

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
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FACTORS INFLUENCING CONSUMER PURCHASE
INTENTION TOWARDS SHOP APP MM

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MMM II - 46
MMM 3rd BATCH

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**FACTORS INFLUENCING CONSUMER PURCHASE
INTENTION TOWARDS SHOP APP MM**

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Marketing Management (MMM)

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ABSTRACT

The main objective of this study is to examine the factors influencing consumer purchase intention towards Shop App MM. A quantitative research method was applied. As for primary data, 385 respondents were selected through a simple random sampling method. The collected data were analyzed using descriptive statistics and multiple linear regression. Findings reveal that consumers hold a positive attitude toward Shop App MM, appreciating its convenience, affordability, and secure transaction features. Among the three variables, perceived behavioral control emerged as the most influential factor affecting purchase intention, indicating users' confidence and autonomy in using the app. Subjective norms and attitude also positively and significantly contribute to purchase intention. Furthermore, purchase intention strongly predicts actual purchase decisions, confirming the behavioral model's relevance in the online shopping context. The study suggests that enhancing ease of use, building trust, and encouraging social influence (e.g., word-of-mouth, reviews, and influencer marketing) are vital strategies to strengthen purchase intention and drive conversions. Marketing initiatives such as personalized promotions, loyalty programs, and flexible payment options can further increase consumer engagement and sales. These insights provide practical implications for developers and marketers to improve user satisfaction, increase repeat purchases, and ensure long-term growth in Myanmar's competitive e-commerce environment.

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CHAPTER I

INTRODUCTION

The development of e-commerce has considerably transformed global consumer behavior. As internet access and mobile phone usage continue to expand, e-commerce platforms like Shop App MM have become increasingly influential in shaping purchasing patterns. This transformation is not merely technological but also cultural, as consumer perceptions and behaviors adapt to the changing landscape. E-commerce platforms are now an integral part of the retail experience, offering convenience, a wide variety of products, and competitive pricing, which attracts consumers worldwide (Li, Kuo, & Hu, 2019). In Myanmar, the growth of e-commerce is still in its infancy compared to more developed regions, but it is experiencing substantial growth, particularly among younger generations and urban dwellers (Khin & Aung, 2020).

One key theory used to analyze consumer purchase intention is the Theory of Planned Behavior (TPB), which postulates that attitudes, subjective norms, and perceived behavioral control influence purchase intentions, ultimately affecting the likelihood of engaging in a specific behavior (Ajzen, 1991). These variables have been shown to play significant roles in shaping purchase intentions and decisions in the context of online shopping (Cheung & Lee, 2012). In this study, the focus is placed on the effect of attitudes, subjective norms, and perceived behavioral control on the purchase intention of consumers towards Shop App MM.

Attitude indicates to a consumer's overall assessment of online shopping and their tendency to behave favorably or unfavorably toward purchasing online. Previous studies have shown that positive attitudes towards e-commerce, shaped by factors such as convenience, product variety, and satisfaction with past experiences, significantly increase purchase intention (Chen, 2013). For Myanmar consumers, the familiarity and comfort with online shopping platforms, as well as the perceived benefits, could influence how they form attitudes toward platforms like Shop App MM. Subjective norms defines as the perceived social pressure to perform or not perform a behavior, also play a crucial role in online purchase decisions (Ajzen, 1991). In Myanmar, where social networks and word-of-mouth are highly valued, the point of views and recommendations of family, friends, and influencers are likely to influence consumers' decision-making processes. This aspect becomes particularly important in markets with developing e-commerce ecosystems, where

trust and social endorsement are critical for the adoption of online shopping (Hansen et al., 2018). Another variable is perceived behavioral control that mentions a person's point of view to accomplish the behavior. This factor is particularly relevant in Myanmar, where issues like payment security, internet connectivity, and digital literacy may affect the consumer's ability to engage in e-commerce effectively (Ming & Soe, 2019). The extent to which consumers feel they can trust the platform and manage the logistical challenges associated with online purchases directly impacts their purchase intentions.

The primary objective of this study is to examine how these factors; attitude, subjective norm, and perceived behavioral control affect purchase intention of Myanmar consumers towards Shop App MM. Additionally, it will explore how purchase intention influences the purchase decision. As e-commerce continues to grow in Myanmar, understanding these dynamics will provide valuable insights for businesses like Shop App MM to tailor their marketing and operational strategies effectively.

1.1 Rationale of the Study

In Myanmar, the e-commerce sector has been growing rapidly, with increasing internet penetration and mobile phone usage, making platforms like Shop App MM an essential part of the retail experience. This study specifically focuses on Shop App MM because it is a locally developed platform that reflects the unique consumer behaviors, preferences, and challenges within the Myanmar context. Unlike international platforms, Shop App MM offers features tailored to local users such as the Burmese language interface, localized product offerings, and cash-on-delivery options which make it a practical and accessible choice for a wide range of Myanmar consumers. The decision to study Shop App MM is based on its rising influence among urban consumers and its potential to shape the future of online shopping in Myanmar. As the platform grows in popularity, understanding what drives consumer engagement with it becomes vital for improving service quality and expanding e-commerce adoption. Despite the growth potential, challenges like lack of consumer trust in the authenticity of online platforms, payment security, and product reliability remain barriers that need to be addressed. Trust plays a critical role in whether consumers will engage with e-commerce platforms. Without a solid foundation of trust, it's difficult for consumers to commit to purchases, especially when they have concerns about their financial safety and the quality of products.

In Myanmar, many consumers prefer cash on delivery due to concerns about the security of digital transactions. This preference presents a significant challenge for

platforms like Shop App MM, as it limits the variety of payment methods available and complicates the purchase process. However, as digital payment options become more trusted, offering a secure and diverse range of payment methods could enhance trust and encourage consumers to make purchases. Additionally, product availability and visibility are crucial to the consumer decision-making process. Online platforms like Shop App MM provide consumers with the convenience of browsing through a wide range of products that may not be available in physical stores. The ability to clearly see product details through images, descriptions, and reviews directly impacts consumer confidence and their willingness to make purchases.

This study not only aims to investigate the factors influencing purchase intention but also seeks to explore how purchase intention translates into actual purchase decisions. While many consumers may express an intention to buy online, real-world limitations such as low digital literacy, mistrust of online payments, or poor delivery infrastructure may prevent those intentions from being realized.

1.2 Objectives of the Study

The primary objectives of this study are:

- (1) To identify factors influencing consumer purchase intention towards Shop App MM.
- (2) To analyze the effect of consumer purchase intention on purchase decision towards Shop App MM.

1.3 Scope and Method of the Study

The study aims to examine the factors influencing purchase intention of consumers towards Shop App MM. Specifically, it focuses on attitude, subjective norm and perceived behavioral control. In this study, quantitative research method was used. The scope of this study is limited to users who use Shop App MM. Primary and secondary data were utilized to achieve the research objectives. Primary data were collected through a structured questionnaire designed using a five-point Likert scale. Primary data were collected specifically the users in the Shop App MM Facebook group, where active consumers regularly engage and share experiences. Since the exact population size of active consumers were not determined, Cochran's formula (1977) for an unknown population was applied to calculate the required sample size. A sample size of 385 respondents were collected in May 2025, based on Cochran's formula (1977) with a 95% confidence level and a 5% margin of

error. Secondary data were analyzed from textbooks, academic journals, prior research studies, and reputable online sources related to consumer behavior, e-commerce, and consumer purchase intention. Descriptive statistics was used to summarize the demographic characteristics and general trends in the data. Correlation analysis was employed to examine the relationships among the key variables, while multiple regression analysis was applied to identify the most significant factors affecting consumers' purchase intentions toward Shop App MM.

1.4 Organization of the Study

This study organizes into five chapters. Chapter I is the introduction, which comprise the rationale of the study, objectives of the study, methods of study, scope and limitations of the study, and organization of the study. Chapter II describes the theoretical background of the study related to the factors influencing on purchase intention and findings from previous studies. Based on theories and empirical studies, the conceptual framework is shown in the same chapter. Chapter III presents the overview of the factors influencing on purchase intention of Shop App MM in Myanmar. Chapter IV discusses the results of the analysis of the effect of the factors influencing on purchase intention of Shop App MM. Chapter V includes findings and discussions, suggestions and recommendations, and needs for further research.

CHAPTER II

THEORETICAL BACKGROUND

This chapter overviews the theoretical background of the study by discussing key concepts related to purchase intention. It introduces the Theory of Planned Behavior (TPB) as the main framework, emphasizing on attitude, subjective norms, and perceived behavioral control. Relevant previous studies and the AIDA model are also reviewed to support the research context. Finally, the chapter presents a conceptual framework guiding the study on consumer behavior toward Shop App MM in Myanmar.

2.1 Concept of Purchase Intention

Purchase intention refers the probability that a consumer will choose to purchase a specific product or service in the future, influenced by their attitudes, beliefs, and perceptions. It is a significant concept in consumer behavior, serving as a predictor for actual purchasing decisions (Morwitz, 2012). Researchers have shown that factors such as product quality, price, brand reputation, and consumer trust play pivotal roles in shaping purchase intentions (Ajzen, 1991). These psychological and social determinants influence not just whether a consumer will buy but also when and how they will make the purchase.

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), is one of the most widely used models for understanding purchase intention. TPB posits that a person's intention to communicate in a behavior is influenced by their attitudes, subjective norms, and perceived behavioral control. In the context of purchase intention, a consumer's attitude towards the product (whether they view it positively or negatively) directly affects their intention to purchase. Additionally, subjective norms, or the influence of family, friends, and society, can further strengthen or weaken this intention (Fishbein & Ajzen, 1975). The perceived ease or difficulty of purchasing, or perceived behavioral control is a critical role in this decision-making process.

Various external factors can influence purchase intention as well. For instance, the rise of online shopping has significantly altered how consumers approach purchasing decisions. According to a study by Lee et al. (2015), the ease of access to online reviews, ratings, and recommendations affects purchase intention in the digital marketplace. In addition, the use of personalized marketing strategies such as targeted ads and loyalty programs has been shown to increase consumers' purchase intention by creating a sense of

personalization and urgency (Lwin et al., 2014). In contrast, negative reviews or poor customer service experiences can lead to a decrease in purchase intention, emphasizing the value of maintaining a good brand image and customer relations.

Cultural and demographic factors are also essential in understanding purchase intention. Research indicates that different cultures may prioritize different product attributes, leading to variations in purchase intentions across regions (Sharma et al., 2014). For example, price sensitivity may be higher in emerging markets, while consumers in developed markets may place more emphasis on brand reputation or product quality. Demographics such as age, income level, and education also influence consumer decisions, as these factors shape the consumer's needs, wants, and ability to make a purchase (Keller, 2003). Marketers often segment their target audience based on these variables to craft personalized approaches that enhance purchase intention.

Ultimately, purchase intention is a complex and dynamic phenomenon shaped by both individual and external factors. Understanding the key determinants of purchase intention allows companies to predict sales, tailor their marketing strategies, and optimize the consumer experience. As consumer behavior continues to evolve, so too must the models used to measure and understand purchase intention. More recent research has explored the role of emotions and neurocognitive responses in purchase decisions, suggesting that emotional engagement with a brand can have a stronger impact than cognitive evaluation alone (Schmitt, 2019). As this field evolves, new insights into the behavioral and social activities of consumer behavior will further refine our understanding of purchase intention.

2.2 Factors Influencing Purchase Intention

Purchase intention is shaped by various factors that collectively determine a consumer's decision to engage in a buying behavior. These factors include attitude, subjective norms, and perceived behavioral control, which interact in complex ways to either encourage or deter a purchase. Attitude reflects an individual's overall evaluation of a product or service, which is often influenced by personal experiences and perceptions. Subjective norms, on the other hand, encompass the social pressures or influences from family, peers, and society that can impact a consumer's choices. Finally, perceived behavioral control captures a consumer's sense of autonomy and ability to carry out a purchase, considering both internal resources and external factors like availability and

societal constraints. Understanding these factors is essential for marketers seeking to influence consumer behavior and foster positive purchase intentions.

2.2.1 Attitude

Attitude represents the individual's overall decision and behavioral assessment, reflecting their predisposition toward certain actions and the anticipated outcomes. It serves as a critical determinant of human intention, shaping whether an individual determines to communicate in a specific behavior. According to Yean, Johari, and Sukery (2015), an individual's intention to perform an action is closely tied to their perceived attitude, which is influenced by their evaluation of the situation. When an attitude is formed based on positive evaluations, individuals are more likely to act accordingly.

Consumer behavior, whether in an online or offline context, is significantly affected by attitude. Positive attitudes toward e-commerce can drive consumer engagement and increase purchasing intentions. Fortes and Rita (2016) noted that attitude in online shopping is a multifaceted concept influenced by two primary factors: acceptance of the internet as a shopping platform and the perceived attractiveness of specific websites. These factors can be negatively impacted by the perceived complexity of using the platform. A positive attitude is crucial to encourage online shopping activity, as demographic variables such as gender, internet usage frequency, credit card ownership, and income levels also play a sector in shaping attitudes. The goal is to recognize the positive and negative influences of key factors on online shopping experiences.

Koththagoda et al. (2018) argued that an individual's attitude toward online shopping is often a result of their emotional response to previous experiences. Positive experiences with online shopping platforms can reinforce favorable attitudes, leading to repeat purchases. Conversely, negative experiences or the influence of peers with negative attitudes toward online shopping can hinder engagement. Most potential customers may exhibit a positive attitude toward e-commerce; however, external influences and personal experiences play a significant role in determining their online shopping behavior.

2.2.2 Subjective Norms

Subjective norms play a significant role in shaping online shopping behavior by reflecting the opinions and influence of individuals closely related to the consumer, such as friends, peers, and family members. According to Hasan et al. (2015), subjective norms represent the perceived social pressure to perform or refrain from a particular behavior.

This pressure often comes from significant others whose opinions are valued. Consumers are more likely to emulate the actions of those in their immediate social circle, making subjective norms a key factor in their decision to engage in online shopping. Swarnakar et al. (2016) further emphasized that subjective norms, including influences from family, friends, and social networks, are pivotal in understanding customer buying behavior. The advice and experiences shared within these groups significantly impact consumer choices. Customers who are drawn to e-commerce platforms often encourage others in their social circle to shop online, thereby amplifying the influence of subjective norms.

Similarly, Yean, Johari, and Sukery (2015) described subjective norms as the perception of social pressure from influential individuals or groups within a consumer's environment. These norms not only effect decisions but also act as a motivational force. For instance, consumers often seek suggestions or recommendations from their social connections before making a purchase decision. Peer pressure and social influence can drive individuals to adopt behaviors, including shopping online, based on the opinions and experiences of others. Overall, subjective norms create a social framework that impacts consumer purchase intention by reinforcing or discouraging specific actions. Whether through direct recommendations or subtle social pressures, subjective norms significantly shape online shopping behaviors by guiding consumers in their decision-making processes.

2.2.3 Perceived Behavioural Control

Perceived Behavioral Control (PBC) is a key factor of the Theory of Planned Behavior (TPB) and plays an important role in influencing a person's behavioral intentions. Introduced by Ajzen (1991), PBC refers to the perception that a person has regarding the ease or difficulty of performing a particular behavior. Consumer behavior involves the perceived ability or control a consumer feels they have over their decision to buy a product or service. PBC is a combination of internal factors, such as knowledge, skills, and past experiences, as well as external factors, such as availability, resources, and social influences (Ajzen, 1991). The greater the perceived control a person feels they have, the more likely they are to intend to buy a product or service, assuming other conditions.

Perceived behavioral control's concept extends beyond mere self-efficacy, which is the belief in one's ability to perform a task. PBC also accounts for external constraints, such as the availability of financial resources or external obstacles like time limitations or societal pressures. Consumers may have the desire to purchase a high-end product, but if they perceive financial constraints or availability issues, their intention to purchase may be

diminished. In contrast, consumers who believe they can easily afford or access the product will likely experience a stronger intention to make the purchase (Sharma & Patterson, 2000). As such, PBC has a direct influence not only on behavioral intention but also on actual behavior, particularly when resources or external factors come into play.

One of the significant ways in which PBC affects consumer purchase behavior is through its interaction with other variables like attitude and subjective norms. When consumers believe they have sufficient control over their ability to purchase, they are more likely to act on their positive attitudes and align with the behaviors expected by important social groups (e.g., family, friends, or society) (Ajzen & Fishbein, 2005). This interaction highlights the importance of providing consumers with the tools and resources they need to perceive control over their purchasing decisions. For instance, offering flexible payment options, easy product access, or clear product information can enhance a consumer's perceived behavioral control and increase their likelihood of purchase.

In e-commerce, perceived behavioral control has taken on new dimensions due to technological advancements and the growing reliance on online platforms. In the digital environment, consumers often encounter varying levels of perceived control based on the user experience of an online store, the ease of navigating the website, the availability of payment methods, and the security of transactions (Pavlou, 2003). Websites that are well-designed and offer seamless, transparent, and secure purchasing processes enhance the consumer's sense of control, which in turn boosts their purchase intention. On the other hand, cumbersome checkout processes, lack of customer support, or unclear product details can lower the perception of control and decrease the likelihood of purchase.

The studies have examined that PBC is a powerful indicator of actual purchasing behavior. In a study by Taylor and Todd (1995), perceived control was found to be a significant determinant of consumer behavior in the context of technology adoption and online shopping. Consumers who felt they had the skills and resources to shop online were communicated in online purchases, even when the consumers held positive attitudes toward the products. Therefore, it is crucial for the organizations to focus on removing barriers to consumer control, such as by offering accessible payment methods, providing customer support, and ensuring that their products are available and easy to obtain.

2.3 Consumer Purchase Decision

Consumer purchase decisions are complex processes effected by various factors ranging from individual preferences to external effects. Understanding these decisions is crucial for marketers as it helps to design effective marketing strategies. The decision-making process can be broken down into several stages, each shaped by internal and external elements. According to Kotler and Keller (2016), the decision-making process typically starts with problem recognition, where consumers identify a need or desire for a product or service. This is followed by information search, where consumers gather relevant information about products, alternatives, and potential suppliers.

The second stage, information search, is essential for consumers to make an informed decision. In today's digital era, the availability of information online has transformed the way consumers research products. Solomon (2017) noted that consumers are now more likely to turn to the internet for product reviews, social media recommendations, and expert opinions. The vast amount of information available can sometimes overwhelm consumers, leading them to rely on trusted sources or simplified heuristics to narrow down their choices. Marketers, therefore, need to ensure their products are easily accessible and well-represented across multiple platforms to capture consumer attention.

Once a consumer has gathered sufficient information, the next stage is the evaluation of alternatives. Here, consumers compare different options based on various attributes, including price, quality, brand reputation, and features (Schiffman & Kanuk, 2010). This stage is critical because it determines whether the consumer will proceed with the purchase or abandon the decision altogether. Factors such as peer influence, family preferences, and even emotional connections to a brand can play a significant role in this evaluation. In addition, perceived risk—whether financial, social, or psychological—can also influence the consumer's final choice (Penny & Gorman, 2018).

In the fourth state, the consumer purchase decision process is the actual purchase decision. At this point, the consumer decides on the product and makes the purchase. However, this decision may be influenced by situational factors such as sales promotions, store atmospherics, or the presence of persuasive sales personnel (Kotler & Armstrong, 2018). Moreover, the decision is not always final until the consumer completes the transaction. According to Cialdini (2009), principles of persuasion such as reciprocity, commitment, and scarcity can effectively sway consumers to make a purchase when they might otherwise hesitate.

Finally, post-purchase behavior significantly impacts the overall consumer decision-making process. After purchasing a product, consumers often evaluate their satisfaction level. Positive experiences lead to brand loyalty, repurchases, and word-of-mouth suggestions, whereas dissatisfaction can result in product returns or negative reviews. According to Oliver (2014), consumer satisfaction is a crucial determinant of post-purchase behavior. Marketers can enhance post-purchase experiences by offering effective customer service, addressing complaints promptly, and ensuring product quality. This continued engagement helps in building long-term relationships with consumers, thereby encouraging brand advocacy and retention.

2.4 Related Theory

This section discusses two prominent theories that support useful insights into human behavior and response to marketing stimuli: the Theory of Planned Behavior (TPB) and the Hierarchy of Effects Model, including the AIDA model. The TPB offers a psychological perspective, explaining how attitudes, social norms, and perceived control influence individuals' intentions and behaviors. The Hierarchy of Effects Model focuses on the stages consumers undergo from awareness to purchase, emphasizing the cognitive, affective, and behavioral components of decision-making. Together, these theories form a comprehensive foundation for examining how individuals respond to marketing efforts and make behavioral choices in both traditional and digital environments.

2.4.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior (TPB) is a widely recognized psychological structure for understanding and predicting human behavior in various contexts. The TPB builds upon the earlier Theory of Reasoned Action (TRA) by incorporating perceived behavioral control as a key factor of behavior. This addition addresses the limitations of the TRA, which primarily considered attitude and subjective norms. The TPB emphasizes that behavior is not only influenced by intention but also by the individual's ability to control the behavior, acknowledging external and internal factors that may facilitate or impede action (Ajzen, 1991).

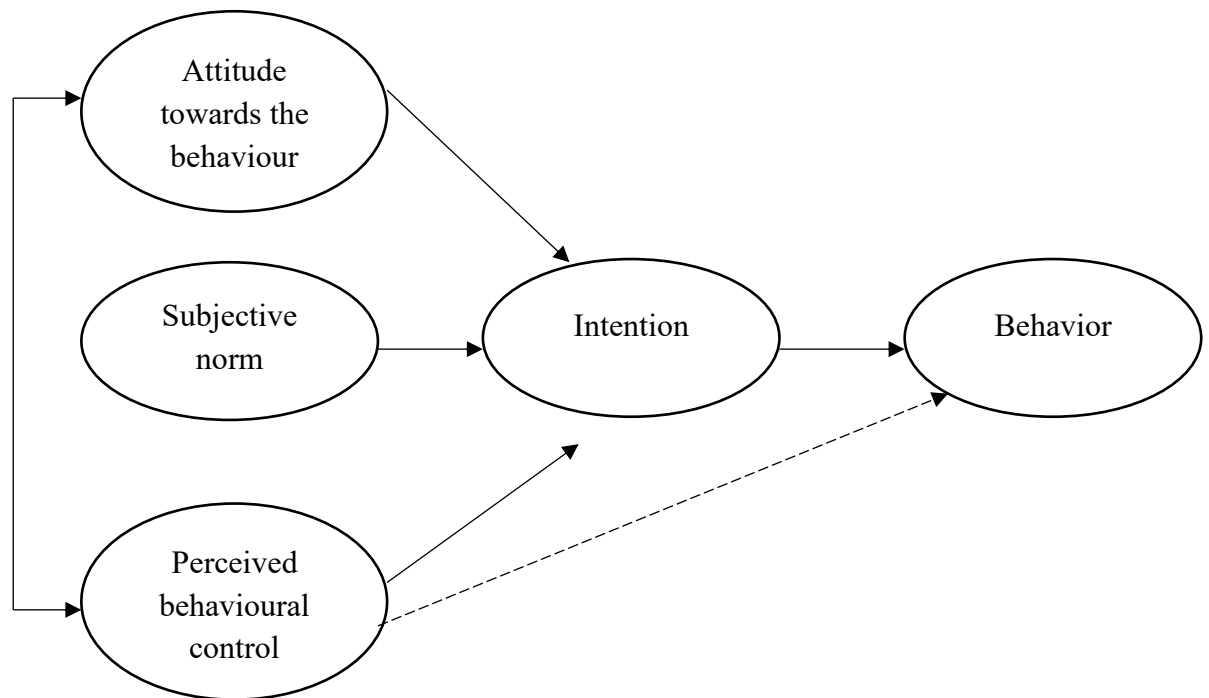
Based on the TPB, human behavior is dedicated by three interrelated factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude toward the behavior refers to an individual's positive or negative evaluation of performing the behavior, shaped by beliefs about the outcomes of the behavior and the value placed on

these outcomes (Ajzen, 1991). Subjective norms admit the perceived social pressure to engage in or refrain from the behavior, which is influenced by the expectations of significant others, such as family, friends, or colleagues. Perceived behavioral control, the third component, reflects the individual's perceived ease or difficulty in performing the behavior, which is shaped by past experiences and anticipated challenges (Ajzen, 2002).

Behavioral intention, a central construct in the TPB, represents the individual's motivational readiness to perform a specific behavior. It is influenced by the interplay of attitude, subjective norms, and perceived behavioral control, with stronger intentions leading to a higher likelihood of engaging in the behavior (Ajzen, 1991). However, the TPB recognizes that perceived behavioral control can also directly effect behavior, especially when actual control over the behavior is limited by external constraints or available resources. This dual pathway highlights the importance of understanding both internal motivation and external conditions in predicting behavior (Ajzen, 2002).

The TPB has been extensively applied in diverse fields such as health promotion, environmental sustainability, organizational behavior, and consumer decision-making. Its flexibility and predictive power make it a robust tool for examining behaviors across various domains. For instance, it has been used to predict health-related behaviors such as physical activity, smoking cessation, and dietary habits, as well as organizational behaviors like employee compliance and job performance (Ajzen, 2012). By integrating cognitive, social, and environmental factors, the TPB provides a comprehensive framework for designing interventions focused on influencing the behavior.

Figure (2.1) Theory of Planned Behaviour



Source: Ajzen, I. (1991)

Recent advancements in the TPB have sought to address these challenges by integrating additional variables, such as past behavior, moral norms, and emotional factors, into the framework (Ajzen & Sheikh, 2013). For example, incorporating moral norms has been particularly effective in contexts where ethical considerations play a significant role, such as charitable donations or sustainable consumption. These extensions highlight the evolving nature of the TPB and its adaptability to address emerging research needs.

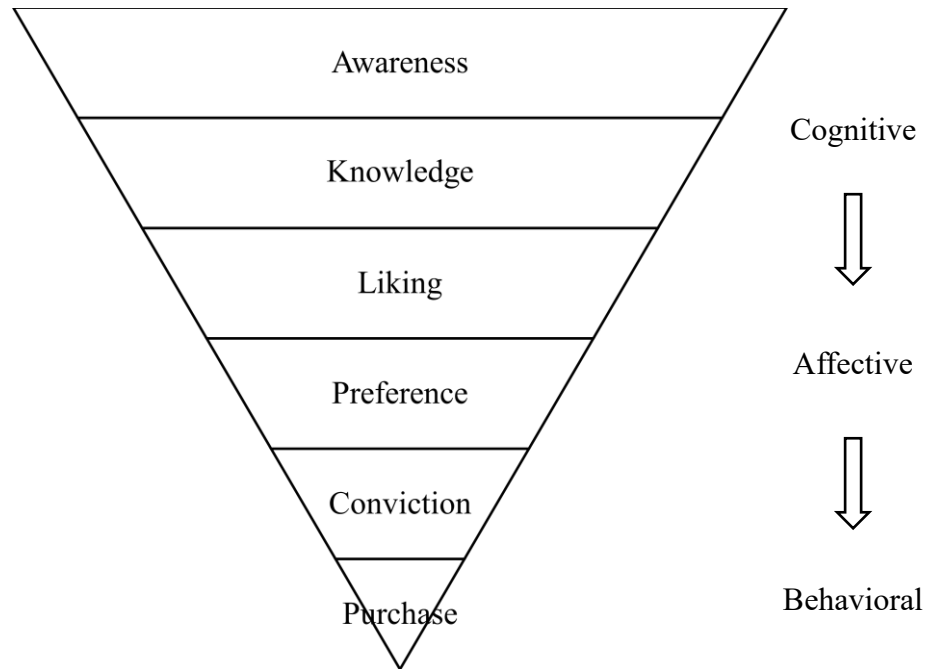
TPB remains a cornerstone in behavioral research due to its systematic approach and predictive validity. By emphasizing the interplay of attitudes, subjective norms, and perceived behavioral control, it offers a comprehensive framework for understanding the determinants of behavior. While acknowledging its limitations, the model's ongoing refinement and integration with other theories ensure its continued relevance across diverse domains. Researchers and practitioners alike benefit from the TPB's ability to guide the development of effective interventions and policies aimed at influencing behavior.

2.4.2 Hierarchy of Effects Model (AIDA)

The Hierarchy of Effects Model, including the well-known AIDA Model (Attention, Interest, Desire, Action), is a classical framework in marketing and advertising that explains the stages consumers pass through from initial awareness of a product to the final purchase

decision. The AIDA model, originally developed by Elias St. Elmo Lewis in the early 20th century, conceptualizes consumer behavior as a linear process beginning with capturing attention, generating interest, creating desire, and culminating in action (purchase) (Metili, 2023).

Figure (2.2) Hierarchy of Effects Model (AIDA)



Source: Doyle (2011)

The Hierarchy of Effects Model expands on this by detailing six stages: Awareness, Knowledge, Liking, Preference, Conviction, and Purchase. This model emphasizes the cognitive, affective, and behavioral components of consumer decision-making, highlighting how consumers first acquire information (cognitive), then develop feelings or

The Hierarchy of Effects Model expands on this by detailing six stages: Awareness, Knowledge, Liking, Preference, Conviction, and Purchase. This model emphasizes the cognitive, affective, and behavioral components of consumer decision-making, highlighting how consumers first acquire information (cognitive), then develop feelings or attitudes (affective), and finally take action (behavioral) (Metili, 2023). It has been used to examine advertising effectiveness and consumer response. Recent research, such as Metili (2023), has examined the applicability of the model and the hierarchy of effects in the context of social media marketing. Findings suggest that while the traditional linear

hierarchy holds in some face-to-face contexts, social media platforms introduce complexities where the stages may overlap or occur non-sequentially. For example, elements that attract attention may simultaneously trigger desire or action, challenging the strict stepwise progression assumed in classical models (Metili, 2023).

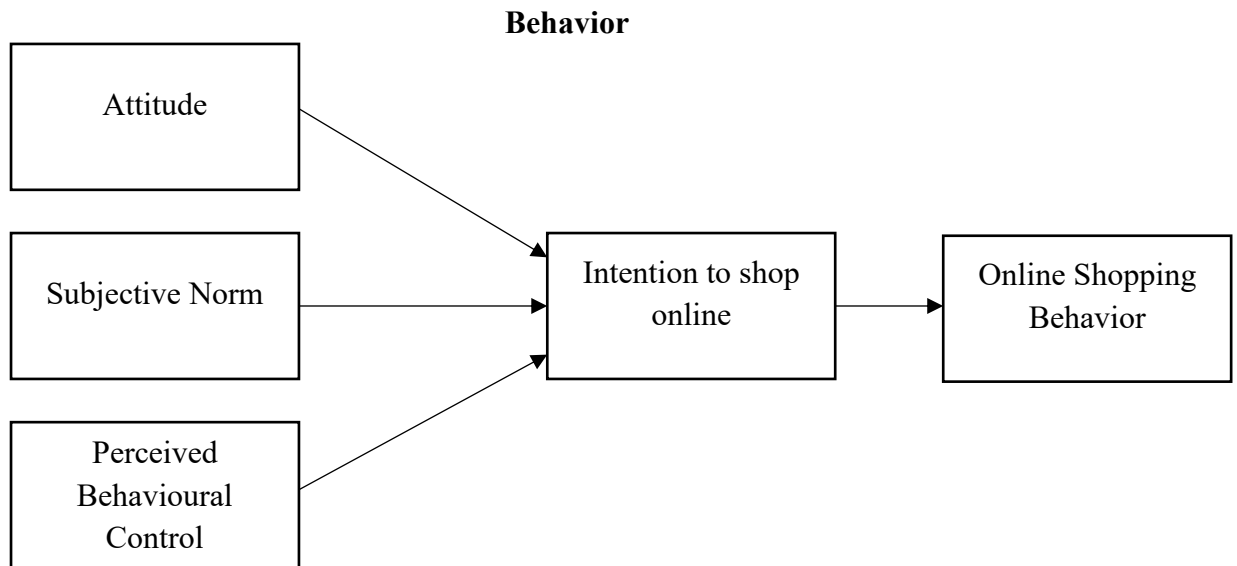
The Hierarchy of Effects Model and AIDA remain foundational in marketing theory, describing how consumers move from awareness to purchase through cognitive, affective, and behavioral stages. Contemporary studies emphasize adapting these models to digital environments, recognizing non-linear and interactive consumer journeys.

2.5 Previous Studies

There are several previous studies that have explored the factors influencing online shopping behavior in different regions. These studies have highlighted various psychological, social, and technological elements that drive consumers' decisions to engage with e-commerce platforms. Key factors are ease of use, attitudes, perceived control, and social influences which have been identified as significant drivers of online purchasing behavior. However, challenges such as trust, payment security, and digital literacy continue to affect the broader adoption of online shopping in certain regions.

A previous study investigated by Sutisna and Handra (2022) examined the influence of the Theory of Planned Behavior (TPB) on online shopping behavior in Indonesia. The study identified many factors that drive consumers to engage in e-commerce, including attractive promotions, time efficiency, ease of payment, and affordability. Despite these advantages, the authors highlighted ongoing challenges such as low public awareness, inadequate internet infrastructure, and concerns about the security of online transactions, which continue to limit broader adoption of e-business among Indonesians. The study was applied TPB by analyzing how perceived behavioral control, subjective norms, and attitudes influence the intention to shop online, which in turn affects actual online shopping behavior. Their research involved 100 respondents who were users of a particular e-business platform, with data collected through questionnaires and analyzed using the SEM-PLS method. The findings demonstrated that the intention to engage in online shopping significantly mediates the relationship between psychological factors and consumer behavior, confirming TPB's effectiveness in explaining digital shopping habits.

Figure (2.3) Theory of Planned Behavior Influences Online Shopping



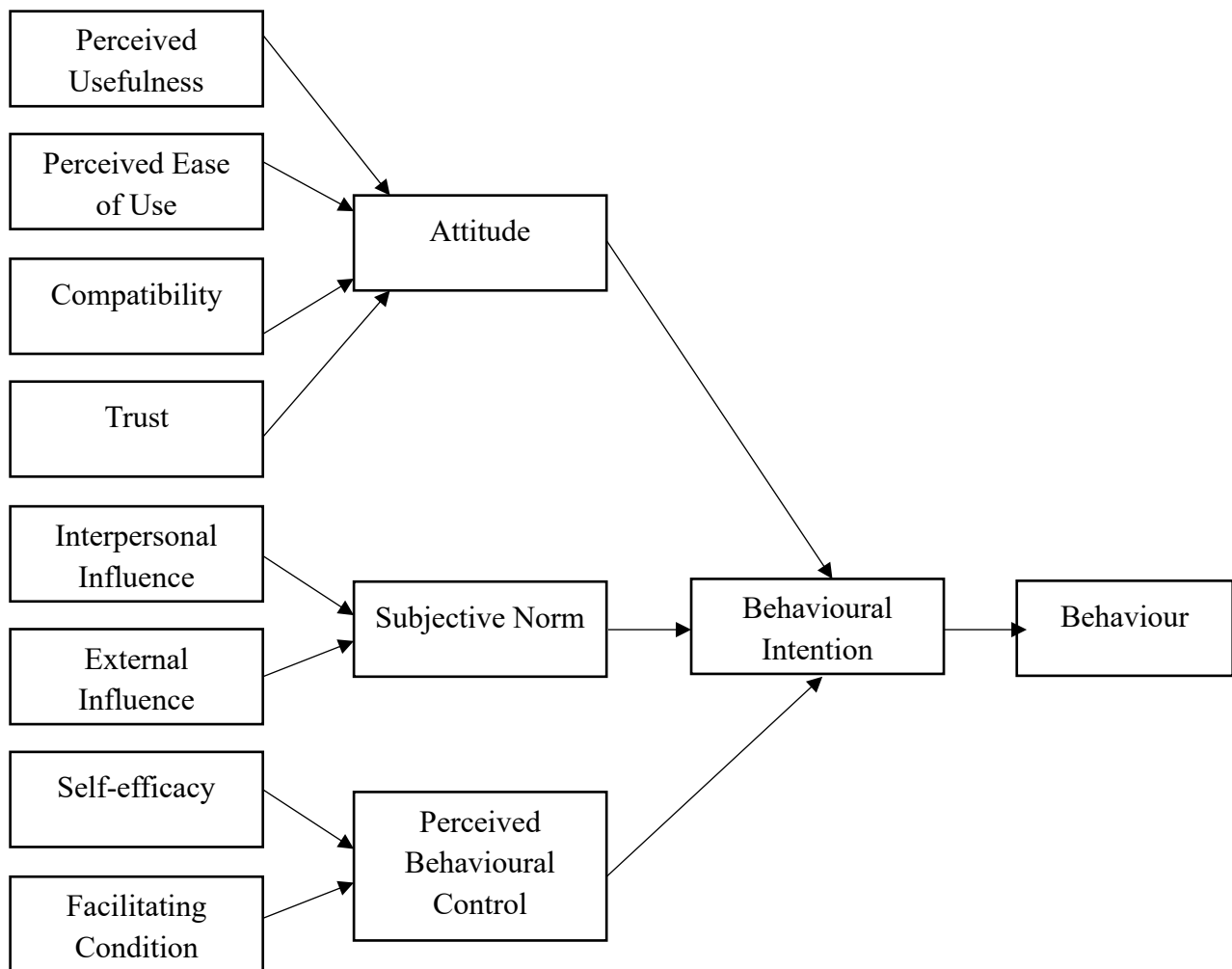
Source: Sutisna and Handra (2022)

The study emphasized the importance of enhancing digital literacy and strengthening internet infrastructure to support the growth of e-business in Indonesia. The study suggested that increasing public understanding of how to use online platforms, alongside improving user trust in transaction security, could significantly boost consumer participation in online shopping. Their findings suggest practical implications for e-business companies and policymakers, highlighting the need to address technological and educational gaps to foster a more comprehensive and active online shopping environment. The study highlighted that subjective norm, the influence of people’s social environment, such as friends, family, or peers play an important role in shaping consumers’ intentions to shop online. When individuals perceive that those around them support or engage in e-commerce, they are more likely to follow suit. Similarly, perceived behavioral control, which refers to a person’s confidence in their ability to shop online, was examined to be an effective predictor of both intention and actual behavior. These insights support the notion that psychological and social factors must be considered alongside technological and economic ones to understand and influence online shopping trends.

The second of previous study investigated by Kirui Andrew Kibet conducted a study to examine consumer behaviour towards online shopping in Nairobi County, Kenya. The research was motivated by a 2015 UNCTAD report by Fredriksson, which highlighted the slow growth of e-commerce in Kenya, at only 2% year-on-year from 2012 to 2015. The aim of the study was to assess consumer behaviours related to online shopping. The

research examined the Decomposed Theory of Planned Behaviour (DTPB) as a theoretical framework, and a deductive approach with an explanatory research design was adopted. Data was collected through structured questionnaires, both online and in paper form, from a sample of 384 respondents selected using purposive random sampling. The results mentioned that 97.2% of respondents had used online shopping, indicating high exposure to e-commerce. Statistical analysis using frequencies, percentages, and the Partial Least Squares (PLS) model revealed that most hypothesized relationships in this study were supported by the data. The study provided valuable insights into online consumer behaviour and technology adoption in Kenya. Based on the findings, Kibet recommended further longitudinal studies to monitor changes in consumer behaviour over time, including purchase frequency and spending patterns.

Figure (2.4) A Study of Consumer Behavior Towards Online Shopping in Kenya: Case of Nairobi County



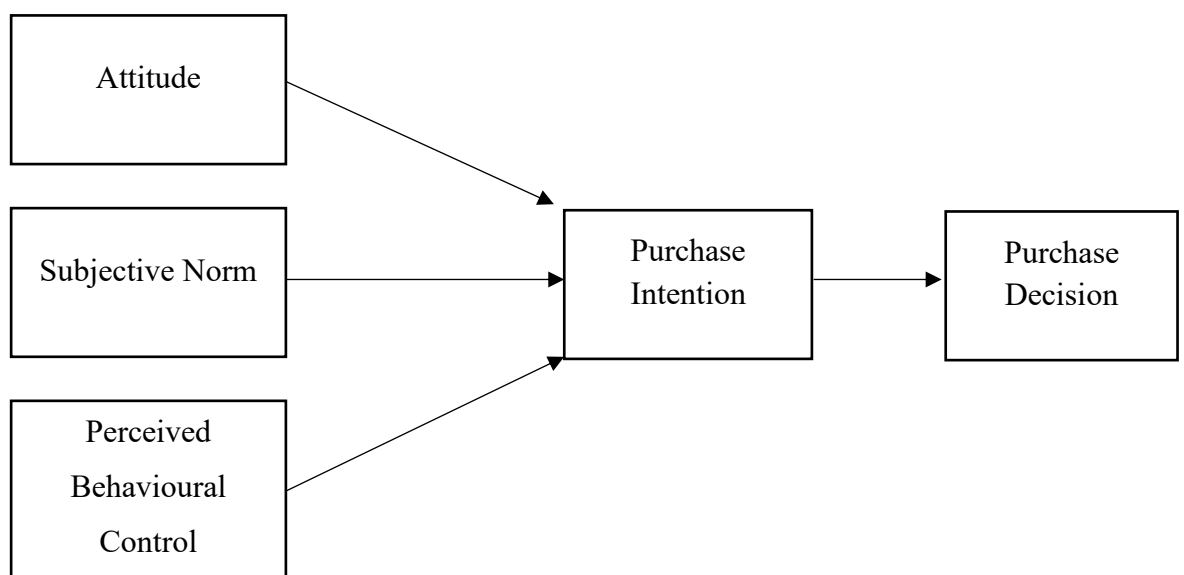
Source: Kibet (2015)

The study's findings suggested that consumer attitudes, perceived behavioural control, and subjective norms strongly influence online shopping behaviour in Nairobi County. The results highlight the significance of understanding these psychological factors to enhance e-commerce strategies and increase consumer engagement. Despite the positive trends in online shopping, the study also pointed out the need for more comprehensive efforts to address barriers such as trust and payment security, which may hinder the growth of e-commerce. This research examines significantly to the understanding of online consumer behaviour in Kenya, offering practical suggestions for e-commerce businesses and policymakers. By recognizing the key factors that drive online shopping to better meet consumer needs, while also encouraging greater adoption of online shopping platforms across the country.

2.6 Conceptual Framework of the Study

In Figure (2.4), the conceptual framework is presented which outlines the key factors influencing purchase intention of consumers within the context of Shop App MM. This framework identifies four critical independent variables; attitude, subjective norm and perceived behavioural control are believed to have a significant effect on the dependent variable: purchase intention which impacts purchase decision of consumers on Shop App MM.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2025)

The conceptual framework indicates concerning purchase intention of consumers towards Shop App MM, several factors have indicative importance and these factors be based on economic maturity. According to the conceptual framework, it mentions the independent variables and dependent variable. The independent variable consists of three factors which are attitude, subjective norm and perceived behavioural control. The dependent variable is purchase intention, which reflects the likelihood of consumers deciding to make a purchase on Shop App MM, influenced by the independent variables of attitude, subjective norm, and perceived behavioural control. Consequently, purchase intention turns into effect on purchase decision.

Working Definitions of Key Variables

Attitude: Attitude mentions to the consumer's positive or negative evaluation of shopping on Shop App MM. In this study, it reflects beliefs that the platform saves time compared to physical stores, offers affordable prices, provides a diverse of products, and ensures convenient and secure transactions.

Subjective Norm: Subjective norm mentions to the effect of social factors on the consumer's intention to use Shop App MM. This includes encouragement and provide from family and friends, the effect of positive reviews and recommendations on social media, and the opinions of people who influence the consumer's behaviour. Feeling encouraged by others and hearing about their good experiences increases the likelihood that a consumer will adopt the platform.

Perceived Behavioural Control: Perceived behavioural control mentions to the extent to which consumers feel capable of using Shop App MM for online shopping. It is based on their ability to navigate the app easily, access reliable internet, and confidently use mobile payment options such as KBZPay or Wave Money.

Purchase Intention: Purchase intention is the consumer's willingness and planned behaviour to shop from Shop App MM in the future. It includes intentions to make future purchases, recommendations to others, and openness to trying new products or categories on the platform. It also captures whether the consumer expects to use the app more frequently over time, feels motivated after browsing, and tends to check the platform first when a shopping need arises. These indicators represent the strength of the consumer's intention to engage in future transactions.

Purchase Decision: Purchase decision mentions to the actual actions and considerations that lead to completing a purchase on Shop App MM. It includes being

influenced by limited-time offers, discounts, or promotions; making purchase decisions based on product availability and fast delivery; finalizing purchases when satisfied with total cost or when free delivery is available; and acting on previous intentions, such as buying items already added to the shopping cart.

CHAPTER III

PROFILE AND MARKETING PRACTICES OF CONSUMER PURCHASE INTENTION IN SHOP APP MM

This chapter explores the profile and key factors influencing consumer purchase intention on Shop App MM, Myanmar's leading online shopping platform. This chapter begins with an overview of Shop App MM's history, ownership, and organizational structure, highlighting its role as a subsidiary of Alibaba Group and its significant presence in Myanmar's growing e-commerce market. It then examines the company's service system, including pricing strategies, product categories, and operational processes that collectively shape consumer behaviour.

3.1 Profile of Shop App MM

Shop App MM, formerly known as Shop.com.mm, is Myanmar's leading online shopping platform, offering a comprehensive and convenient e-commerce experience tailored to the needs of local consumers. Founded in 2014 and headquartered in Yangon, the platform is part of the wider Daraz Group, which operates across South Asia including Pakistan, Bangladesh, Sri Lanka, Myanmar, and Nepal. Shop App MM serves as a digital marketplace where customers can purchase a wide variety of goods — from mobile phones and electronics to fashion items, home appliances, beauty products, and groceries — and have them delivered directly to their doorstep anywhere in the country.

The platform was developed to provide an accessible and reliable online shopping solution in Myanmar, a country where the digital economy is still developing. Shop App MM's user-friendly interface and mobile application are designed to make online shopping easy and secure, with features such as nationwide delivery, multiple payment methods (including cash on delivery, mobile payments, and card payments), and a free return policy. These services are aimed at encouraging customer trust and promoting the growth of online transactions in a traditionally offline retail market.

Shop App MM operates under the Daraz Group, which was originally launched in 2012 by Rocket Internet SE, a German investment firm. In 2018, Daraz was acquired by Alibaba Group Holding Limited, one of the world's largest e-commerce companies. This acquisition has significantly strengthened the technological and logistical capabilities of Shop App MM, allowing it to leverage Alibaba's expertise in e-commerce operations, cloud

computing, and artificial intelligence. Today, the Daraz Group serves over 13 million consumers and supports more than 80,000 active sellers across South Asia, reinforcing its role as a key player in the region's digital transformation.

As Myanmar's top online marketplace, Shop App MM continues to expand its product categories and partnerships. The platform features both local and international brands such as Samsung Myanmar, Lenovo Myanmar, and Ooredoo Myanmar. It also partners with SMEs and individual entrepreneurs, providing them with digital tools and training to sell online effectively. Through its seller centre and digital marketing services, Shop App MM empowers businesses to reach millions of customers.

With a team size of over 200 employees and more than 170 associated professionals on LinkedIn, Shop App MM combines local knowledge with international support to deliver an enhanced customer experience. The company is known for its vibrant digital footprint and full participation on social media channels such as Facebook, where it promotes the latest deals, product launches, and campaigns. Its commitment to continuous innovation and customer satisfaction has positioned it as a trusted household name for online shopping in Myanmar.

Shop App MM aims to further strengthen its role in the e-commerce landscape by introducing new product categories, expanding logistics networks, and improving digital accessibility. It remains open to collaboration with talented professionals and local businesses who wish to be part of the country's digital revolution. With a strong foundation supported by the global expertise of the Alibaba Group, Shop App MM is well-poised to shape the future of online retail in Myanmar.

3.2 Ownership and Parent Group

Shop App MM, formerly known as Shop.com.mm, is Myanmar's largest online shopping platform and operates as a wholly owned subsidiary of Alibaba Group Holding Limited. Originally founded since 2014, Shop.com.mm was acquired by Alibaba in 2018 through its purchase of the Daraz Group was previously controlled by the German start-up incubator Rocket Internet SE. This acquisition marked a significant milestone in the platform's development, enabling it to leverage Alibaba's advanced technologies, logistics infrastructure, and extensive e-commerce expertise to accelerate growth in Myanmar's emerging digital economy (ThaibizMyanmar.com, 2019; Nation Thailand, 2021).

Under Alibaba's ownership, Shop App MM has experienced rapid expansion, growing at a rate described as tenfold year-on-year by Frans Maas, Managing Director of

Shop App MM. The platform empowers thousands of local sellers by connecting them with millions of customers and offers direct access to over 500,000 products across more than 100 categories. Alibaba's investment has introduced innovative features such as personalized product feeds, instant messaging between sellers and customers, flash sales, in-app customer service, and seller recommendations, all designed to enhance user experience and build customer trust (ThaibizMyanmar.com, 2019; The Myanmar Times, 2019).

Alibaba's strategy for Shop App MM emphasizes localization and sustainability. Unlike the previous ownership model under Rocket Internet, which focused on short-term growth and exit strategies, Alibaba is committed to long-term development by building a strong local team and infrastructure. The company aims to expand its workforce in Myanmar from around 230 employees to over 1,000 in the coming years, reflecting its dedication to nurturing local talent and fostering a sustainable e-commerce ecosystem. This approach aligns with Alibaba's broader vision of supporting emerging markets by adapting its global expertise to local contexts rather than imposing external management (Nation Thailand, 2021; Eleven Myanmar, 2018).

As part of the Daraz Group, Shop App MM benefits from being integrated into a regional network that serves over 13 million consumers and supports more than 80,000 active sellers across South Asia. This affiliation strengthens its market position and provides access to Alibaba's technological innovations, including cloud computing and artificial intelligence, which are critical for scaling operations and improving customer experience in Myanmar's fast-evolving e-commerce landscape.

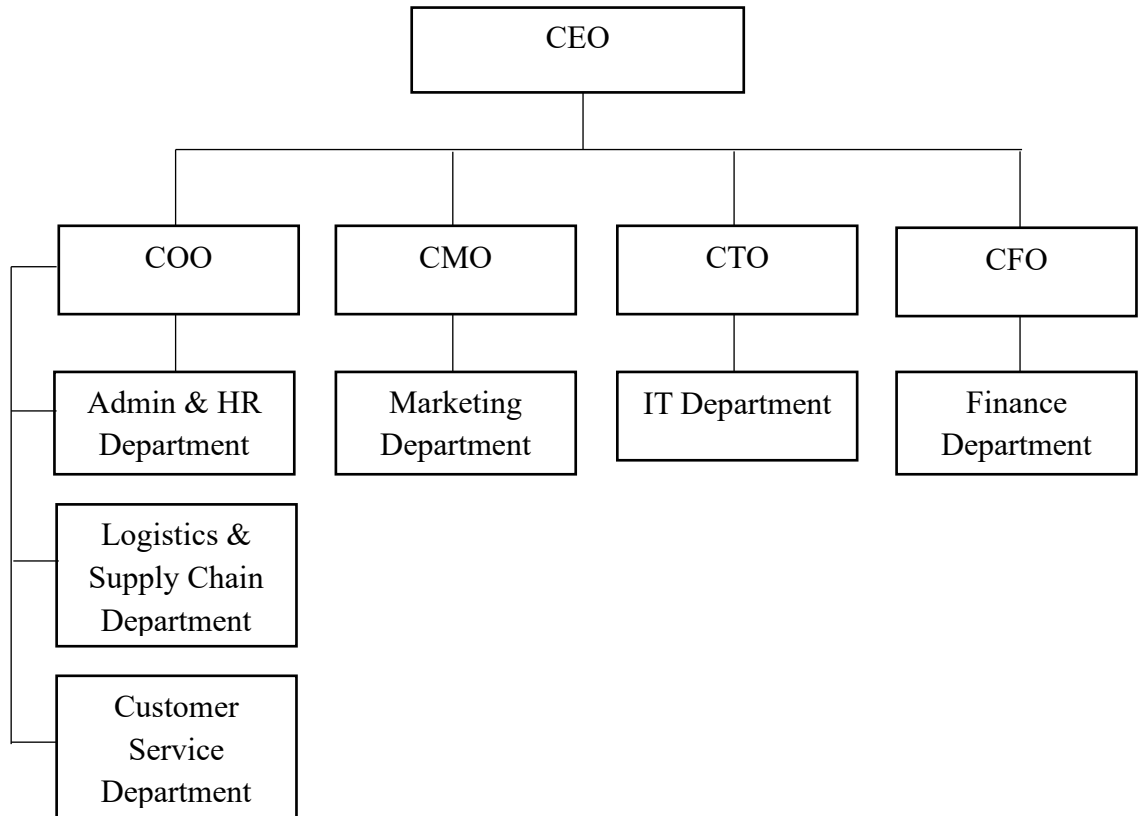
Shop App MM is fully owned by Alibaba Group Holding Limited and operates as a key component of Alibaba's strategic expansion in South Asia through the Daraz Group. The acquisition has transformed Shop App MM into a technologically advanced, locally empowered platform that plays a pivotal role in Myanmar's digital transformation and e-commerce growth.

3.3 Organization Structure of Shop App MM

Shop App MM, recognized as Myanmar's foremost e-commerce platform and a subsidiary of the global e-commerce giant Alibaba Group, operates with a clearly defined and robust organizational structure. This structure is designed to effectively manage the company's wide-ranging operations and support its rapid growth in a highly competitive market. Headquartered in Yangon, the company employs between 201 and 500

professionals who work across multiple specialized departments. These teams collaborate closely to ensure that the platform delivers a seamless, reliable, and innovative online shopping experience to millions of customers throughout Myanmar. The organizational framework reflects the company’s commitment to operational excellence, technological advancement, and customer-centric service.

Figure (3.1) Organization Structure of Shop App MM



Source: Shop App MM, 2025

At the apex of Shop App MM’s organizational hierarchy is the Chief Executive Officer (CEO), who is important for setting the company’s strategic goal and all business activities support the broader goals of the parent company, Alibaba Group, as well as the regional Daraz Group. The CEO’s role is pivotal in steering the company through Myanmar’s dynamic e-commerce landscape, fostering partnerships, and driving sustainable growth. Reporting directly to the CEO is a team of senior executives, including the Chief Operating Officer (COO), Chief Technology Officer (CTO), Chief Marketing Officer (CMO), Chief Financial Officer (CFO), Head of Sales & Seller Development, and the Human Resources (HR) Manager. This leadership team is tasked with overseeing their

respective domains and collaborating to integrate efforts across departments, ensuring that the company operates cohesively and efficiently.

The Operations Department, under the leadership of the COO is a critical role in managing the organization's logistics, supply chain, and consumer service functions. Given Myanmar's developing infrastructure, the operations team focuses heavily on building and maintaining a reliable nationwide delivery network that can fulfil orders promptly and accurately. This includes coordinating with third-party logistics providers and managing internal warehousing facilities. Additionally, the customer service team is responsible for handling inquiries, resolving issues, and maintaining high levels of customer satisfaction, which is essential for building trust in an emerging online retail market. The COO ensures that these operational processes are streamlined, cost-effective, and scalable to support the company's expanding customer base.

Technology is at the heart of Shop App MM's business model, and the Technology Department, led by the CTO, is tasked with developing and maintaining the platform's digital infrastructure. This department manages the website, mobile applications, IT security, and data analytics systems. The CTO's team continuously works to enhance the UI and UX, ensuring the channel is easy to navigate, fast, and secure. They also implement innovative technologies such as AI and cloud computing to personalize consumer experiences and optimize backend operations. The technology team collaborates closely with other departments to support marketing campaigns, payment processing, and logistics tracking, making them integral to the company's overall success.

The Marketing Department, headed by the CMO, is responsible for building Shop App MM's brand presence and driving customer acquisition and retention through targeted digital marketing strategies. This team designs and executes advertising campaigns across social media, search engines, and other digital channels to attract new users and encourage repeat purchases. They also manage promotions, flash sales, and loyalty programs to enhance customer engagement. The marketing team uses data-driven insights to tailor campaigns to Myanmar's diverse consumer segments, ensuring relevance and effectiveness. Their efforts are critical in differentiating Shop App MM in a competitive market and maintaining its position as the country's top online shopping destination.

Sales and Seller Development is another vital function within Shop App MM's organizational structure. This team focuses on recruiting, onboarding, and supporting sellers, including SMEs and entrepreneurs. By providing sellers with digital tools, training, and marketing support, the team helps expand the variety and quality of products available

on the platform. This not only increases consumer choice but also empowers local businesses to participate in Myanmar’s growing digital economy. The sales team works closely with other departments to ensure smooth integration of new sellers and continuous improvement of seller performance, which directly impacts customer satisfaction and platform reputation.

The Finance Department, overseen by the CFO, manages all financial aspects of the business, including budgeting, accounting, payment processing, and financial reporting. This department ensures that transactions are secure and compliant with regulatory standards. Finance associates play a hands-on role in processing customer refunds, coordinating with logistics partners on payment reconciliations, and managing vendor payments. Accurate financial management is important for sustaining the organization’s profitability and operational sustainability. The finance team also supports strategic decision-making by providing financial analysis and forecasts to the leadership team.

Human Resources (HR) is responsible for attracting, developing, and retaining talent within Shop App MM. The HR team manages recruitment processes, employee training programs, performance evaluations, and initiatives to foster a positive organizational culture. Given the company’s rapid growth and evolving needs, HR plays an important role in assuring that the workforce is skilled, motivated and supported the organization’s mission and values. They also handle employee welfare and compliance with labour laws, contributing to a stable and productive work environment.

In addition to these core departments, Shop App MM maintains a dedicated Design and Creative Team that focuses on visual branding, advertising materials, and promotional content tailored specifically for the Myanmar market. The Design Lead oversees the creation of key visuals for major marketing campaigns, seasonal promotions, and the overall brand identity. This team’s creative output helps the company connect emotionally with customers and reinforces its position as a reliable and recognizable brand in Myanmar’s e-commerce industry.

The organizational structure of Shop App MM is designed to promote collaboration, innovation, and operational efficiency. By clearly defining roles and responsibilities across specialized departments, the company ensures that all aspects of its business—from technology and marketing to logistics and finance—work in harmony. This integrated approach enables Shop App MM to retain its leadership in Myanmar’s e-commerce sector while continuously adapting to market changes and customer needs.

3.4 Marketing Practices for Consumer Purchase Intention at Shop App MM

Shop App MM employs a variety of marketing practices tailored to the unique needs and behaviours of Myanmar's online shoppers. These practices encompass product variety, competitive pricing, reliable delivery, secure transactions, and strategic use of social influence to build trust and engagement. Shop App MM aims to create a seamless and appealing shopping experience that drives customer acquisition, satisfaction, and loyalty in Myanmar's rapidly growing e-commerce market by continuously optimizing these elements.

3.4.1 Product Categories offered by Shop App MM

Shop App MM offers a diverse and continuously expanding range of product categories to achieve the evolving needs of Myanmar's customers. From electronics and mobile phones to groceries, fashion, beauty, and home essentials, the platform acts as a one-stop shop for nearly every household item. The wide selection allows customers to shop for both everyday necessities and high-value goods in one convenient digital space, supporting Shop App MM's mission to provide a comprehensive online shopping experience.

The platform strategically collaborates with both international and local brands to ensure product authenticity and reliability. Well-known global brands like Samsung, Lenovo, and P&G are featured alongside local suppliers and SMEs, allowing Shop App MM to cater to various price points and preferences. New categories are regularly introduced based on market demand, including niche segments such as fitness equipment, baby care, pet supplies, and eco-friendly products. This approach increases customer engagement and encourages repeat purchases.

To maintain product quality and consistency, Shop App MM employs a robust seller verification process. Vendors are required to meet certain criteria before listing, and product reviews, ratings, and returns data are monitored closely. The platform also offers branded flagship stores and a curated "Mall" section to provide customers with premium and guaranteed original items. This structured product categorization not only develops the shopping experience but also strengthens consumer confidence in the platform's offerings.

3.4.2 Pricing at Shop App MM

Shop App MM maintains a dynamic and competitive pricing strategy designed to appeal to a wide spectrum of Myanmar's consumers. The platform offers regular

promotions, flash sales, and discount vouchers to attract both new and returning users. These price incentives are prominently featured on the homepage and social media channels to increase visibility and drive impulse purchases. Through strategic partnerships with brands and vendors, Shop App MM is able to negotiate better prices and pass on savings to customers, thereby reinforcing its value proposition in a price-sensitive market.

In addition to promotional pricing, Shop App MM provides various bundle deals and tiered discount programs, particularly during nationwide campaigns like 11.11 or 12.12 sales. These seasonal mega campaigns are aligned with global e-commerce trends and backed by Alibaba's infrastructure, making them highly efficient and attractive. By utilizing real-time data analytics, the platform adjusts prices based on demand, competition, and purchasing behaviour, ensuring both profitability and customer satisfaction.

The company also leverages pricing as a tool for seller competition. On the Seller Centre platform, third-party vendors are encouraged to offer competitive rates, which creates a price-driven ecosystem where consumers benefit from lower costs and more variety. Transparent pricing, combined with clear information on promotions and shipping fees, reduces confusion and builds customer trust. Shop App MM positions itself as an affordable and convenient solution for online shopping across Myanmar, from urban centres to rural towns.

3.4.3 Reliable and Efficient Delivery Network of Shop App MM

Reliable nationwide delivery is a cornerstone of Shop App MM's service promise. The platform has built a strong logistics network covering urban centres like Yangon and Mandalay, as well as smaller towns and rural areas across Myanmar. This network combines trusted third-party partners, local couriers, and the company's own delivery teams to ensure orders reach customers quickly and safely. Many customers receive their items within 2–3 days, and express delivery options are available in major cities for time-sensitive purchases. Additionally, cash-on-delivery services offer convenience for those new to online shopping or without access to digital payments.

Transparency and customer care are key parts of the delivery experience. Customers receive regular SMS and in-app updates and can track their orders in real time through the app's tracking system. This keeps users informed about their package's location and expected delivery date, providing security and helping with planning. Delivery teams are trained to handle fragile and high-value products carefully, ensuring items arrive in perfect

condition. When issues like damaged or incorrect items occur, a straightforward return and exchange process helps maintain customer trust.

Shop App MM continuously improves its delivery operations using feedback, data analytics, and technology from Alibaba's logistics arm, including tools like real-time route optimization and digital warehousing. During busy periods such as national holidays or major sales campaigns, the company scales up delivery capacity to manage surges efficiently. This fast, safe, and wide-reaching delivery network plays an important role in developing consumer satisfaction, building trust and supporting Shop App MM's growth in Myanmar's growing online shopping market.

3.4.4 Secure Transactions of Shop App MM

Security is a top priority at Shop App MM, and the company employs industry-standard protocols to cover user data and secure transactions. All online payments are encrypted and processed through secure gateways that comply with international cybersecurity standards. Whether customers choose credit/debit cards, mobile wallets, or bank transfers, they are assured a secure and seamless checkout experience. The platform's commitment to protecting sensitive information helps build consumer trust and reduces cart abandonment rates.

Cash-on-delivery remains a popular payment method in Myanmar, and Shop App MM has designed secure handling procedures to minimize fraud and payment disputes. Delivery personnel are trained to verify order details and collect payments accurately. For digital payments, the platform supports popular local services like KBZPay, Wave Money, and MPU cards, which further strengthens its accessibility and user confidence. Refunds and returns are also processed systematically, with customers receiving prompt confirmations and updates.

In collaboration with Alibaba's fintech and cloud divisions, Shop App MM continues to enhance its security infrastructure. Features such as two-factor authentication (2FA), fraud analysis algorithms, and customer service chatbots provide additional layers of protection. Users can also track transaction history, generate invoices, and raise complaints through their personal accounts. This proactive approach to security not only prevents breaches but also fosters a safer e-commerce environment for all stakeholders.

3.4.5 Website Quality of Shop App MM

Shop App MM's website and mobile app are designed with user-friendliness and functionality at their core. The interface is intuitive, with clearly labeled categories, powerful search filters, and seamless navigation across product pages. Whether a customer is shopping for electronics or ordering groceries, the streamlined checkout process ensures convenience. The site supports both Burmese and English languages, allowing users of all backgrounds to engage confidently with the platform.

Performance optimization is a key focus area for the tech team. The website and mobile app are engineered to load quickly, even on low-bandwidth connections, which is crucial in many parts of Myanmar. Shop App MM employs responsive design principles, ensuring the platform works flawlessly on smartphones, tablets, and desktop computers. Regular A/B testing and user feedback are incorporated to refine the layout, improve product display, and enhance overall site usability.

From a branding perspective, Shop App MM's digital presence is visually cohesive and engaging. The homepage frequently features banners for flash sales, category highlights, and recommended products, tailored using AI-driven personalization tools. High quality images, detailed product information, customer reviews, and seller ratings all contribute to an informed shopping experience. By delivering a reliable, attractive, and efficient website experience, Shop App MM reinforces its position as Myanmar's leading e-commerce destination.

3.4.6 Recommendations

In Myanmar, people often trust their family and friends more than advertisements when it comes to shopping choices. This is why Shop App MM puts a lot of effort into providing a positive experience for every customer. When users enjoy their shopping journey like receiving a product on time, getting what they ordered, or having good support they are likely to recommend it to people close to them. These personal recommendations help build a strong and trustworthy image for Shop App MM. Word-of-mouth from family members plays a key role, especially among older adults or people who are not used to online shopping. If someone's brother or cousin shows them how easy it is to order on Shop App MM, they are more willing to try it themselves. The trust between family members helps reduce fear or doubt about using online platforms for the first time.

To support this trust-building, Shop App MM has made its app and website easy to understand and simple to use. This allows all age groups, even first-time users, to shop without difficulty. When someone has a good experience, they feel confident guiding others through the process. This naturally increases the number of users. Shop App MM also encourages customers to share their experiences by offering referral programs. These programs reward users with discounts, coupons, or cashback when they invite friends or family to use the platform. This not only grows the customer base but also makes recommending the app fun and valuable.

In this way, family and friends are like brand ambassadors for Shop App MM. Their honest opinions and encouragement can influence others to download the app and make their first purchase. By focusing on providing great service, Shop App MM ensures that every happy customer becomes a promoter of the brand.

3.4.7 Word of Mouth Promotion

Word of mouth promotion happens when customers talk about their experiences with others, either in person or online. Shop App MM understands the power of these conversations and works hard to make sure people have good stories to share. When customers receive high-quality products quickly and safely, they often recommend the app to friends and co-workers. Good service leads to good reviews. After every purchase, Shop App MM encourages customers to leave ratings and feedback. These reviews can be seen by new users who are thinking of buying. When people read positive comments, they feel more comfortable and confident in using the app for the first time. This creates a chain of trust that spreads naturally.

In small communities or workplaces, people often share shopping tips and deals. A customer who got a discount or a great product on Shop App MM is likely to talk about it with others. This spreads the brand name without any extra cost. It also creates a friendly image, showing that the app is trusted by regular people, not just promoted in ads. Shop App MM supports this form of promotion by staying active on social media and responding quickly to customer feedback. When users see that the company listens and solves problems, they feel respected and are more likely to recommend the app to others. Respect builds reputation.

Overall, word of mouth is a powerful and low-cost way for Shop App MM to grow. Instead of paying for large advertising campaigns, the platform gains more value from satisfied customers who are happy to share their stories and encourage others to try it.

3.4.8 Social Perception

Social perception is how people in society view and talk about Shop App MM. If many people believe the platform is useful, modern, and reliable, others will want to be part of it too. Shop App MM works hard to maintain a positive image through good service, active communication, and a strong online presence. In Myanmar, online shopping is still new for many people. By offering features like cash-on-delivery, free returns, and quick customer service, Shop App MM helps people feel safe and confident. These efforts help shape a good public opinion of the platform. When a brand is seen as trustworthy and professional, more people want to use it.

Shop App MM also shares stories of successful sellers and happy customers on Facebook and other social platforms. These stories show that real people benefit from using the app, which helps improve the platform's reputation. Social proof, like likes, shares, and comments, also increases interest in the app. Young people often influence trends, and many of them shop online. When they talk positively about Shop App MM or post about their purchases, their followers take notice. This makes the platform seem trendy, convenient, and a smart choice for modern shoppers. The more people see others using it, the more likely they are to join.

By building a strong and positive image in society, Shop App MM attracts new users and keeps current customers loyal. Good social perception creates a sense of pride in using the app, and it encourages more people to become part of the online shopping community.

3.4.9 Influencer Collaboration

Shop App MM partners with influencers to help spread the word about the platform in a fun and engaging way. Influencers are popular social media users who have many followers. When they talk about Shop App MM or show how to use it, people pay attention. Their opinions matter because followers trust them. These influencers often create videos or posts showing the unboxing of products, sharing discount codes, or demonstrating how to place an order. This helps new users understand how the platform works and what kind of products are available. It also makes shopping look easy and enjoyable.

By choosing influencers from different age groups and regions, Shop App MM connects with many types of people. Whether it's a beauty blogger, tech reviewer, or lifestyle vlogger, each influencer brings their own audience to the platform. This increases awareness and helps more people discover what Shop App MM offers. The company also organizes special campaigns with influencers during big events like holidays or sales. These collaborations boost excitement and encourage followers to take action quickly — such as joining a flash sale or trying a new product category. Influencers often share their own discount codes, making the shopping experience even more appealing.

Influencer marketing helps Shop App MM build trust, reach new users, and create a stronger brand image. By working with trusted voices in the online world, the platform becomes more visible and popular among Myanmar's growing digital audience.

3.4.10 Trust Building

Trust is one of the most essential factors in online shopping. If customers don't trust a platform, they will not use it. Shop App MM understands this and takes many steps to make sure every customer feels safe, respected, and protected when they shop. The platform focuses on quality service, honest sellers, and secure systems. To build trust, Shop App MM allows customers to return products if they are not happy. This return policy gives people peace of mind, especially when buying for the first time. The platform also checks its sellers regularly to make sure they follow the rules and deliver the right products.

Secure payment methods also help increase trust. Customers can pay with cash on delivery, mobile wallets, or bank cards. All payment systems are safe and protected. For customers who are not familiar with digital payments, the cash-on-delivery option helps them try the service without worry. Customer service is another area where trust is built. If there is a problem with an order, customers can easily reach out to the support team. Shop App MM responds quickly and works to solve issues fairly. This makes users feel that their concerns are heard and that the company stands by them.

As more people use the platform and have positive experiences, trust in Shop App MM continues to grow. Loyal customers return again and again because they feel secure and satisfied. In a growing digital market like Myanmar, trust is the key to long-term success, and Shop App MM works hard every day to earn and keep that trust.

3.4.11 Digital Accessibility

Digital accessibility means making sure everyone can use Shop App MM easily, no matter their age, background, or level of experience with technology. Some people are very good with phones and apps, while others may be new to online shopping. Shop App MM tries to make its app and website simple, clear, and easy to use. This helps more people feel comfortable when using the platform to shop. In some places in Myanmar, the internet is slow or not very strong. Shop App MM designs the app so that it can still work well, even with a weak connection. The app also works on both Android and iPhone, and people can use it on a computer too. For people who don't have smartphones, there are other ways to order, like calling the company for help. These options make it easier for more people to shop online.

Shop App MM also uses the Myanmar language on its app and website. This helps local people understand what they are buying, what the rules are, and how to use the service. The app uses easy words and helpful pictures, so even people who are not used to shopping online can follow along. This is especially useful for older customers or those who don't read much English. There are also useful tools in the app, like voice search, filters to find products faster, and a quick checkout process. If a customer needs help, they can chat with the support team or call at any time. Friendly customer service makes a big difference for people who are unsure or using the app for the first time. It shows that Shop App MM is ready to help everyone.

By making the app easy for all kinds of people, Shop App MM welcomes more users and builds trust. When people feel that the app is made for them, they are more likely to use it again. Digital accessibility is not just about technology – it is about caring for people and helping everyone enjoy the benefits of online shopping.

3.4.12 Ease of Use / User Friendly Interface

Shop App MM is designed to be clear and easy for everyone to use. A user-friendly interface means that the app looks clean, is easy to understand, and helps users find what they need quickly. Even if someone is using an online shopping app for the first time, they can easily learn how to search for products, read details, and place orders without confusion. The home page of the app shows popular items, special deals, and categories like clothing, electronics, and groceries. Users can tap on pictures to explore more. Clear buttons like “Buy Now,” “Add to Cart,” and “Track Order” guide customers through the shopping process step by step. There is also a search bar where users can type what they are looking for and get results right away.

Shop App MM also gives product suggestions based on what the user has looked at before. This saves time and helps users discover items they might like. Filters such as price range, brand, and rating make it easier to choose the right product. All of these features make shopping faster and more enjoyable. When it comes to placing orders, the checkout process is simple. Users can easily enter their delivery address, choose a payment method like cash on delivery or mobile wallet, and confirm the order. The app also shows the expected delivery time and allows customers to track their packages. Everything is designed to be smooth and stress-free.

Overall, the user-friendly design of Shop App MM makes online shopping easy for everyone — young or old, experienced or new. By keeping the app simple and helpful, Shop App MM gives customers a better experience and encourages them to keep coming back.

3.4.13 Convenient Payment Options

Shop App MM gives customers many easy ways to pay for their orders. This is important because not everyone uses the same payment method. By offering different options, the app helps more people feel comfortable and confident when shopping online. One popular method is cash on delivery. Many people in Myanmar prefer to pay only when the item arrives at their home. This makes them feel safe and reduces the risk of losing money. Shop App MM supports this method to help first-time users try online shopping without worry.

For those who like digital payments, the app accepts mobile wallets such as KBZPay, Wave Money, and OnePay. These are fast, safe, and easy to use. Customers can simply scan a QR code or click a button to complete their purchase. This is helpful for younger users who are familiar with mobile technology. Shop App MM also allows payment by bank cards, like Visa or MPU. This is useful for working professionals who often shop online and prefer quick, card-based transactions. The app makes sure all payment methods are secure and protects users' information with strong safety systems.

Shop App MM makes shopping easier for everyone by offering many convenient ways to pay. Whether customers want to pay in cash or use their phone or bank card, the app is ready to support them. This flexibility helps build trust and keeps customers coming back.

CHAPTER IV

ANALYSIS OF THE FACTORS INFLUENCING CONSUMER PURCHASE INTENTION TOWARDS SHOP APP MM

This chapter examines a detailed data analysis collected from respondents regarding their perceptions and behaviours related to the use of Shop App MM. The primary focus is to explore consumer purchase intention, factors influencing purchase decisions, and the relationships among key variables. Through descriptive statistics, mean score analyses, and multiple regression techniques, this chapter aims to uncover important insights into consumer behaviour that can guide effective marketing strategies and app development. The findings presented here provide a comprehensive understanding of how users interact with Shop App MM and the critical drivers that shape their buying intentions and decisions.

4.1 Research Design

The objective of this study is to examine the factors influencing consumer purchase intention towards Shop App MM. Quantitative research method was adopted which is appropriate for studies involving numerical measurement of variables and statistical analysis of relationships among them to achieve the objective. This approach enables the researcher to quantify consumer behaviors, attitudes, and perceptions in a structured manner and allows for objective interpretation of results. The study incorporates both primary and secondary data. Primary data were collected directly from consumers through the use of a structured questionnaire. Secondary data were gathered from various sources including Shop App MM's internal records, previously published academic literature, research reports, textbooks, and relevant internet sources. These sources provided valuable background and context to support the primary findings and strengthen the overall study. A total of 385 respondents participated in this research. The sample size was determined using Cochran's formula (1977) for an unknown population, which provides a statistically valid sample size when the population proportion is unknown. The formula is:

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

n_0 = required sample size

Z = Z-score corresponding to the desired confidence level (1.96 for 95%)

p = estimated proportion of the population (0.5 is used as a conservative estimate)

e = margin of error (0.05)

$$n_0 = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{(0.05)^2} = \frac{3.8416 \cdot 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.1 \approx 385$$

This sample size ensures the reliability and accuracy of the findings. A simple random sampling technique was used to reduce bias and to ensure that every consumer had an equal opportunity to be selected. The questionnaire was distributed using Google Forms, and responses were collected online during the period from May 14th 2025 to June 10th 2025. The questionnaire design consisted of three main sections and a total of 35 questions, all measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The first section focused on gathering demographic information from respondents, including gender, marital status, age, educational level, occupational level, monthly income, and frequency of purchases made through Shop App MM. This section provided insight into the general characteristics of the sample group. The second section was designed to assess the independent variables based on the Theory of Planned Behaviour (TPB). These variables included attitude, subjective norms, and perceived behavioural control, with seven questions assigned to each variable, totalling 21 questions in this section. These questions aimed to identify the underlying psychological and social factors that effect consumers' intentions to purchase from the Shop App MM platform. The third section measured the dependent variables, which are purchase intention and purchase decision. This section also consisted of seven questions for each variable, bringing the total to 14 questions. The items in this section were formulated to assess whether the intentions stated by consumers actually translated into purchasing decisions on the platform. The collected data were then analysed using several statistical techniques. Descriptive statistics and multiple linear regression were used in this study.

4.2 Reliability Test

Reliability is the stability of a measurement. When a test or instrument has good reliability, it means that a respondent will generally receive a similar score if the test is repeated, assuming no external factors influence the score (Daniel Segal & Frederick L Coolidge, 2018).

According to Sekaran (2003), the concept of reliability in measurement refers to the degree of stability and consistency with which an instrument assesses a particular idea, thereby helping to assess the usefulness of the measure. The study used Cronbach's alpha as an indicator of internal consistency. Cronbach's alpha, defined as a reliability coefficient, quantifies the extent to which items within a set are positively correlated (Sekaran, 2003).

$\alpha > .9$ – excellent

$\alpha > .8$ – good

$\alpha > .7$ – acceptance

$\alpha > .6$ – questionable

$\alpha > .5$ – poor

$\alpha > .4$ – unacceptable

In this study reliability test of each variable has done and the result of the reliability test by Cronbach's Alpha is presented in Table (4.1).

Table (4.1) Reliability Test

Sr. No.	Variables	No. of Items	Cronbach's Alpha
1	Attitude	7	0.923
2	Subjective Norms	7	0.933
3	Perceived Behavioural Control	7	0.923
4	Purchase Intention	7	0.927
5	Purchase Decision	7	0.923

Source: Survey Data, 2025

According to Table (4.1), Cronbach's Alpha values for all variables show that all the scores are greater than 0.7. A generally accepted opinion is that Cronbach's alpha value of 0.6-0.7 indicates acceptable reliability, 0.80 to 0.95 indicates good reliability (Hair et al., 2019). Therefore, there is evidence of reliability and the findings in this study is good reliability.

4.3 Demographic Data of the Respondents

Demographic data of the respondents are useful for the businesses to examine the major segments of the consumers. Table (4.2) shows the demographic data of the respondents.

Table (4.2) Demographic Data of the Respondents

Sr. No.	Descriptions	No. of Respondents	Percentage
	Total	385	100
1	Gender		
	Male	136	35.3
	Female	249	64.7
2	Marital Status		
	Single	262	68.1
	Married	123	31.9
3	Age (Years)		
	Below 20	18	4.7
	21 – 30	162	42.1
	31 – 40	166	43.1
	41 – 50	30	7.8
	Above 50	9	2.3
4	Education Level		
	High school and below	15	3.9
	Undergraduate	22	5.7
	Graduate	227	59.0
	Post-graduate	40	10.4
	Master degree/ PhD	81	21.0
5	Occupation Level		
	Company Staff	178	46.2
	Government Staff	48	12.5
	Business Owner	79	20.5
	Freelance	80	20.8

Sr. No.	Descriptions	No. of Respondents	Percentage
6	Monthly Income (MMK)		
	500,000 and below	80	20.8
	500,001 – 1,000,000	88	22.9
	1,000,001 – 1,500,000	88	22.9
	1,500,001 – 2,000,000	58	15.0
	Above 2,000,000	71	18.4
7	Frequency of Purchase at Shop App MM		
	Never	0	0
	Occasionally (1-2 times every few months)	154	40.0
	Monthly (about once a month)	86	22.3
	A few times a month	84	21.8
	Weekly or more often	61	15.9

Source: Survey Data, 2025

The demographic profile of the respondents reveals that the majority of consumers using Shop App MM are female, accounting for 64.7%, compared to 35.3% male respondents. This indicates a stronger engagement or preference for the app among women. In terms of marital status, most respondents are single (68.1%), suggesting that younger, possibly more tech-savvy individuals form the core user base. Age distribution shows that the largest groups fall within the 21 to 40-year range, representing 85.2% of the total respondents.

Regarding educational background, more than half of the respondents (59%) hold a graduate degree, while 21% have attained a master’s degree or PhD, reflecting a highly educated user base. This suggests that Shop App MM attracts consumers who are well-educated and likely have greater awareness and access to technology. In terms of occupation, nearly half of the respondents (46.2%) are company staff, followed by freelancers and business owners.

Income-wise, the distribution is relatively balanced, with the largest groups earning between 500,001 MMK to 1,500,000 MMK monthly, making up 45.8% of respondents.

The presence of a significant portion (18.4%) earning above 2,000,000 MMK suggests that the app serves a wide income range, from moderate to higher earners. Lastly, purchase frequency data indicates that the majority of users shop occasionally (40%) or monthly (22.3%) on Shop App MM, while a smaller segment (15.9%) shops weekly or more often. This insight can help the company tailor marketing strategies to boost frequent usage among existing users.

4.4 Respondents Perception on Influencing Factors of Consumer Purchase

Intention at Shop App MM

The factors that exert influence are those that possess the capacity to alter certain attributes of the target entity. The mean rating scale is displayed in Table 4.4, as documented by Best (1977).

Table (4.3) Mean Rating Scale

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

Source: Best, 1977

The mean rating scale of Best (1977) has five ranges such as very low, low, moderate, high and very high based on the mean values. In this study, the mean rating scale of Best (1977) is applied while interpreting the data.

4.4.1 Respondent Perception on Attitude

This section explores the respondents' perceptions regarding their attitudes toward Shop App MM, which is a crucial factor influencing their purchase intentions. Attitude in consumer behaviour reflects an individual's overall evaluation and feelings about a product or service, which can strongly affect decision-making processes.

Table (4.4) Mean Score of Perception on Attitude

Sr. No.	Attitude	Mean	Std. Deviation
1	Saving time by shopping on Shop App MM instead of going to physical stores	3.64	0.798
2	Getting more affordable prices on Shop App MM compared to other shopping methods	3.55	0.769
3	Accessing a wide variety of products on Shop App MM	3.62	0.738
4	Enjoying the convenience of shopping on Shop App MM	3.62	0.738
5	Feeling confident in the security of transactions on Shop App MM	3.66	0.748
6	Preferring Shop App MM over traditional markets for purchases	3.53	0.76
7	Having a generally positive impression of Shop App MM	3.60	0.654
Overall Mean		3.60	

Source: Survey Data, 2025

According to Table (4.4), the respondents generally show a favourable attitude toward Shop App MM, as reflected by the overall mean score of 3.60. The highest mean score is 3.66, which corresponds to "Feeling confident in the security of transactions on Shop App MM," indicating that transaction security is the most positively perceived factor among users. On the other side, the lowest mean score is 3.53, related to "Preferring Shop App MM over traditional markets for purchases," suggesting that some users may still favour traditional markets despite the app's advantages. These findings imply that while Shop App MM is well-regarded for its convenience, product variety, and secure transactions, there remains room for improvement in terms of fully replacing traditional shopping preferences.

4.4.2 Respondent Perception on Subjective Norms

This section examines respondents' perceptions of subjective norms, which refer to the social pressures or effects that affect an individual's behaviour and decisions. In the context of consumer purchase intention, subjective norms include the opinions, recommendations, and experiences shared by family, friends, social media, and influential people.

Table (4.5) Mean Score of Perception on Subjective Norms

Sr. No.	Subjective Norms	Mean	Std. Deviation
1	Receiving support from family for shopping through Shop App MM	3.36	0.842
2	Getting recommendations from friends to use Shop App MM for online shopping	3.45	0.790
3	Coming across positive comments or reviews about Shop App MM on social media	3.45	0.825
4	Being encouraged by influential people to use Shop App MM	3.48	0.761
5	Feeling confidence to shop on Shop App MM after hearing good experiences from others	3.51	0.771
6	Feeling encouraged to try Shop App MM when others to use it	3.62	0.761
7	Being influenced to use Shop App MM by positive reviews from others	3.55	0.773
Overall Mean		3.49	

Source: Survey Data, 2025

According to Table (4.5), the respondents' perception of subjective norms toward using Shop App MM is moderately positive, with an overall mean score of 3.49. The highest mean score is 3.62, which corresponds to "Feeling encouraged to try Shop App MM when others to use it," suggesting that peer behaviour significantly influences individual decisions to adopt the app. In contrast, the lowest mean score is 3.36, related to "Receiving support from family for shopping through Shop App MM," indicating that family influence is the least impactful among the listed factors. Overall, these results show that social

influences, particularly from peers, friends, and online reviews, play a meaningful role in shaping user attitudes and encouraging the use of Shop App MM.

4.4.3 Respondent Perception on Perceived Behavioural Control

This section focuses on the respondents' perceptions of perceived behavioural control, which refers to the degree to which consumers feel capable of using Shop App MM effectively and overcoming any challenges during the purchasing process. Perceived behavioural control is an important factor in consumer behaviour theory as it reflects the ease or difficulty users associate with performing a particular behaviour.

Table (4.6) Mean Score of Perception on Perceived Behavioural Control

Sr. No.	Perceived Behavioural Control	Mean	Std. Deviation
1	Finding it easy to navigate and use the Shop App MM.	3.71	0.729
2	Having access to reliable internet when using Shop App MM.	3.66	0.714
3	Feeling confident making payments through Shop App MM using mobile payment methods (e.g., KBZPay).	3.70	0.747
4	Believing in the successful delivery of an order regardless of location.	3.67	0.741
5	Being capable of completing a purchase on Shop App MM without help from others.	3.78	0.705
6	Considering using Shop App MM manageable even for people with basic digital skills.	3.70	0.717
7	Being familiar with handling any issues or problems during the purchasing process on Shop App MM.	3.65	0.783
Overall Mean		3.69	

Source: Survey Data, 2025

According to Table (4.6), respondents generally perceive a high level of control when using Shop App MM, as reflected by the overall mean score of 3.69. The highest mean score is 3.78, associated with "Being capable of completing a purchase on Shop App MM without help from others," indicating that most users feel confident and independent

in managing their shopping activities on the app. The lowest mean score is 3.65, related to "Being familiar with handling any issues or problems during the purchasing process on Shop App MM," suggesting that while users are comfortable using the app, there may still be some uncertainty when it comes to resolving problems. Overall, these findings show that respondents feel capable and in control of using Shop App MM, especially in terms of navigation, payment, and completing purchases independently. Overall mean scores are presented in Table (4.7).

Table (4.7) Overall Mean of Influencing Factor on Consumer Purchase Intention

Sr. No.	Overall Mean	Mean Score
1	Attitude	3.60
2	Subjective Norms	3.49
3	Perceived Behavioural Control	3.69

Source: Survey Data, 2025

According to Table (4.7), the overall mean scores of the three influencing factors on consumer purchase intention show that perceived behavioural control has the highest mean score of 3.69, indicating that consumers feel confident and capable in using Shop App MM. The lowest mean score is 3.49 for subjective norms, suggesting that social influence has a comparatively weaker impact on consumers' purchase intentions. Attitude holds a moderate position with a mean score of 3.60, reflecting a generally positive evaluation of the app. Overall, the results indicate that consumers' sense of control in using the app plays the most significant role in shaping their purchase intentions, followed by their personal attitudes, while social influences are relatively less impactful.

4.4.4 Respondent Perception on Consumer Purchase Intention

This section focuses on respondents' perceptions of their consumer purchase intention, which refers to their likelihood or willingness to make a purchase using Shop App MM in the future. A consumer's intention to purchase often reflects their likelihood to buy again and remain loyal to a platform.

Table (4.8) Mean Score of Perception on Consumer Purchase Intention

Sr. No.	Consumer Purchase Intention	Mean	Std. Deviation
1	Intending to use Shop App MM for next online purchase.	3.6 7	0.65 6
2	Planning to purchase products from Shop App MM regularly in the future.	3.6 4	0.74 1
3	Recommending Shop App MM to friends and family.	3.7 2	0.75 3
4	Being willing to try new products or categories on Shop App MM.	3.7 6	0.67 3
5	Expecting to increase the use of Shop App MM over time.	3.7 4	0.66 4
6	Feeling motivated to buy from Shop App MM after browsing products.	3.7 1	0.70 5
7	Considering checking Shop App MM when a need arises.	3.6 6	0.72 1
Overall Mean		3.70	

Source: Survey Data, 2025

According to Table (4.8), respondents demonstrate a strong purchase intention toward using Shop App MM, with an overall mean score of 3.70. The highest mean score is 3.76, corresponding to "Being willing to try new products or categories on Shop App MM," indicating a high level of openness and interest in exploring the platform further. The lowest mean score is 3.64, related to "Planning to purchase products from Shop App MM regularly in the future," suggesting slightly lower commitment to regular use compared to other aspects. Overall, the results indicate that respondents are generally motivated, confident, and willing to engage with Shop App MM, reflecting a positive outlook for continued and increased usage.

4.4.5 Respondent Perception on Purchase Decision

This section examines respondents' perceptions regarding consumer purchase decisions on Shop App MM, focusing on factors that influence the timing and motivation behind their buying behaviour.

Table (4.9) Mean Score of Perception on Purchase Decision

Sr. No.	Purchase Decision	Mean	Std. Deviation
1	Making purchases from Shop App MM based on limited-time offers or flash sales.	3.5 9	0.74 8
2	Being influenced by discounts or promotions when deciding to buy from Shop App MM.	3.7 1	0.71 0
3	Completing purchases on Shop App MM when seeing products are in stock and available.	3.6 9	0.70 5
4	Making purchases promptly since Shop App MM delivers quickly.	3.5 9	0.68 2
5	Finalizing decisions to buy on Shop App MM when satisfied with the total cost.	3.6 8	0.71 2
6	Choosing to buy from Shop App MM when free delivery is available.	3.6 7	0.70 5
7	Completing purchases when already having added items to the cart.	3.7 1	0.71 2
Overall Mean		3.66	

Source: Survey Data, 2025

According to Table (4.9), respondents show a moderately strong perception of their purchase decision behaviour on Shop App MM, with an overall mean score of 3.66. The highest mean scores, both at 3.71, are for "Being influenced by discounts or promotions when deciding to buy from Shop App MM" and "Completing purchases when already having added items to the cart," highlighting the significant impact of promotional strategies and pre-selection behaviour on final purchase decisions. The lowest mean scores, both at 3.59, are linked to "Making purchases from Shop App MM based on limited-time offers or flash sales" and "Making purchases promptly since Shop App MM delivers

quickly," suggesting these factors are slightly less influential. Overall, the results indicate that cost-related incentives and ease of completing transactions play a central role in shaping consumers' final purchase decisions on Shop App MM.

4.5 Analysis on the Factors Influencing on Consumer Purchase Intention

This section presents the analysis of key factors influencing consumer purchase intention toward Shop App MM. Using multiple regression analysis, the study examines how attitude, subjective norms, and perceived behavioural control contribute to consumers' intentions to use the app for their shopping needs.

Table (4.10) Factors Influencing on Consumer Purchase Intention

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.591	0.106		5.599	0.000	
Attitude	0.205***	0.045	0.215	4.592	0.000	1.561
Subjective Norms	0.302***	0.037	0.343	8.223	0.000	1.822
Perceived Behavioural Control	0.357***	0.046	0.369	7.808	0.000	1.921
R Square	0.705					
Adjusted R Square	0.703					
F Value	303.576***					

Source: Survey Data, 2025

According to Table (4.10), the regression analysis reveals that attitude, subjective norms, and perceived behavioural control all have a positive and statistically significant influence on consumer purchase intention toward Shop App MM. The standardized beta

coefficient for perceived behavioural control ($\beta = 0.369$) is the highest among the three predictors, indicating that consumers' confidence and ability to use the app effectively is the most influential factor. This suggests that when users feel capable and in control of their shopping experience on the platform, their intention to purchase increases significantly.

The next most influential factor is subjective norms ($\beta = 0.343$), which reflects the effect of social influences such as family, friends, and online reviews. This implies that consumers are highly responsive to the opinions and recommendations of others when it comes to deciding whether to use Shop App MM. Attitude ($\beta = 0.215$) also significantly influences purchase intention, although to a lesser extent. A positive attitude such as perceiving the app as convenient, time-saving, or offering good value still contributes meaningfully to the consumer's decision-making process.

The R Square value of 0.705 shows that approximately 70.5% of the variance in consumer purchase intention is clarified by the combined effect of attitude, subjective norms, and perceived behavioural control. This is a strong model fit, suggesting that the three predictors are highly effective in explaining purchase behaviour in this context. The F value of 303.576 is statistically significant ($p < 0.001$), confirming that the regression model is valid and that the independent variables collectively have a significant influence on the dependent variable consumer purchase intention.

4.6 Analysis on the Effect of Consumer Purchase Intention on Purchase Decision

This section examines the relationship between consumer purchase intention and the actual purchase decision when using Shop App MM. The following analysis presents the impact of consumer purchase intention on the final decision to purchase through the app.

Table (4.11) Effect of Consumer Purchase Intention on Purchase Decision

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.585	0.101		5.805	0.000
Consumer Purchase Intention	0.832***	0.027	0.845	30.923	0.000
R Square	0.714				
F Value	956.228				

Source: Survey Data, 2025

*** Significant at 1% level

According to Table (4.11), the regression analysis shows that consumer purchase intention has a strong and statistically significant positive effect on the actual purchase decision for Shop App MM users. The standardized beta coefficient is 0.845, indicating a very strong relationship—when consumers have a higher intention to purchase, they are much more likely to follow through with an actual purchase. The R Square value of 0.714 suggests that 71.4% of the variation in purchase decisions can be explained by purchase intention alone. Additionally, the F value of 956.228 is highly significant ($p < 0.01$), confirming that the model is robust and that purchase intention is a powerful predictor of consumer purchase behaviour on the platform.

CHAPTER V

CONCLUSION

This chapter comprises three sections. The first section of the study presents the findings and discussions. In the second section, suggestions and recommendations derived from the findings are presented. In the final section, this chapter consists of essential requirements for need for further research.

5.1 Findings and Discussions

The primary objectives of this study are to examine the factors influencing consumer purchase intention towards Shop App MM in Myanmar and to analyse the effect of purchase intention on purchase decision. The key variables under investigation include attitude, subjective norm, and perceived behavioural control, using a quantitative research approach. Data were collected through a structured questionnaire employing a 5-point Likert scale via an online survey, targeting 385 respondents based on Cochran's formula for unknown populations.

The demographic profile shows that the Shop App MM user base is predominantly female and mainly younger, single individuals, indicating the app appeals largely to a tech-savvy, youthful audience. Respondents tend to be well-educated, with many holding graduate and postgraduate degrees, suggesting a high level of digital literacy. The participants represent diverse occupational backgrounds, including salaried employees, freelancers, and business owners, reflecting broad appeal across different employment types. Income levels vary considerably, demonstrating that the app serves customers across multiple economic segments. Purchase habits reveal that most users shop occasionally or monthly, offering valuable insights for marketing strategies aimed at boosting purchase frequency and customer loyalty. The findings provide a reliable dataset and reveal a user base that is young, educated, and economically diverse, offering important guidance for business growth and customer engagement strategies.

Based on the survey data, the findings reveal that consumers hold a generally positive attitude toward Shop App MM, appreciating its convenience, time-saving features, and transaction security, which together foster strong purchase intentions. Perceived behavioural control developed as the most influencing factor, indicating that users feel confident and capable when navigating the app and completing purchases independently.

Subjective norms also play a significant, though slightly lesser, role, showing that social influences such as family, friends, and positive reviews encourage consumer engagement. Furthermore, respondents demonstrated a strong intention to continue using Shop App MM for future purchases, with high willingness to explore new products and recommend the app to others, reflecting growing loyalty. Purchase decisions are notably influenced by discounts, product availability, and promotional features like shopping carts and free delivery, underscoring the importance of marketing incentives and operational efficiency in driving sales. Overall, these results suggest that Shop App MM effectively meets consumer needs for reliability, ease of use, and social validation, positioning it well for sustained growth and customer retention in Myanmar's competitive e-commerce market.

Attitude, subjective norms, and perceived behavioural control significantly and positively influence consumer purchase intention toward Shop App MM, with perceived behavioural control having the strongest impact. This indicates that consumers' confidence in their ability to use the app smoothly plays an important role in their decision to buy, emphasizing the need for a user-friendly and reliable app experience. Moreover, encouragement from family, friends, and social networks plays a critical role in shaping buying intentions, emphasizing the impact of social proof and personal recommendations. While attitude is slightly less influential, it remains essential as it reflects consumers' personal evaluations and satisfaction with the app. Together, these factors examine a necessary sector of the variance in purchase intention, indicating that improving app usability, fostering positive social endorsements, and enhancing overall user attitudes are key strategies for increasing consumer engagement and driving sales growth for Shop App MM.

Consumer purchase intention has a strong and positive effect on the actual purchase decision for Shop App MM, indicating that stronger purchase intentions lead to a significantly higher likelihood of completing a transaction. This underscores the critical role of fostering firm purchase intentions to move consumers from mere interest to concrete buying actions. The findings describe that marketing strategies focusing on reinforcing purchase intentions—such as personalized offers, promotions, and timely reminders—can effectively boost actual sales. Moreover, addressing potential barriers like concerns about product quality or payment security is essential to prevent hesitation and lost sales. By creating a smooth, trustworthy, and motivating shopping environment, Shop App MM can successfully convert consumers' intentions into real purchases, thereby enhancing customer satisfaction, loyalty, and overall business growth.

5.2 Suggestions and Recommendations

Based on the demographic profile of Shop App MM users, several strategies can be implemented to further grow and retain their customer base. Since most of the users are young, educated women, marketing campaigns should be tailored toward their preferences and lifestyle, emphasizing ease of use, convenient delivery, promotions, and loyalty programs that appeal to their routines. Targeted promotions for the 21–40 age group and for company staff and freelancers, who form a significant portion of users, can help foster greater loyalty and repeat purchases. Furthermore, offering flexible payments, special deals for high-value shoppers, and incentives for frequent buying can aid in turning occasional shoppers into regular ones, strengthening their engagement and increasing sales. Overall, understanding these demographic patterns allows Shop App MM to align its strategies with its users' preferences and maximize customer satisfaction and loyalty.

Shop App MM should continue strengthening its platform by focusing on the factors that most effect consumer purchase intention perceived behavioural control, a positive attitude, and subjective norms. Enhancing ease of use, securing reliable delivery, and offering convenient payments can further empower consumers to make purchases with confidence. Additionally, employing strategies to foster social proof, such as loyalty programs, customer reviews, and influencer endorsements, can help reinforce subjective norms and motivate potential shoppers. Providing promotions, free delivery, and a wide range of product choices will contribute to retaining loyalty and increasing the likelihood of repeat purchases. Overall, by optimizing these key factors, Shop App MM can create a more enjoyable and trustworthy shopping experience for its users.

Shop App MM should prioritize strengthening its platform's ease of use, fostering positive word-of-mouth, and enhancing consumers' attitudes toward the app. Providing clear instructions, reliable technical support, and a smooth purchasing process can empower users and reduce uncertainty, thereby increasing their confidence and loyalty. Additionally, leveraging social proof through customer reviews, influencer promotions, and community endorsements can further influence buying decisions and foster greater engagement. Implementing strategies that combine these factors will enable Shop App MM to create a more trustworthy, convenient, and enjoyable shopping experience, ultimately boosting consumer purchase intention and driving sustained sales growth. Furthermore, regularly collecting customer feedback, addressing complaints promptly, and adding desirable features based on consumer preferences can aid in retaining loyalty and strengthening the competitiveness of the platform in a growing digital market.

Shop App MM should prioritize strategies that strengthen consumer purchase intention to maximize conversion into actual sales. This can be supported by offering personalized promotions, simple and trustworthy product information, flexible and convenient payment options, and a smooth, user-friendly shopping experience. Providing incentives, loyalty programs, follow-up messages, and special rewards can further motivate consumers to follow through with their buying decisions. Additionally, addressing potential barriers — such as delivery concerns, product authenticity, or data security — is crucial in reducing uncertainty and fostering greater confidence in the platform. Continuous improvement in service quality, fast delivery, and responsive customer support will aid in turning strong purchase intentions into completed transactions, thereby strengthening customer loyalty and driving sustained sales growth for Shop App MM. Furthermore, strengthening communication and engagement with users through social media, email promotions, and loyalty programs can foster a strong, trusting relationship with consumers. This, in turn, will contribute to an improved customer experience, greater satisfaction, and ongoing loyalty to the platform.

Shop App MM stands to significantly grow its customer base and drive sustained sales by focusing on strategies that align with its users' preferences and purchasing behaviours. By strengthening key factors that affect consumer purchase intention as ease of use, subjective norms, and a positive attitude toward the platform. Shop App MM can foster loyalty, repeat purchases, and greater customer satisfaction. Implementing promotions, loyalty programs, flexible payments, and strong customer support, alongside employing social proof through reviews, influencer promotions, and community endorsements, will further reinforce consumer confidence and loyalty. Continuous improvement based on customer feedback, combined with a strong understanding of its target demographic, will enable Shop App MM to remain competitive and adaptable in a growing digital market. This method not only helps maximize conversion but also offers to the platform's long-term success and strong financial performance.

5.3 Need for Further Research

The objective of this study is to examine the factors influencing consumer purchase intention towards Shop App MM. This study does not encompass the factors influence on consumer purchase intention provide by other online shopping businesses. Therefore, it is crucial to do further research in order to determine consumer purchase intention and purchase decision towards other online shopping businesses by covering the online

shopping business. There may exist further influential aspects that can impact consumer purchase intention. The contributing elements may vary based on the mindset of the customer. It is desirable to do more research to explore the remaining variables that may influence consumer purchase intention.

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APPENDIX A
SURVEY QUESTIONNAIRE
FACTORS INFLUENCING CONSUMER PURCHASE INTENTION
TOWARDS SHOP APP MM

I am a student of Master of Marketing Management Programme at Yangon University of Economics. I am doing the research on “Factors Influencing Consumer Purchase Intention Towards Shop App MM”. Please respond to the following questions by ticking the best fitting choice. All the information collected through the questionnaire will be confidentially kept and used for academic purpose only. Please kindly give a few minutes of your time to answer these questions. Thank you advance for your participation and valuable time.

Section (A): Demographic Characteristics of Respondents

Please place a tick (√) in the box to represent your answers.

1. Gender

- Male
- Female

2. Marital Status

- Single
- Married

3. Age

- Below 20 years
- 21 – 30 years
- 31 – 40 years
- 41 – 50 years
- Above 50 years

4. Education Level

- High school and below
- Undergraduate
- Graduate
- Post-graduate
- Master degree/ PhD

5. Occupation Level

- Company Staff
- Government Staff
- Business Owner
- Freelance

6. Monthly Income (MMK)

- 500,000 MMK and below
- 500,001 – 1,000,000 MMK
- 1,000,001 – 1,500,000 MMK
- 1,500,001 – 2,000,000 MMK
- Above 2,000,000 MMK

7. How often do you make purchases from the Shop App MM?

- Never
- Occasionally (1-2 times every few months)
- Monthly (about once a month)
- A few times a month
- Weekly or more often

Section (B): Influencing Factors on Purchase Intention

This section is seeking your opinion regarding influencing factors, purchase intention and purchase decision of Shop App MM. For each statement, please indicate to which extent you feel it is agreeable or disagreeable. Please make a Tick (√) one of the following questionnaires, indicating your answer.

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

(1) Attitude

Sr No	Statement	1	2	3	4	5
1	I believe shopping on Shop App MM saves me time compared to going to physical stores.					
2	I think the prices on Shop App MM are more affordable than other shopping methods.					
3	I find a wide variety of products available on Shop App MM.					
4	I believe that shopping on Shop App MM is a convenient way to shop.					
5	I feel confident that Shop App MM provides secure transactions.					
6	I prefer using Shop App MM over traditional markets for my purchases.					
7	I have a generally positive impression of Shop App MM.					

(2) Subjective Norm

Sr No	Statement	1	2	3	4	5
1	My family supports me shopping through Shop App MM.					
2	My friends recommend using Shop App MM for online shopping.					
3	I have seen positive comments or reviews about Shop App MM on social media.					
4	People who influence me think it is a good idea to use Shop App MM.					
5	I feel more confident shopping on Shop App MM when I hear good experiences from others.					
6	If others around me use Shop App MM, I feel encouraged to try it too.					
7	Positive reviews from others would encourage me from using Shop App MM.					

(3) Perceived Behavioural Control

Sr No	Statement	1	2	3	4	5
1	I find it easy to navigate and use the Shop App MM.					
2	I have access to reliable internet when using Shop App MM.					
3	I feel confident making payments through Shop App MM using mobile payment methods (e.g., KBZPay).					
4	I believe that my order will be delivered successfully wherever I live.					
5	I am capable of completing a purchase on Shop App MM without help from others.					
6	I think using Shop App MM is manageable even for people with basic digital skills.					
7	I am familiar with how to handle any issues or problems during the purchasing process on Shop App MM.					

Section (C): Purchase Intention and Purchase Decision

This section is seeking your opinion regarding Purchase Intention and Purchase Decision of Shop App MM. For each statement, please indicate to which extent you feel it is agreeable or disagreeable. Please make a Tick (√) one of the following questionnaires, indicating your answer.

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

Agree

Purchase Intention

Sr No	Statement	1	2	3	4	5
1	I intend to use Shop App MM for my next online purchase.					
2	I plan to purchase products from Shop App MM regularly in the future.					
3	I recommend Shop App MM to my friends and family.					
4	I am willing to try new products or categories on Shop App MM.					
5	I expect to increase my use of Shop App MM over time.					
6	I feel motivated to buy from Shop App MM after browsing products.					

7	When I have a need, I first consider checking Shop App MM.					
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Purchase Decision

Sr No	Statement	1	2	3	4	5
1	I have made purchases from Shop App MM based on limited-time offers or flash sales.					
2	Discounts or promotions influence my decision to buy from Shop App MM.					
3	I complete purchases on Shop App MM when I see products are in stock and available.					
4	I always make purchases promptly since Shop App MM delivers quickly.					
5	I finalize my decision to buy on Shop App MM when I am satisfied with the total cost.					
6	I choose to buy from Shop App MM when free delivery is available.					
7	I usually complete my purchase when I have already added items to the cart.					

Thank You for Your Cooperation and Valuable Time.

APPENDIX B

SPSS OUTPUT

EFFECT OF INFLUENCING FACTORS ON CONSUMER PURCHASE INTENTION TOWARDS SHOP APP MM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.705	.703	.31986

a. Predictors: (Constant), Attitude, Subjective Norms, Perceived Behavioural Control

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	93.179	3	31.060	30.3576	.000 ^b
Residual	38.981	38	1.023		
Total	132.160	41			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Attitude, Subjective Norms, Perceived Behavioural Control

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.591	.106		5.599	.000
Attitude	.205	.045	.215	4.592	.000
Subjective Norms	.302	.037	.343	8.223	.000
Perceived Behavioural Control	.357	.046	.369	7.808	.000

a. Dependent Variable: Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.714	.713	.30917

a. Predictors: (Constant), Purchase Intention

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Significance
Regression	91.402	1	91.402	95.6228	.000 ^b
Residual	36.609	38	.963		
Total	128.011	39			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Purchase Intention

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Significance
	B	Std. Error	Beta		
(Constant)	.585	.101		5.805	.000
Purchase Intention	.832	.027	.845	30.923	.000

a. Dependent Variable: Purchase Decision

