service Reliability

No.	Description	Mean	Standard Deviation
1	Provision of information in timely manner	4.23	0.760
2	Maintaining the cars in Ready-to-rent Stage at all times	4.02	0.735
3	Provision of up-to-date and clear information	4.21	0.634
4	Responsiveness of customer service representatives	4.13	0.664
5	Completing billing process without any discrepancies	3.76	0.751
	Overall Mean	4.07	

Source: Survey Data (2019)

According to Table (4.4) illustrates that the mean is between 3.76 and 4.23, all of mean scores are above 3.7, it is found that Yoma Car Share can offer the right service in which the customers can rely on completely. The overall mean of 4.07 can be interpreted that the billing process and service-related information offered by Yoma Car Share meets customer requirement and the customers considers that the service is reliable. The mean score of providing the confirmation for reservations in a timely and correct manner achieves the highest score meaning that it is relatively easy and smooth to make reservations through online. The second highest mean score is achieved by the prowess of the customer service representatives who can offer the right customer service and handle customer inquiries relating the service offered. Thus, it can be concluded that distribution system of Yoma Car Share is the efficient and effective. It can be found that there are discrepancies in providing the bill and invoices to the customer's account and payments given the mean score of 3.74.

Table (4.5) E-service Quality Dimensions

No.	Description	Overall Mean
1	Customer Service	3.99
2	Service Security	4.06
3	Customer Interface	4.00
4	Service Reliability	4.07

Source: Survey Data (2019)

The above Table (4.5) represents the comparison of mean value of e-service quality dimensions influencing on customer perceived value of Yoma Car Share such as customer service, service security, customer interface and service reliability. Results shown in the

Table (4.5) indicates that the service security and service reliability factors are almost the same level mean value of 4.1. It can be interpreted that the website's security features are impressive and high-end technologies and it increases the service reliability from the perspective of the users. The customer service factor achieves the lowest values which can be interpreted that the customer service is lower than other comparative value factors.

4.2 Customer Perceived Value

The following Table (4.4) shows the mean value and standard deviation of service reliability factor influencing on customer perceived value and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (4.6) Customer Perceived Value

No.	Description	Mean	Standard Deviation
1	Reliability of product/service quality	4.01	0.670
2	Provision of innovation and top-notch service	3.97	0.798
3	Reputation in car rental industry	4.04	0.741
4	Comparatively better value over other services	3.88	0.751
5	Comparatively negligible technology-related risk	4.06	0.791
6	Keeping up with brand promises	3.95	0.502
7	Believable service claims	4.07	0.646
8	Savings in time and effort	4.15	0.805
9	Compliance with international service standards	4.06	0.674
10	Good value-added service at reasonable price	4.36	0.825
	Overall Mean	3.99	

Source: Survey Data (2019)

4.3 Purchasing Behavior

The purchasing behavior is the sum of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. To examine the purchasing behavior of Yoma Car Share in Yangon, the questionnaires were designed to measure consumer purchasing behavior of Yoma Car Share. The questionnaire consisted of 7 questions, all of which are used a five-point Likert scale. The data were collected from 304 Yoma Car Share users from selected 7 rental hubs in Yangon by using descriptive method and regression analysis was done using SPSS and the validity was established through suitable statistical means. The results are as shown in Table (4.7).

Table (4.7) Purchasing Behavior

No.	Description	Mean	Standard Deviation
1	Using the service in future	4.18	0.757
2	Meeting customer requirement	3.94	0.687
3	Savings in time and effort	4.20	0.765
4	Preference towards on-demand online car rental service	4.00	0.662
5	Recommendation to friends and relatives	4.17	0.754
6	Influence of opinion leaders like friends and influencers	4.16	0.697
7	Influence of consumer purchasing behavior depending on speed of the internet	4.03	0.674
	Overall Mean	4.10	

Source: Survey Data (2019)

According to Table (4.7), the mean value of purchasing behavior for all 7 questions is greater than neutral score of 3. The whole purchasing behavior mean is 4.12, greater than neutral score of 3 shows that consumers are willing to use Yoma Car Share service and have good purchasing behavior. The mean vales for items are ranging between 3.90 and 4.20. The mean value of the statement that using the company's service saves a lot of time and effort to rent the car achieve the highest score meaning that the company can offer service that meets its core value offered to customers.

The overall mean of 4.1 means that consumers' perception of of Yoma Car Share service provided by the company have a positive influence on purchasing behavior. The lowest mean value is achieved through the statement that the purpose of using service is

mainly because of the service standard. It means that the use of service not because the service is great but because of the savings in time and effort it can offer by using online.

4.4 Analysis on the Effect of E-service Quality Dimensions on Customer Perceived Value of Yoma Car Share Service

Customer perceived value is the dependent variable and customer service, service security, customer interface and service reliability are the predictors of the dependent variable, e-service quality. The results are shown in the following Table (4.8).

Table (4.8) Effect of Customer Perceived Value

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.067	.217	.307	.759	1.127
Customer Service	.081**	.038	2.116	.035	1.666
Service Security	.067	.042	1.590	.113	1.488
Customer Interface	.365***	.042	8.651	.000	1.922
Service Reliability	.474***	.060	7.879	.000	1.127
R	0.768				
R Square	0.590				
Adjusted R Square	0.584				
F Value	107.438***				
Durbin Watson	1.942				

Dependent Variable: Perceived Value Average

Source: Survey Data (2019)

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

According to the result shown in Table (4.8), R Square is 0.59 and Adjusted R Square is 0.584. This model can clarify 58.4 % about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level.

Both customer interface and service reliability are significant at 1% level. Customer service is significant at 5% level. Positive beta values specify that all four significant variables have positive relationship with the dependent variable (customer perceived value) of this study. The higher the independent variables, the greater the dependent variable.

Better customer interface and more service reliability can result in improved customer perceived value of the service users.

Three variables out of four e-service quality dimensions are correlated with the dependent variable (customer perceived value). It is investigated that customer service representatives of Yoma Car Share service could display a positive attitude, even under the most difficult circumstances, which impacts the customer experience and upmost customer perceived value. Delivering superior and exceptional customer service is important which should be beyond call of duty. It can be interpreted that customer service representatives of Yoma Car Share service are friendly, courteous and considerate, exhibiting care and compassion when serving customers, and treating them with dignity. It is found that service reliability is achieved through effective communication within and outside of immediate work groups, working together to accomplish departmental and institutional goals and demonstrating teamwork across boundaries. For customer interface, it can be interpreted that the competency of back-end software developers in delivering high-tech and user-friendly intermediary to customers. In terms of customer service, competency of service representatives also plays a role to result high perceived value. Ongoing commitment towards customer service excellence, innovation and continuous improvement on delivering reliable service results in higher customer perceived value.

4.5 Analysis on the Effect of Customer Perceived Value on Purchasing Behavior

In this study, the significance customer perceived value influencing on customer purchasing behavior of Yoma Car Share is analyzed. Purchasing behavior is the dependent variable and customer perceived value is the predictor of the dependent variable, purchasing behavior. The results are shown in the following Table (4.9).

Table (4.9) Effect of Customer Perceived Value on Purchasing Behavior

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	1.192	.158	7.566	.000	
Customer Perceived Value	.716***	.039	18.568	.000	1.000
R	.730				
R Square	.533				
Adjusted R Square	.532				
F Value	344.767***				
Durbin Watson	1.792				

Dependent Variable: Purchasing Behavior

Source: Survey Data (2019)

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

According to the result shown in Table (4.9), R Square and Adjusted R Square is 0.53 each. This model can explain 53 % about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. Customer perceived value significant at 1% level. Positive beta values indicate that all four significant variables have positive relationship with the dependent variable (purchasing behavior) of this study. The higher the independent variables, the greater the dependent variable. Better customer perceived value can result in improved purchasing behavior of the service users.

Customer perceived value variable has the expected positive sign and is highly significant coefficient value at 1 percent level. It means that customer perceived value increases purchasing behavior. Everyone unit of customer perceived value can lead to more positive with 0.53 respective increase in purchasing behavior. The positive relationship means that the increase in customer perceived value leads to positive impact on consumer purchasing behavior. The increase in customer perceived value by 1 unit will also raise the effect on consumer purchasing behavior by 0.53 units. Overall evaluations show that the models explain the effect of dimensions of customer perceived value on purchasing behavior well because the estimation produced expected signs and significant coefficients. In conclusion, customer perceived value has the positive effect on purchasing behavior of Yoma Car Share service in Yangon.

It can be interpreted that if a customer perceives that the promises made by Yoma Car Share is believable and reputable, they are willing to recommend to their friends and relatives even co-workers. If a customer is satisfied that the service can bring savings in both time and energy, then the customers will be using the service again in the future and willing to serve as an influencer in their surroundings. Higher customer perceived value will result in more reservation and more common use of the service in the future.

CHAPTER 5

CONCLUSION

This chapter has briefed all aspects of this research project, from research objectives, problems, theoretical framework to research results, implications. The research problem investigated in this research was the analysis on the effects of e-service quality dimensions on customer perceived value and customer purchasing behavior of Yoma Car Share in Yangon. This chapter is prearranged with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the suggestions for the further study needs for preparing the plan of managing and building customer perceived value.

5.1 Findings and Discussions

The statements to measure customer perceived value are extracted from items described in customer perceived value model. The questions involved in questionnaire are with Likert type with five-point scales. In this survey, customer perceived value is measured based on five dimensions of e-service quality which are customer service, service security, customer interface and service reliability. The variables of customer perceived value include customer perceived risk and perceived trust in which purchasing behavior is measured.

The service security and service reliability factor have the highest mean value among four dimensions of factors. The mean value is greater than neutral score of 3.5. The reason that the mean value is high that as Yoma Car Share offers can offer high security and service reliability, it constantly attracts more consumers. Using the service, the process of getting a car of your requirement on rental is relatively and the service security and reliability of Yoma Car Share is high as the company can offer predictive, reliable and friendly consumer purchasing process through the whole process of getting a car. Concerning with related data, perceived risk has the highest mean value among two dimensions of customer perceived value. The mean value is far greater than the neutral mean score.

The reasons that the mean value of customer perceived trust is high is that as Yoma Car Share brand is offering lower prices than competitors and better customized to customers who are in need for on-demand car rental and for those who are self-oriented to use the car while on business trip or personal trip from city to city. High overall mean can be interpreted that the respondents agree that there is very low level of technology related risk associated with providing sensitive and private information to the website and the customers believe that the website administrators are not misappropriating the customer data for non-service-related reasons. Perceived trust is the second influencing of customer perceived value. The high mean score of 4 for perceived trust can be interpreted that the respondents agree that the company can deliver the service standards as it promises to the customers and the service is perceived as being innovative by its customers.

Overall customer perceived value of Yoma Car Share on purchasing behavior is high. In the result, consumers will keep using the service and they are confident to recommend the service to customers. The use of Yoma Car Share service can bring cost and energy savings for its users as compared to conventional car rental services. Perceived risk and perceived trust positively on customer perceived value of Yoma Car Share. The increase in customer perceived value in terms of perceived risk and perceived trust have positive effect on customer purchasing behavior. The understanding of customer perceived value and purchasing can be of help to become one of the most widely recognized brands in the travel industry that caters to cost-conscious business and leisure travelers.

Having a nation-wide coverage is as important as having customer service-related best practices. With a disciplined and standard best business practices, the company can promote its market reach even in terms of partnership with the entry of internationally recognized car rental companies and alliances between them. The standard of quality, reliability and service nation wide should be superior comparing with current available car rental options. Having a wide range of operational infrastructure is as important as having the intangible resources like high-tech online platform, superior customer service, reliable and efficient process flow and most important, service dependability. With consultative approach to customer perceived value and purchasing behavior understanding and proprietary technology to continuously identify new ways to better satisfy customers, the company can win a significant share of business travelers and tourists.

5.2 Suggestions and Recommendations

With an increase in the level of competition, due to the entrance of internationally recognized car rental players like AVIS and Europcar and small and family-based companies offering relatively cheaper product into the market, it has become necessary for each brand in order to differentiate it from others. Thus, customer perceived value is very important to marketers of consumer goods and services. Customer perceived value facilitates in the effectiveness of market expansion and business development. Moreover, consumers' perceptions of different brands are decisive for a brand's survival or success. Therefore, better understanding of consumers' perceptions of the service is necessary for companies to improve their service offerings to the consumers.

According to the findings, the billing process and the comparative ease of use for Yoma Car Share have lowest mean scores. The respondents find difficulties and extra effort in terms of billing process and the comparative more effort in adopting the service as it utilizes the online reservation system which is more complicated compared with other small car rental companies. Thus, it can be concluded that the company can increase service by adopting more payment methods and streamline billing process requirements by cooperating more with e-commerce payment portals, and possible outsourcing the service to other to better meet the customer requirement.

Yoma Car Share is a locally nurtured car rental brand which can offer innovative service while there are a lot of well-known international players who already have more brand awareness. Therefore, it is important for the brand to constantly analyze its customer perceived value so that it can stay competitive to other incoming international players. According to the findings, both perceived risk and perceived trust of Yoma Car Share is quite good. To increase perceived trust more, Yoma Car Share should also provide more usage awareness in terms of process requirements and necessitated actions. Attention to customer perceived value and purchasing behavior should be complemented by fleet of fine quality rental cars and hire products and strong line-up of business travel and vacation planning services made available to customers. With a better understanding of customer perceived value and purchasing behavior, the company can maintain unprecedented growth as one of the fastest growing fleet management companies in Myanmar.

5.3 Needs for Further Research

This study focuses only on customer perceived value dimensions as the indicator that it would affect the purchasing behavior. Thus, the other thing is that further research could be directed at Yoma Car Share's organization associations, customer satisfaction, and the performance of brand as measured by market share. In this study, the target population is limited because it is conducted from a limited no. of respondents from 7 rental hubs in Yangon only. Therefore, in further research, pointing not only the positive or negative impact of factors on each of the dimensions and estimation of how much would have the effect but also empirical validation in other segments, whole country and other countries. And besides, further research should also examine the comparative customer perceived value between Yoma Car Share and other major key competitors in the car rental industry. In addition, the reason is that it is necessary due to differences found in studies conducted in different contexts. Other customer perceived value measurements, such as financial purchasing power and consumer patterns, are excluded in this study.

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Appendix- I

Questionnaires

This survey is designed to gather data for understanding on ANALYSIS OF CUSTOMER PERCEIVED VALUE AND PURCHASING BEHAVIOR OF YOMA CAR SHARE SERVICE IN YANGON in context of car sharing service adoption in Myanmar. The study is a part of MBA dissertation under University of Economics. The survey has total 37 questions and take about 10 minutes to complete. There are no right or wrong answer to response these questions. Privacy personal information will not identifiable from respondents. Data collection only is used for research and academic purpose.

Section (A) Please choose one answer.

- (1) Gender
 Male Female
- (2) Age of Respondents:
 Under 23 years 24-29 years
 30-35 years Above 35 years
- (3) Occupation
 Students Employees Expatriate
 Business Owner Others
- (4) Monthly Income
 Below 300,000 MMK 300,001-500,000 MMK
 500,001-1,000,000MMK
 1,000,001-1,500,000 MMK Above 1,500,000 MMK
- (5) Educational Background
 High School College/University Graduated
 Post-graduated
- (6) Mode of Transport in Daily Life
 Public services like bus Conventional Taxi
 Taxi-hailing service Own a car (fully-funded)
 Lease a car for medium term Own a car with Hire Purchase

Section (B) Influencing Factors on Customer Perceived Value

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

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

No.	Influencing Factors	1	2	3	4	5
	Measurement of Customer Service					
1	Service meet customer's satisfaction					
2	I would recommend the company's service to friends and relatives.					
3	I feel good customer service provided by the company compared to other service providers.					
4	The process for getting your concern resolved was simple and easy to access.					
5	I feel that service representatives were professional and acted to meet customer requirements.					
	Measurement of Service Security					
6	I feel that the website has security features.					
7	I think that the website protects my privacy.					
8	I trust website administrators will not misuse my personal information.					
9	I feel secure in providing sensitive information (eg. credit card information).					
10	I think that the website does not share personal information with other sites.					
	Measurement of Customer Interface					
11	I assume that it is relatively easy to read characters on the screen.					
12	Use of terms throughout the system is consistent.					
13	Information flow on the screen is easy to understand.					
14	System always informs about the progress of the task.					
15	Both the application and website of the company is user friendly.					

	Measurement of Reliability	1	2	3	4	5
16	Relevant reservation confirmation details are sent to the customer in timely manner.					
17	The condition of the cars is in ready to rent stage when the reservation starts.					
18	The company's website provides clear and up to date information.					
19	The company's service representatives can address all concerns promptly.					
20	The billing process is done without any discrepancies.					
	Measurement of Perceived Value					
21	I feel that product quality of that brand is reliable.					
22	I think the company's service is innovative because self-drive rental is still unique in local market.					
23	I regard that the company's service has good reputation in car rental industry.					
24	Compared with other rental services, I think it is wise to choose Yoma Car Share service.					
25	I consider that technological risk attached to the service as compared to conventional rental services is very little.					
26	I think the company's service can deliver what it promises.					
27	I assume Yoma Car Share's service claims are believable.					
28	I think using Yoma Car Share service is worth for me to sacrifice some time and effort.					
29	I feel that service standards comply with international best practices.					
30	I feel I am getting good value-added services for a reasonable price.					

Section (C) Purchasing Behavior

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

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

No.	Purchasing Behavior	1	2	3	4	5
31	I intend to use the company's service in future.					
32	I keep using the company's service as it meets customer requirement.					
33	Using the company's service saves a lot of my time and effort to rent a car.					
34	I choose the company's service because it is on-demand rental through a platform.					
35	When I make a reservation, my friend's and family's opinion is important to me.					
36	I will have no problem in reserving cars online if I get to know that my friends and relatives are doing it without any problems.					
37	I would not book cars online if Webpage download time is slow.					

THANK YOU!

Appendix – II

Regression Analysis on Influencing Factors of Perceived Value (Customer Service, Service Security, Customer Interface and Reliability) and the relation between Customer Perceived Value and Customer Purchasing Behavior

(1) Influencing Factors of Customer Perceived Value

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.768a	.590	.584	.30482	.590	107.438	4	299	.000	1.942

a. Predictors: (Constant), Reliability Average, Customer Service Average, Customer Interface Average, Service Security Average

b. Dependent Variable: Customer Perceived Value

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.929	4	9.982	107.438	.000b
	Residual	27.781	299	.093		
	Total	67.710	303			

a. Dependent Variable: Perceived Value Average

b. Predictors: (Constant), Reliability Average, Customer Service Average, Customer Interface Average, Service Security Average

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)							
Customer Service Average	.067	.217		.307	.759		
Service Security Average	.081	.038	.083	2.116	.035	.887	1.127
Customer Interface Average	.067	.042	.076	1.590	.113	.600	1.666
Reliability Average	.365	.042	.391	8.651	.000	.672	1.488
	.474	.060	.405	7.879	.000	.520	1.922

a. Dependent Variable: Perceived Value Average

(2) Influencing Factor of Purchasing Behavior

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.730 ^a	.533	.532	.31721	.533	344.767	1	302	.000	1.792

a. Predictors: (Constant), Customer Perceived Value

b. Dependent Variable: Purchasing Behavior Average

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.691	1	34.691	344.767	.000 ^b
	Residual	30.388	302	.101		
	Total	65.079	303			

a. Dependent Variable: Purchasing Behavior Average

b. Predictors: (Constant), Customer Perceived Value

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)							
	Customer Perceived Value	1.192	.158	.730	7.566	.000	1.000	1.000
		.716	.039		18.568	.000		

a. Dependent Variable: Purchasing Behavior Average