

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**CONSUMER ATTITUDE AND BUYING BEHAVIOR OF**  
**ABC CONVENIENCE STORES IN YANGON**

**AYE NYEIN SAN**

**MBA II – 67**

**23<sup>rd</sup> BATCH**

**DECEMBER, 2019**

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**ACADEMIC YEAR (2017 – 2019)**

**Supervised by**

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## ACCEPTANCE

This is to certify that this thesis entitled “**Consumer Attitude And Buying Behavior of ABC Convenience Stores in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

### Board of Examiners

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**(Chairman)**

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## **ABSTRACT**

The main purposes of the study are to examine factors influencing consumer attitude towards abc convenience stores in Yangon and to analyze the effect of consumer attitude on buying behavior at these stores. The primary data are collected from 385 consumers by using the structured questionnaires which is designed with 5-point Likert Scale. The study finds that store quality, prices, promotion, and convenience of shopping and additional services have influenced on the cognitive component towards abc convenience stores. The store quality has positive impact on affective component of abc convenience stores. Store quality, convenience of shopping and additional services has positively effect on conative component of abc convenience stores. Cognitive component and conative component have strongly effect on buying behavior of abc convenience stores. Thus, the company should focus on measure for consumer awareness and products knowledge to enhance on buying behavior of customers in abc convenience stores.

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# CHAPTER 1

## INTRODUCTION

The increasing number of convenience stores in Myanmar needs to maintain and grow their number of consumers. Convenience stores' single best method to increase the service quality is recognized by the customer's views. However, modern retail outlets are rapidly replacing the unorganized traditional retail outlets, which have in turn led to the pervasive recognition of convenience stores. Customers are willing to come and purchase these stores for their fast, favorable convenience and services. Nevertheless, the convenience store industry in Myanmar has grown speedily, over the past few years, with the lifestyle of consumers' moving towards modern style.

This study intends to know consumers' attitude and buying behavior process as why customers buy the same product from the convenience stores, whereas these products are available in smaller shops, near to their houses. The sense of consumer satisfaction is more important than price or they have a perception of quality linked to high prices. This study will help improvement not only in shopping center but also in the small shop owners to put the findings for the development of modern selling techniques.

Attitude is defined as a psychological path of evaluating a specific object with favor or disfavor (Eagly & Chaiken, 2007). Attitude can be seen as a fixed way of thinking when it endures for a long time. It includes assessments of the items referred to it proceed not. Consumer attitude is the part of the consumer behavior which is the actions and decision processes of people who purchase goods and services for personal consumption. Consumer behavior mainly depends on how customers spend their valuable time, money and effort make decisions for their purchased items. That includes what consumer buy, why consumer buy it, where consumer buy , how after consumer use it, how they evaluate it after consumer purchased and the impact of such evaluations on future purchases and how consumer dispose of it. Nowadays, all sellers focus on trying to understand the consumers and their buying behavior. Studying demographic consumer variables such as age, gender and income can help to understand consumer behavior in the retail industry and thereby help to gain a better understanding of consumers by learning the effects of the consumers' perceptions.

This study explores all the pros and cons of shopping in convenience stores such as entertainment, display, ease of shopping, prices, promotion, product variety, quality and level of customer service quality. In this study, the consumer attitude was measured by the Tri-component Attitude Model (Schiffman & Kanuk, 2004). stores service related information from different sources related to their progress. The second part of tri-component model is affective component. Affective component is a consumer's emotions or feelings about a particular product or brand constitute the component of an attitude. The third part of tri-component model is conative component. Conative component is frequently treated as an expression of the consumer/s intention to buy (Schiffman & Kanuk, 2004) Each of con (Mohd-Said, 2003) Consumer has a vast number of attitudes towards products, services, advertisements, direct mails and retail stores. Understanding the consumer attitude is important for all kind of business.

Many of the people are chose their attitude on product, price, place and promotion. Therefore, their influencing factors are important for marketer. Then, the consumer's purchase behavior is also important. Therefore, the main goal of research is to analyze factors that influence consumer attitude towards ABC convenience stores in Yangon and to analyze the effect of consumer attitude of buying behavior of ABC convenience stores in Yangon.

## **1.1 Rationale of the Study**

Nowadays, there is a high competition retail industry in Myanmar. Ranges of emerging services from supermarkets as well as convenience stores have been added to the retailing environment (Mohd-Said, 2003) Numerous convenience stores in Myanmar now have been operating in an anticipatory method to recognize the customers' satisfaction with tangibles by means of offering goods or services, except there is a service lack of confirmation to establish that consumers are not completely satisfied (Gomez, McLaughlin, & Wittink, 2004).The concern now is, as (Yuen & Chan, 2010) highlighted, that nowadays in the competitive convenience store, market segment and demands of customers are growing these days, time due to the growth of service quality comparable progress of service industry in which the retailing segment takes up a momentous position (Mohd-Said, 2003). The rising competition for the increase in business, particularly in the retailing industry (convenience store sector) has at all times

been very extreme and competitive, thereby forcing companies to look for innovative methods to obtain better and improve their market shares. Thus, understanding the ways to build up customer satisfaction and the category of features that makes customers satisfied has turned into and is still a major worry in retail management nowadays (Pritchard, Havitz, & Howard, 1999). The rising rivalry in the Myanmar retailing industry has manipulated and bestowed demands to retailers such as convenience store business owners to look for innovative approaches to distinguish themselves as well as improve their competitive position in customers' mind in order to perk up customer attitude and buying behavior.

Current major convenience stores in the retail industry are trying to get more customer satisfaction and market share. In order to achieve those goods, convenience stores in the retail industry need to know customer's attitude and their preferences. To survive and grow in the industry, the attitude of the customers towards convenience stores are essential and those need to be measured. This study focuses the consumer attitude and buying behavior of convenience stores in Yangon.

## **1.2 Objectives of the Study**

The two main objectives of the study are as follow;

- (1) To examine factors influencing consumer attitude towards ABC convenience stores in Yangon.
- (2) To analyze the effect of consumer attitude on buying behavior of ABC convenience stores in Yangon.

## **1.3 Scope and Methods of the Study**

The scope of this study is ABC convenience stores in Yangon. This study only focuses on factors influencing consumer attitude and effect of consumer attitude on buying behavior of ABC convenience stores in Yangon. The analytical research method is used in this study. It is a quantitative study where the structured questionnaire is given out to the respondents. According to Raosoft sample size calculator, the sample size of this research is 385 respondents who has at least one or more experiences to buy /visits ABC conveniences stores in Yangon.

All ABC convenience stores customers from Yangon for this study was randomly selected to participate in this study. Simple random sampling technique was used to obtain the 385 respondents who are ABC convenience stores customers. The primary data are conducted from 385 ABC convenience stores consumers by using the structured online questionnaires which is designed with 5-point Likert from online google form and paper survey. The secondary data are collected from previous research paper, text book, related websites in order to achieve the study objectives. This survey is conducted during July and August 2019. The analysis of information collected from primary source SPSS software has been used by research.

#### **1.4 Organization of the Study**

This study is divided into five chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope and methods and organization of the study. Theoretical background, particularly on attitude theory and Tri-Component Attitude Model are included in chapter two. Chapter three presents background and profile of ABC convenience stores and Chapter four analyzes the influencing factors of consumer attitude and the effect of consumer attitude on buying behavior of ABC convenience stores in Yangon. Chapter five covers conclusion that is described by the findings and discussions, suggestions and recommendations and limitation and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter provides the theoretical background of factors that influence consumer attitude on buying behavior towards ABC convenience stores in Yangon. The purpose is to further define the term and the characteristics of the topic related in respectively. Firstly, the general discussion of factors influencing factors on consumer attitude is presented. After that consumer attitude and buying behavior are discussed and finally a good conceptual framework is developed to summarize the variables' effect with other.

#### **2.1 Consumer Attitude Towards Retail Stores**

Attitude is defined as a psychological path of evaluating a special object with favor or disfavor (Eagly & Chaiken, 2007). Attitude can be seen as a fixed way of thinking when it endures for a longer time. Consumers have attitude to specific product behavior, for example which type of products the person prefers to use. Attitude towards the behavior refer to the level of which a person has a positive or negative evaluation or assessing of the behavior in question. The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration (Tarkiainen & Sundqvist, 2005). An attitude satisfies a personal motivated at the same time, affects the shopping and buying habits of consumers. As defined by Dr. Lars Perter, 2010 defines consumer attitude consists of a consumer's beliefs, feelings, and behavioral approaches leads to some object of marketing concept.. Outside the product attributes, attitudes can be influenced by many factors: word-of-mouth information acquired from others, or exposure to mass-media advertising, the internet, and various forms of direct marketing. The mixture of values, perceptions, and behaviors determine how a consumer is responding to a product or service. In order to measure customer attitude, tri-components of attitude models considered as the most appropriate measuring method (Schiffman & Kanuk, 2004).

Consumer attitude can be broadly classified as the decisions and actions that influence the purchasing behavior of a consumer. The study of consumer attitude not only

helps to understand the past but also predicts the future There are five main factors, (1) Store quality, (2) Prices (3) Promotion, (4) Convenience of shopping, (5) Additional services. .

### **2.1.1 Store Quality Factors**

Store quality plays an important role in influencing the buying decisions of consumers. Therefore, a consumer's behavior is influenced by the store quality (factors one) such as store atmosphere, level of customer service quality, friendly personnel and product quality. Store quality refers to the "insight of the quality of the retailer as well as the insight of the quality of the products (goods and services) offered by retailers" (Pappu., & Quester, 2006a). The concept retailer association and retailer perceived quality occasionally termed as same dimensions (Yoo, Donthu, & lee, 2000). However, retailer perceived quality and retailer association are two different constant (Pappu., & Quester, 2006a). The store perceived quality is also defined as the judgement of consumers about the degree of excellence and superiority of products offered by retailers (Zeithanl, 1988). Good perception of quality increases more customer visits and their retention which enhances profitability of the store (Pappu., & Quester, 2006a).

#### **(i) Store Atmosphere**

Under store quality (factor one) , store atmosphere is the combination of all the tangible and intangible elements of a retail-a–outlet, controlled and managed by the owner-mangers for enriched shopping behavior of the consumer that is favorable to the seller (Eroglu, Machleit, & Davis, 2001) . Store atmospherics is in what manner the shoppers perceive the store ambiance, which comprises of lighting, store aroma, layout, packing of product, and music etc. Display color is a stimulus for the customer who may in turn respond through their behavior. Store atmospherics is vital role to any retail outlet. A lot of experimental studies have been conducted an individual parameters like light, sound and color etc. to study their impact on consumer shopping behavior. ATM machine of AYA Bank is also installed in front of some ABC convenience stores.

#### **(ii) Level of Customer Service Quality**

Overall attitude does not differ significantly between domestic and foreign retailers in convenience stores. Store employee service is defined as the confirmation of the requirement in the delivery of a service to the customers by the employee

(Chakrabarty , Whitten, & Green, 2008) .The employees of the stores need to be friendly and polite to the customers to be satisfied. Thus, the level of customer service quality can help to maintain customers with store which increases store loyalty and repurchase intention. The frontline employees plays important role in developing positive store image to the consumers. Therefore, the level of service quality of employees shows the service quality of the store (Baker, Parasuraman, Grewal, & Voss, 2002). Service quality is a important role of strong retailer names.

### **(iii) Friendly Personal**

Some consumers selected friendliness of staff and personal relationship. Among the services, method of serving, friendship and knowledge of employees play a vital role in service features. Due to the friendship between employees of convenience stores and customers, customers will stay longer and in turn, spend more. Thus, friendly personal makes customers, comfortable when shopping and it can lead to an influencing factor for consumer attitude.

### **(iv) Product Quality**

Product quality in convenience stores is one of the factors influencing consumer attitude. Building a reputation for product quality is important in convenience store. In refrigeration cases, a spike in temperature can ruin food product, destroy inventory and result in sales or customers being lost. Through restrictions on food storage convenience stores can always keep food cases in the right conditions. Instead of reactively responding to refrigerator failures or emergencies, utilize refrigerator equipment monitoring to detect and address potential issues before they became a problem.

### **2.1.2 Prices Factor**

When there is good perceived price it means that consumers are getting more value of their money at the store, which is swapping between perceived qualities and sacrifice (Zielke, 2006). The price level of merchandises has significant impact on consumers purchase decision or their buying patterns (Dodds & Grewal, 1991). Higher level prices at stores create an impression on shoppers. Good perceived price makes the

consumers more satisfied loyal to the store. Thus, perceived price is the most influential factor for consumers in convenience stores. Some convenience stores arrange promotion for their products to attract customers. In this way, convenience stores can turn shoppers into loyal, repeat customers.

**(i) Store Brands' Quality**

Store brands' quality is an influencing factor to consumer attitude in convenience stores. Since most customers prefer brand conscious, stores need to sell branded groceries with the comprehensive facility management system, convenience stores will gain greater operational control and efficiency remove the responsibility of food quality assurance from store employees strengthen store brand's quality through consistently positive customer experience.

**(ii) Low Prices**

One of the critical retail attributes as identified by consumers is price matters. The continuing recession and rising prices on consumers price sensitive. Consumers prefer low prices to complete with other stores in order to attract customers. Good perceived price makes the consumer more satisfied loyal to the store because they consider that they are buying the products and services for less as compared to the other completing stores (Pappu., & Quester, 2006a).

**2.1.3 Promotion Factors**

Promotion is tactical marketing procedures to enhance the product or service in order to accomplish sales. It mostly uses short term incentives for customers coupons, special offers and different types of price manipulation are the predominant forms of promotion. Seasonal promotions of Christmas holidays and New Year holidays are conducted in order to attract regular customers as well as new customers. Considering the best kinds of promotional products to offer in convenience store plays a vital role to get new customers as well as to increase sales.

**(i) Appeal of Sales Promotion**

Appeal of sales promotion is one of the influencing factors for consumer attitude. It is also found that shoppers who are price conscious and sensitive to price select convenience stores for purchasing household items nearer to their linking places. Appeal of sales promotion is suitable for those who are price conscious. The more appeal of sales promotion, the more positive relationship between employees of stores and customers.

#### **2.1.4 Convenience of Shopping Factors**

Convenience of shopping is the way to demonstrate pervasive convenience environment for customers. The more convenience of shopping, the more customers will come and buy goods from the convenience stores. Moreover, convenience stores are licensed to sell low alcoholic content such as beers. These stores offer phone bill cards to fulfill customer's immediate needs and wants. They prefer longer open hours and easy-to-buy locations of convenience stores.

##### **(i) Convenience Stores' Location**

Convenience stores' location can be considered one of critical retail attributes as identified by consumers. These days, consumers are declaring the importance of location when shopping. In fact, inconvenience includes distance, amount of traffic, traffic lights for turning into the parking lot, size of the parking lot and convenience to other retailers. Thus, convenient stores' location is a considerable factor and it can influence consumer attitude.

##### **(ii) Convenience of Shopping**

Convenience of shopping is one of the influencing factors for consumer attitude. In fact, convenience stores can turn buyers into loyal, repeat customers over time. Convenience stores are not only dealing with increased competition but also operations are challenged to change the customer perception to be convenient for shopping. In this way, convenience stores can change customer expectations and create loyal customers.

##### **(iii) Speed of Check-Out**

One significant influencing factor is the speed of check-out in convenience stores. Thus, they need to deliver a positive shopping experience. Most convenience stores arrange comprehensive management for customers in order to improve speed of check-out for customer satisfaction.

#### **(iv) Broad Product Assortment**

Convenience stores need to have broad product assortment so as to solve time for customers to buy the things they want at one place. In this way, convenience stores arrange all sorts of things to sell at one place. Product assortment is breadth and depth of retailer's merchandises suppliers available for consumer in stores. Store layouts, designs and product assortments are critically important for developing store image towards consumers (Parasuraman, Grewal, & Voss, 2002). Product assortment are extremely crucial for getting customer traffic in store and it also plays important role in shopping environment, customer buying behavior and operational power (Grewal & Baker, 1994). Also note that product assortments influences shopper's price acceptability, which is positivity leads to purchase intention.

#### **2.1.5 Additional Service Factor**

Convenience stores are small retail business and they can also offer additional services. They can offer fast food items and ready-to-eat, such as breakfast sandwiches and fry-ups. Apart from store Employee's Service, there is also additional services such as providing free parking space. Store environment is needed to consider for additional service. Thus, providing free parking space is essential near the convenience stores. In this way customers can easily buy at convenience stores without differently for their own cars.

Convenience stores may be combined with additional services such as arranging buying cinema tickets for customers. Thus, the only way to get customers into convenience stores when bottling the competition is by offering additional services. Having ATM machines of local banks in front of the stores is by far the most important service for helping customers.

### **2.2 Tri-Component Attitude Model**

The focus of the study has basically been intended to understand the formation of attitudes, so as to be predicting acts of behavior, and influence them. Researchers have developed a number of models to describe the dimensions and attitude of understanding and to explain or predict behavior. According to the (Schiffman & Kanuk, 2004), the tri-components attitude model states that attitudes are composed of the knowledge (cognitive) component, feeling and emotional (affective) component and the action (conative) component.

**(a) Cognitive Component**

The cognitive aspect involves the cognitive processes leading to the formation of attitudes. Marketing terms for consumers, the knowledge or cognitive component of the tri component model consists of consumers 'awareness about the products/service offering in social media marketing. Consumer attitudes are formed on the basis of experiences as well as data and received from personal (word of mouth, family, friends, peers etc.) as well as impersonal (marketer's sources) sources of information that are retained in one's memory. The views and perceptions are reinforced regularly, and attitudes are finally created. This knowledge aspect takes the leads of the emotional component.

**(b) Affective Component**

The feeling or the affect component comprises the emotional component of attitudes. In fact, this is understood to be attitudes itself, as it depicts emotional states that are positive, neutral or negative. In marketing terms, it refers to a consumer's feelings about a product/service offering and the social media marketing. These emotions can relate to an attribute or the object as a whole. Such reactions and resultant states also get stored in the memory. Their retrieval, recall and recollection also affect future decision making.

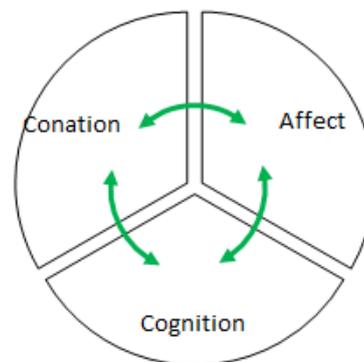
**(c) Conative Component**

The behavioral or the conative aspect of attitudes represents the result of an attitude; an attitude is created out of components of psychograph, which cannot be seen.

Only this third aspect can be used to infer attitudes. The first two components, knowledge and feelings are not expressive or illustrate of attitudes. It is just this segment through which demeanors can be construed.

All the three mentally parts will in general be predictable.. This means that a change in one attitude component tends to produce related charges in other components. This tendency is the basis for a substantial amount of marketing strategy. Hence, marketers indirectly influence consumer behavior by providing information, music, or other stimuli that influence a belief or feeling about the product.

**Figure (2.1) Tri –Component Attitude Model**



Source: Schiffman & Kanuk (2004)

### 2.3 Buying Behavior

Buying behavior is the decision process and acts of people actions of individuals involved in buying and use of products. Consumer behavior is the study of the collection, purchase, use and dispose of goods, services, ideas or experiences by individuals, groups and organizations to fulfill their needs and wants (Kotler., A, & M, 2013). According to them, in addition to the external and internal stimuli, consumer behavior is affected by economic, social and personal influences.

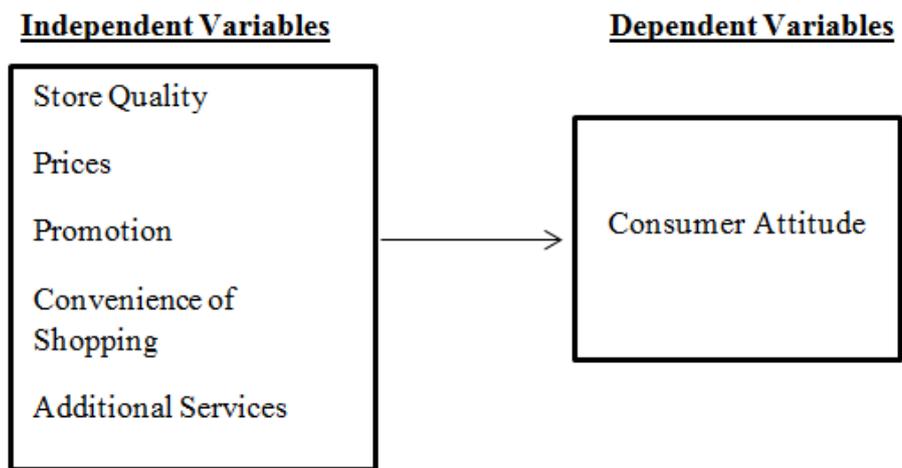
Response Behavior is characterized as purchasing low involvement products that are often purchased at low cost. It requires very little effort in search and decision making and almost purchased. Limited Decision Making is buying product occasionally. It requires a moderate amount of time for information gathering.

Extensive Decision Making described as showing actions of products that are complex, highly engaged, unknown, costly and unusual. Since, high degree of economic/performance/psychological risk is considered spending a lot of time and seeking records for identifying the purchase.

## **2.4 Previous Studies**

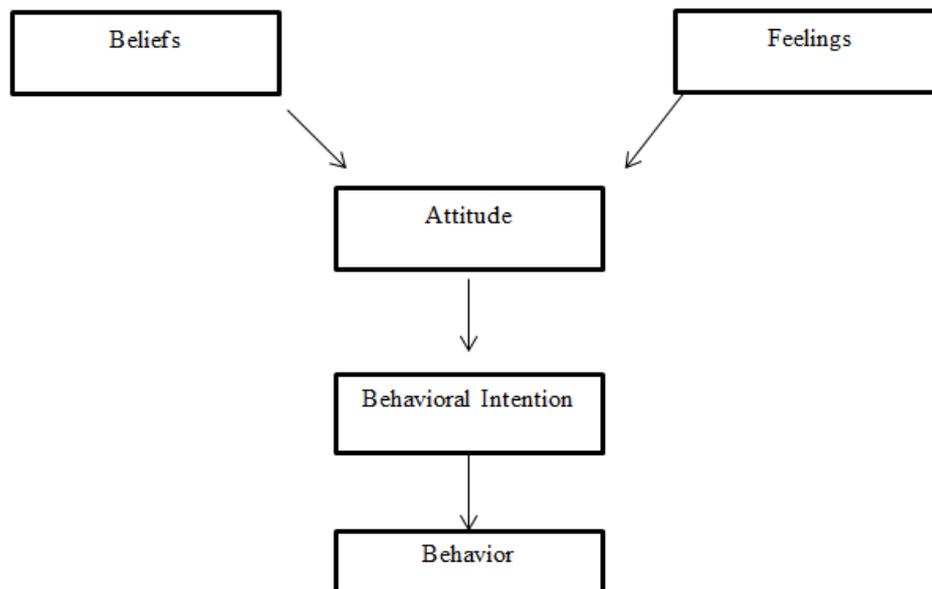
This study mainly based on previous research paper from foreign university. Attitude and purchasing behavior of consumers in domestic and foreign food retailers in Croatian is written by (Anic, 2010). This paper aims to examine the differences in consumers' attitudes towards domestic and foreign retailers in Croatian. The purpose of this paper is to gain better insights into consumer attitudes in the Croatian environment. It segments the consumers based on their attitudes, and examines the differences among the attitude segments relative to their retail patronage behavior, consumer spending and consumer survey. Based on the data analyzed, the results show that consumers perceive domestic retailers as being similar to foreign retailers on three out of four store attribute factors. Cluster analysis produced three consumer segments and the significant differences across segments exist in retail patronage, but not in consumer spending behavior and the attitudes towards buying Croatian-made products. When designing retail strategy, managers should take into consideration both consumer attitudes and segments.

**Figure (2.2) Factors that Influence Store- Attributes on Consumer attitudes Towards Domestic Retailer and Foreign Retailer**



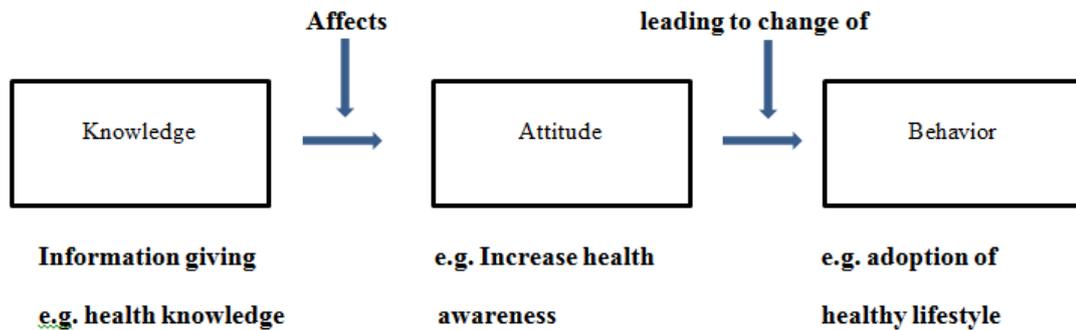
Source: [zb rad Ekon fak Rij \(2010\)](#)

**Figure (2.3) The Relationship between the elements of attitudes**



Source: James E Engel, Roger D Blackwell & Paul W [Miniard \(1995\)](#)

**Figure (2.4) Knowledge – Attitude – Behavior (KAB) Model**



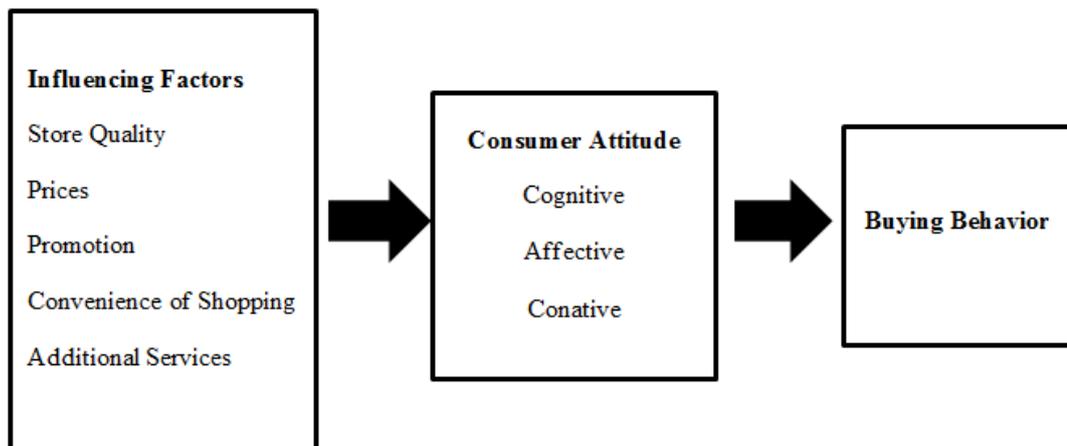
Source: James E Engel, Roger D Blackwell & Paul W Miniard (1995)

According to the Figures (2.3) and (2.4), the previous study is the relationships between the elements of attitude. This research conduct by (Engel, Backwell , & Miniard, 1995).The objectives of this study is health care sectors of consumer attitude and behavior .Attitude and behavior are not synonyms of each other, attitude may result from behavior. Attitude has a motivational quality, which means a consumer towards a particular behavior. The knowledge-attitude-behavior model considers that knowledge is especially important for effecting changes in behavior and that individual can obtain knowledge and skills through learning.

## **2.5 Conceptual Framework of the Study**

This conceptual framework for this research study is the combination of the theoretical reviews and pervious researches. In this study model, according to consumer attitude and behavior intention of ABC convenience stores in Yangon, consumer attributes are structured by the influencing factors such as store quality, prices, promotion, convenience of shopping and additional service. Final part of the research examines the relationship between consumer attitude and buying behavior of ABC convenience store in Yangon. The conceptual framework of this study is described in the following figures.

**Figure (2.5) Conceptual Framework**



Source: Own Compilation (2019)

Figure (2.5) is structured based on the concept and tri-component attitude model. In the influencing factors such as store quality, prices, promotion, convenience of shopping and additional service are the main things to study. This conceptual framework is taken from previous studies this framework is based on previous studies of (Ivan & Anic, 2010) for the influencing factors towards consumer attitude. In the relationship of consumer attitude and buying behavior, buying behavior depends on consumer attitude according to Tri-Component Attitude Model. Therefore, consumer buying behavior is a dependent variable for the relationship. In the consumer attitude cognitive component, affective component and conative component and buying behavior of consumers is analyzed in the study.

## **CHAPTER 3**

### **PROFILE AND STORE ATTRIBUTES OF ABC CONVENIENCE STORES**

This chapter aims to study influencing factors on consumer attitude and buying behavior towards ABC convenience stores. It starts with profile of ABC convenience store and the profile of respondents is described. Then, influencing factors on consumer attitude is expressed and influencing factors of consumer attitude by tri-component is described. Finally, influencing factors of buying behavior is explained from the survey data.

#### **3.1 Profile of ABC Convenience Stores**

Startup of first store in 2007, ABC convenience store chain is the industry leader in launching the new idea of convenience shopping to the public in Myanmar. ABC stores bring the concept of organized shopping in a cool, clean and quality environment. During this short period, ABC stores have established ABC as the biggest in retail chain in Myanmar and have plans to further accelerate our expansion program.

Today, in all key strategic location and township in Yangon, ABC convenience store is located. With more than 70 stores that offer the consumers and suppliers access to the ability to sell their product on the network. ABC stores stress on providing and maintaining highest standard in product quality and services.

In Yangon ABC stores engaged about 1,000 employees, providing job carriers to many part of the city and services over 2,000,000 customers a year with more than 2600 SKU and over 680 Vendors ABC stores carried out seasonal promotions and new product development promotions. One branch has about three employees and also provides fast foods like rice and noodles. Now ABC stores provide delivering flowers services, bella cosmetics products, sell copy Myanmar movies, B2B magazines and car tickets.

The Vision, Mission, Purpose, Brand Promises and Core Value are as follows; ABC Store vision is the best retail service in Myanmar. Mission is making the customer

life a little easier and a lot more fun in Myanmar. Purpose is making people life more convenience by bringing the happiness while developing young people. Brand promise is convenience, happiest, right product. Core value is No-1 In what we do, one team, developing No.1 Leader, always young, happy, cool & fun. Brand of ABC products are shown in Table (3.1) as follow.

**Table (3.1) Products of ABC Brands**

No.	Description
1	ABC exercise book 100 pages 60 g
2	ABC exercise book 80 pages 60 g
3	ABC mawlamyaing lemon preserved fruit - s
4	ABC mawlamyaing lemon spicy preserved fruit circle flat
5	ABC mawlamyaing lime spicy preserved fruit
6	ABC kyauk padaung spicy zagat potato fried pack 100g
7	ABC kyauk padaung spicy chips potato fried pack 100g
8	ABC kyauk padaung sweet chip potato fried pack 100g
9	ABC kyauk padaung spicy dry chips potato fried pack 80g
10	ABC mudon lemon preserved fruit - s
11	ABC sunflower seeds pack 100g
12	ABC sunflower seeds pack 50 g
13	ABC super match lighter
14	ABC myingyan spicy dar pauk potato fried 80g
15	ABC sar kalay stick & bean & bayalone fried pack 200g
16	ABC myingyan crispy peanut fried pack 150g
17	ABC purified drinking water bottles 550ml
18	ABC shwe kyoon salted peanut roasted pack 101g
19	ABC shwe yoe yar shan hot special fried potato chips grilles - 1

Source : Active Business Consolidation Co.,Ltd (2019)

According to the Table (3.1), there are 19 product categories of ABC brands. They are exercise books, mawlamyaing lemon, mawlamyaing lime spicy, kyauk padaung potato fried pack, mudon lemon preserved fruits, sunflower seeds pack, super match lighter, myingyan spicy dar pauk potato fried pack, myingyan spicy dar pauk potato fried, sar kalay stick & bean & bayalone fried, myingyan crispy peanut fried pack, purified

drinking water bottles, shwe kyoon salted peanut roasted pack and shwe yoe yar hot special fried potato chips grilles.

### **3.2 Profile of Respondents**

According to survey data, the respondents' demographic (personal) factors are classified into five categories such as gender, age group, education, occupation and monthly personal income. All these factors are summarized as follow.

According to Table (3.2), there are 385 respondents who were structured questionnaire. The sample of the study includes 142 of male respondents and as a percentage 37. From the total sample, there are 243 female respondents and it is 63 percentages from the total sample. Thus, the respondents of female are greater than those of male in gender ratio. Therefore, it can be concluded more females are interested in buying behavior at ABC convenience stores.

As shown in Table (3.2), the sample of this study is classified into five categories. The highest number of respondents is within 21-30 age categories (50.2%) and (41.5%) of the respondents of the sample are 160 respondents and they are between 31-40 years. These data shows that most of the respondents' age are between 21-30 years. It can be seen that most of the young and middle age respondents are more interested in buying ABC convenience stores in Yangon. The lowest number of the respondents to this study is 2 and their age is above 50 (0.52%).

According to the Table (3.2) shows that the sample this study is categorized into four categories from the education levels of respondents. The highest number of respondents are graduated (40.9%) and (38.7%) of the respondents of the sample are 149 respondents, who are university and college students. Moreover, 18.7% of the respondents are Post-Graduated and the number of respondents is 71 out of 356. The lowest number of respondents to this study is 8 and their education level is under-matriculation that is 1% and their education at level is lower than in Post- Graduated level.

**Table (3.2) Profile of Respondents**

<b>Factors</b>		<b>No. of Respondents</b>	<b>Percentage</b>
<b>Total</b>		385	100
Gender	Male	142	37
	Female	243	63
Age (years)	Under 20	8	2
	21 – 30	194	50
	31 – 40	160	41
	41 – 50	22	6
	Above 50	2	1
Education	Under- Matriculation	8	2
	University/ College	149	38
	Graduated	158	41
	Post- Graduated	71	19
Occupation	Student	74	19
	Government Staff	60	16
	Company Staff	131	34
	Business Owner	66	17
	Freelance	34	9
	Unemployed	15	4
	Other	6	2
Monthly Income Level (Kyats)	Less than 250,000	43	11
	250,000 to 500,000	168	44
	500,000 to 750,000	122	32
	750,000 to 1,000,000	48	12
	Above 1,000,000	5	1
<b>Frequently visit ABC Convenience stores</b>	< 1 time	21	5
	2 to 4 times	118	31
	5 to 7 times	179	46
	Above 7 times	68	18

Source: Survey Result, 2019

According to the Table (3.2) Shows the sample of this study is categorized into 7 categories from the occupational levels of respondents. The majority of respondents' occupation is company staff by 131(61.4%) respondents' of total respondents followed by student, business owner, government staff and freelance which takes 74, 66, 60, 34 respondents respectively. The majority of occupation is unemployed by 15 respondents only. The reason is that most respondents have some amount of income to buy those products. The monthly income level of respondents is divided into five groups. The result shows that the range between 250,000 to 500,000 kyats is most frequently chosen by 168 respondents while 122 respondents chose between 500,000 to 750,000 kyats. 48 respondents selected between 750,000 to 1,000,000 kyats and 43 respondents achieved the amount less than 250,000 kyats. Therefore, it can be concluded that the high level income level respondents prefer to buy at ABC convenience stores rather than that of other respondents.

Table (3.2) also shows customers experience with visiting ABC convenience stores. According to this table, the highest number of respondents are 5 to 7 times (46.4%) of the respondents of the sample (179 respondents) followed by 2 to 4 times respondents (30.6%). Above 7 times (17.6%) respectively, the lowest number of respondents to this study is less than one time and they are 5.4% of the respondents of the sample.

### **3.3 Consumer Perception on Stores Attribute**

The research study, influence of consumer attitude and buying behavior of ABC convenience stores may include store quality, price, and promotion, convenience of shopping and additional services. Consumer more prefers the store attribute on the buying behavior. The respondents were asked whether they agreed or not according to the scale of strongly disagreed, disagreed, neutral, agreed or strongly agreed. Store quality is the most important for the consumer attitude. Store staffs are vital role of consumer perception. Seasonal promotion are attract on consumer perception of stores. The mean values give the information on how consumer influence on Store Quality, Price, Promotion, Convenience of Shopping and Additional Service of ABC convenience stores.

## **CHAPTER 4**

### **ANALYSIS ON CONSUMER ATTITUDE AND BUYING BEHAVIOR OF ABC CONVENIENCE STORES**

This chapter aims to analyze on consumer attitude and their buying behavior at ABC stores in Yangon. This chapter respondents the descriptive and analytical research. In findings. In the analytical section, analysis on the effect of attitude on the buying behavior of ABC convenience store in Yangon.

#### **4.1 Analysis on Factors Influencing Consumer Attitude**

In this study, the data collected through the survey questionnaires from the ABC convenience store facebook page likes and followers will be collected in this discussion. In addition, these data will be analyzed. There are five main factors which can influence on consumer attitude. They are store quality factors, price factors, promotion factors, convenience factors and additional service factors.

##### **4.1.1 Consumer attitude Towards ABC Convenience Stores**

In order to find out the relationship between deciding factors and consumer attitudes when making purchase decisions. This is very important for ABC stores how the consumers make the buying decisions in order to get more competitive advantage and market share. In this study linear regression is used to test the relationship between independent (influencing factors) and dependent variables (consumer attitude).

##### **4.1.2 Factors Influencing Consumer Attitude**

In this study, the influencing factors on consumer attitude include store quality, prices, promotion, and convenience of shopping and additional services. There are five questions to examine store quality influencing consumer attitude towards ABC convenience stores. In this study, structured questionnaires designed with five points Likert scales (1=strongly disagree, 2=disagree to 5=strongly agree) are used.

**Table (4.1) Consumer Perception on Store Quality**

No	Statements	Mean	S.D
1	Cleanliness, light and efficient ventilation system	3.41	0.66
2	Availability of limited and unique stock	3.52	0.74
3	Display and excellent presentation of the products	3.51	0.84
4	Variety of brands in this store	3.52	0.80
5	Quality goods and services	3.46	0.77
	<b>Overall Mean</b>	3.49	

Source: Survey Data (2019)

According to Table(4.1), the overall mean value of store quality is 3.49 the respondent have highest level of influencing upon the availability of located and unique stock can get in the store with the mean score 3.52. Moreover, another same highest level influencing upon the variety of brands can get in this store with the mean score 3.52. The influence this factor most because customers are more aware of the availability of goods and the variety of brands whenever they came to these store.

**Table (4.2) Consumer Perception on Price**

No	Statements	Mean	S.D
1	Prices of the products are correct	3.65	0.72
2	Price is not expensive to compare with other kind of stores	3.45	0.71
3	Prices are fair and suit	3.60	0.80
4	Price is worth enough to product quality	3.57	0.74
5	Return/exchange policy of the store is favorable	3.48	0.84
	<b>Overall Mean</b>	3.54	

Source: Survey Data (2019)

As an influencing factors, price is shown in Table (4.2) it is proved that the price of the products in store are reasonable and the mean score is 3.65, which is greater than overall mean value 3.54. It means that most customers are willing to pay reasonable prices for the products in this store. It can be seen that the price is worth enough to product quality and the mean score is 3.57, which is greater than overall mean value. The mean values of these two factors are greater than overall mean value.

**Table (4.3) Consumer Perception on Promotion**

No	Statements	Mean	S.D
1	Special promotion items offer every pitch season	3.62	0.78
2	Timely announcement of promotion sales	3.56	0.81
3	Special discount offers on payment	3.41	0.81
4	Price off promotion occasionally	3.61	0.85
5	Buy-one-get-one free promotion	3.58	0.71
	<b>Overall Mean</b>	3.56	

Source: Survey Data (2019)

According to the Table (4.3), out of the five sales promotion related to promotion of ABC convenience stores, most respondents are aware of the special promotion items offered by ABC stores every pitch season with the mean value of 3.62, which is greater than overall mean value 3.56. Moreover, it can be seen that respondents prefer price off promotion occasionally offered by ABC stores. In addition, store provides price off promotion occasionally that actually attract customers with the mean score 3.61, which is greater than overall mean value 3.58. Moreover, customers prefer buy-one-get-one free promotion and it can prove that its mean value is 3.58, which is greater than overall mean value is 3.56.

**Table (4.4) Consumer Perception on Convenience of Shopping**

No	Statements	Mean	S.D
1	Convenience of operating hours	3.40	0.76
2	Ease of movement	3.16	0.77
3	Availability of all the product under one roof	3.06	0.81
4	Adequate and accessible parking space	2.60	1.20
5	Facilities make easy to get products and services	3.35	0.76
	<b>Overall Mean</b>	3.11	

Source: Survey Data (2019)

According to the results of table (4.4) the respondents prefer to shop at ABC stores for the convenience of operating hours and the mean value is 3.40, which scored the greater mean value than overall mean value. Thus, it can be included that customers are interested in convenience of operating hours that provide 24 hours services and customer can purchase the items whenever they like. Another reason is that facilities make easy to get products and service in the store with the store of 3.35, which is greater than overall mean score 3.11 . One of the reasons of influencing factors is that the ease of movement in the store that really attracts more customers for shopping. The ease of movement in the store mean value is 3.16, which is greater than overall core value 3.11.

**Table (4.5) Consumer Perception on Additional Service**

No	Statements	Mean	S.D
1	Special discount offers on payment through debit/credit	3.72	0.72
2	Attractiveness of discount	3.60	0.80
3	Check-out speed of the store	3.71	0.79
4	Offer high levels of services	3.60	0.77
5	Staffs can answer the questions	3.75	0.65
	<b>Overall Mean</b>	3.67	

Source: Survey Data (2019)

According to the results of Table (4.5), the most significant additional service of ABC store is that the staffs are professional and they can answer the questions of customers. It can be concluded the staffs of ABC stores pay more attention of their customers that can influence consumer attitude. One of the reasons of influencing factors is that the stores offer high levels of services Its mean value is 3.75 which is greater than overall core value 3.67.

In this research, linear regression model is used in order to find out the relationship between influencing factors on cognitive attitude by surveying 385 respondents from Yangon. This study analyzes the effect of influencing factors on cognitive attitude of ABC convenience stores in Yangon.

**Table (4.6) Effect of Influencing Factors on Cognitive Component**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	0.896	0.139		6.446	0.000		
Store quality	0.084*	0.048	0.083	1.764	0.079	0.465	2.152
Price	0.084*	0.045	0.087	1.839	0.067	0.462	2.163
Promotion	0.080*	0.043	0.092	1.866	0.063	0.429	2.333
Convenience of shopping	0.101***	0.030	0.119	3.307	0.001	0.805	1.242
Additional Services	0.635***	0.039	0.662	16.219	0.000	0.626	1.598
R	0.779 <sup>a</sup>						
R Square	0.606						
Adjusted R Square	0.601						
Durbin- Watson	2.140						
F Value	116.499***						

Source: Survey Data 2019

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

According to Table (4.6) the specified model could explain very well about the variation of the cognitive attitude of the respondents in Yangon. Since the value of R square is almost 60.6 percent above the variance of the independent variable and dependent variable because adjusted R square is 0.601. The value of F test, the overall

significance of the model, is highly significant at 1 percent level. This specified model can be said valid. Additional services variable has expected positive sign and highly significant value at 1 percent level. The positive relationship indicates that the increase in driving factors lead to the effect on consumers who have cognitive attitude of the consumers. An increase in driving factors by 1 unit will also raise the effect on consumers who have cognitive attitude of the consumers by 0.635.

The standard coefficient (Beta) of additional services has the largest value 16.219 and the credibility has the greatest contribution to increase the consumer attitude when the variance explained by other variables is controlled for the overall evaluation reveals that models explain the variation independent variables because the estimation product expected signs and significant coefficients for variables. This specified model can say valid. The increase additional service has the positive effects on cognitive attitude of ABC stores.

Correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.6) R (the relation between the independent variables and dependent variables is 0.779. it indicates that the level of cognitive component of consumer attitude reported by respondents and the influencing factors are correlated. The Durbin-Watson value is greater than 2(2.140). Thus, it indicates that there is no auto correlation in sample as the acceptance level is between 1.5 and 2.5. All VIFs (variance inflation) of independent variables are less than 10. This, there is no problem of multicollinearity (correlation between independent variables).

According to the results, the important role of convenience of shopping and additional services. Most consumers buy at ABC convenience stores because they prefer operating hours, ease of movement and the availability of products in one place. In additional services, consumers like offering the special discount, high level of services, staffs' skill level. These factors make them to have a belief on ABC stores. Conveniences of shopping and additional services are strongly effect on cognitive component of consumers towards buying behavior.

In this research, linear regression model is also used in order to find the impact of influencing factors on affective component by surveying 385 consumers. Table (4.7) shows the effect of influencing factors on affective component.

**Table (4.7) Effect of Influencing Factors on Affective Component**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	4.269	0.224		19.070	0.000		
Store quality	0.233***	0.083	0.231	2.796	0.005	0.411	2.433
Price	0.106	0.077	0.112	1.380	0.168	0.428	2.338
Promotion	0.020	0.072	0.024	0.280	0.779	0.396	2.523
Convenience of shopping	0.054	0.049	0.065	1.108	0.268	0.808	1.238
Additional Services	0.036	0.066	0.038	0.549	0.583	0.589	1.702
R	0.198 <sup>a</sup>						
R Square	0.039						
Adjusted R Square	0.025						
Durbin-Watson	1.971						
F Value	2.785***						

Source: Survey Data 2019

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

According to table (4.7), the specified model could explain very well about the variation of the affective component of the respondents in Yangon because the value of R square is almost 3.9%. The model can explain 25 percent about the variance of the independent variable, because adjusted R square is 0.025. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. Price variable has the expected positive sign and is significant coefficient value at 0 percent level. The positive relationship indicates that the increase in price lead to the effect on consumers who have affective attitude of the consumers. The increase in price by 1 unit will also raise the effect on consumers who have affective attitude of the consumers by 0.106 units. Store quality variable has the expected positive sign and is significant coefficient value at 5 percent level.

The findings indicate that the increase in store quality leads to more affective component on consumers towards buying behavior. Cleanliness and lighting system always make the consumer emotion and mind to become a buyer. Moreover, display and excellent presentation of the products attract the consumers to buy the products' items at ABC convenience stores. Thus, store quality has the effect on the affective component of consumer attitude. In this research, linear regression model is also used in order to find the impact of the influencing factors on conative component by surveying 385 consumers.

**Table(4.8) Effect of Influencing factors on Conative Component**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	1.455	0.149		9.783	0.000		
Store quality	0.114**	0.051	0.124	2.240	0.026	0.465	2.152
Price	0.033	0.049	0.038	0.678	0.498	0.462	2.163
Promotion	0.059	0.046	0.073	1.269	0.205	0.429	2.333
Convenience of shopping	0.095***	0.033	0.122	2.903	0.004	0.805	1.242
Additional Services	0.509***	0.042	0.578	12.144	0.000	0.626	1.598
R	0.682 <sup>a</sup>						
R Square	0.465						
Adjusted R Square	0.458						
Durbin- Watson	1.989						
F Value	65.608***						

Source: Survey Data 2019

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

According to Table (4.8) the value of R square 0.465 present thus, this specified model could explain about the variation of influencing factors on conative component. The overall significant of the model, F value, is highly significant at 1 percent level. This model can say valid. The model explains 45.8 percent about the variance of the independent variable and dependent variable because adjusted R square (0.458). A Durbin-Watson value is between 1.5 and 2.5 Therefore, the sample is enough.

The variable “Additional Service” has the expected sign and is highly significant at 1 percent level as significant value is less than 0.01. The positive relationship means

#### 4.2.2 Effect of Consumer Attitude on Buying Behavior

The outcomes of the buying behavior can be measured in this study. This section is to explore the mean and standard deviation of the outcomes which can be seen in Table (4.12). The outcomes of the respondents are selected by using the structured questionnaires. The five point Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4= agree, 5= strongly agree) is used. The data is collected from 385 respondents. This section aims to analyze the buying behavior of the respondents, six questions are asked in the structured questionnaires. Then the mean value are calculated and shown in Table (4.12).

**Table (4.12) Buying Behavior**

No	Statements	Mean	S.D
1	Remember when need foods & drinks.	3.78	0.62
2	More likely to visit ABC convenience stores next time	3.9	0.96
3	Share opinion to buy friends after buying ABC convenience stores	3.84	0.61
4	Want to buy products, firstly think about ABC convenience stores	3.86	0.85
5	Recommend to others to buy in ABC convenience stores	3.9	0.72
6	Full intention to buy in ABC convenience stores	3.71	0.62
	<b>Overall Mean</b>	3.8	

Source: Survey Data (2019)

According to the Table (4.12) out of the six buying behavior related to outcomes the entire buying behavior of mean scored the greater mean value which means that the buying behavior of the respondents are good with respect to the statements. The overall mean value of buying behavior of the respondents was 3.8 which mean that the respondent analyzed their buying behavior scale to be good. Among the measuring items, the highest mean is 3.9 and it can be concluded that respondents prefer ABC store products over competitive stores when the products qualities are similar. Most of the respondents have the lowest mean score is 3.71 and it shows that customers do not have

full intention to buy in ABC convenience stores because its mean score (3.71) is lower than overall mean

**Table (4.13) Effect of Consumer Attitude on Buying Behavior**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	0.351	0.189		1.857	0.064		
Cognitive Component	0.497***	0.049	0.473	10.201	0.000	0.410	2.440
Affective Component	-0.041	0.032	-0.039	-1.294	0.197	0.990	1.010
Conative Component	0.468***	0.53	0.408	8.783	0.000	0.409	2.446
R	0.834 <sup>a</sup>						
R Square	0.695						
Adjusted R Square	0.693						
Durbin- Watson	1.782						
F Value	262.596***						

Source: Survey Data 2019

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

According to Table (4.13) the specified model could explain very well about the variation of the buying behavior of the respondents in Yangon. Since the value of R square is almost 69 percent. The model can explain 69.3 percent about the variance of the respondent variable (consumer attitude) and dependent variable (buying behavior) because adjusted R square is 0.093. The value of F test, the overall significance of the model, is highly significant at 1 percent level. Thus this specified model can be valid.

Conative component variable has the expected positive sign and is significant coefficient value at 1 percent level. The positive relationship means that the increase in conative attitude leads to more effect on consumer buying behavior. The increase in conative attitude by 1 unit will also raise the effect on consumer buying behavior by 0.468 units.

Correlation coefficient (R) increases the linear relationship between two variables. As shows in the Table (4.13) R (the correlation between the independent variables and dependent variables) is 0.834. It indicates that the level of buying behavior of ABC

convenience store consumers reported by respondents and the two components of consumer attitude are correlated.

The Durbin-Watson value is 1.782. Thus, it indicates that there is no auto correlation in sample as the acceptance level is between 1.5 and 2.5. All VIFs (variance inflation factor) of independent variables are less than 10. Therefore, there is no problem of multi collinearity (correlation between independent variables). The standardized coefficient (Beta) of attitude has the largest value (0.473) among two consumer attitude indicating that cognitive component has the greatest contribution to the effect on the attitude of the consumer when the variance explained by other variables is controlled for.

The overall evaluation reveals that models explain the variation in cognitive variable of the consumers well because the estimation produced expected signs and significant coefficients for most variables. The increases in cognitive and conative attitude have the positive effects on buying behavior of the consumers.

In conclusion, the results show that cognitive component of consumer attitude is positively related to buying behavior of ABC stores consumers. It means that most consumers' buying behavior are strongly effect by their awareness and knowledge on ABC stores. Moreover, the result shows that positive attitude does not always lead to action.

By this research, findings show about the important role of cognitive component and conative component has also influence on buying behavior of ABC convenience store. A consumer could still be lost between consumer attitude and buying behavior. Consumer attitude is important during the customers actively consider to buy the products in store. The reasons of buying in ABC convenience store as consumers are that they think it has good store quality. Most of consumers buy in ABC convenience stores for many reasons as having unique of their store's products. They also buy for other famous product in ABC convenience stores.

## **CHAPTER 5**

### **CONCLUSION**

This chapter describes the findings and discussion of the study and suggestions and recommendations for the markets to understand the influencing factors on consumer attitude and buying behavior ABC convenience stores in Yangon and needs for further research from the study.

#### **5.1 Findings and Discussions**

Although Myanmar's retail business in the beginning stage, the retail industry exists in an intensely competitive market. As hyper market and supermarket segments, convenience stores appear mostly in Yangon and other big cities. These days Myanmar's retail store market has huge potential for both local and foreign carriers as Myanmar has rewarded as on the highest consumer growth rates in Asia after opening up in 2012. However, there are huge challenges including infrastructure constraints, over-capacity and profitability.

According to demographic factors, more females are interested in buying behavior at ABC convenience stores. Most of the young and middle age respondents are more interested in buying ABC convenience stores in Yangon. The highest number of respondents is graduated and the high income level respondents prefer to buy at ABC convenience stores. The highest number of customers used to ABC stores 5 to 7 times. Influencing factors on consumer attitude at ABC convenience stores are store quality, prices, promotion, convenience of shopping and additional services.

Regarding to the influencing factors on consumer attitude, consumers prefer the availability of limited and unique stock that they can get in the store. Moreover, most customers are willing to buy ABC stores because the variety of brands can get in ABC convenience stores. Regarding to the influence of consumer attitude, the price of products in stores are reasonable. Thus, most customers are willingness to pay reasonable prices for the products in these stores. Concern with influencing factors, respondents prefer price of f promotion occasionally offered by ABC stores.

As the result from influencing factors on consumer attitude, the staffs of ABC stores pay more attention of their customers that can influence consumer attitude. Based on the overall mean value, cognitive attitude has influence on the buying behavior of ABC convenience stores in Yangon. According to the finding result, the customer attitude has influence on buying behavior of ABC convenience stores in Yangon. Based on the result of buying behavior, the respondents prefer ABC store products over competitive stores when the products' qualities are similar.

## **5.2 Suggestions and Recommendations**

Based on the findings results of this study, ABC convenience stores in Yangon should focus target on young and middle age persons. In fact, they have suitable work and affordable to visit frequently to the ABC convenience stores. In the competitive age, ABC convenience stores should take survey for their products and services from the customers. Since more females are interested in buying behavior in ABC stores, these stores should offer special promotion for female items.

Regarding to the influence of consumer attitude, the price of products in ABC stores should be reasonable and affordable for customers. They should arrange various promotions for different type of customers. Among these promotions, price off promotion should be offered by ABC stores because customers are normally sensitive in prices. Regarding to the influencing factors on consumer attitude, ABC stores should maintain its 24 hour services because most customers prefer to buy whenever they like. This is the advantage of ABC stores compared with other retail shops because these retail shops normally opens 6 a.m to 9 p.m. Some of ABC stores open 24 hours. Stores Should focus on customers feedback on social media.

According to the result of analysis on the effect of influencing factors on cognitive component of consumer by linear regression model, there is a positive relationship between them. The convenience of operating hours and the ability of products in one place and others additional services make the consumers to buy at ABC stores. And this factors have the strongly effect on cognitive component of the consumers. A good display makes the consumers easy to choose and save time and it leads to affective component. Conative component of consumer is increased by the factors such as form, packaging and

getting related materials easily. This study helps the makers to utilize the factors influencing on consumer attitude and buying behavior.

According to the result, conative component of consumer is increased by factors such as form, packing and getting related materials easily. Most of customers prefer buying in stores because of additional services, so stores should focus additional services like cinema tickets and delivery services. Owing to fact that, the staff of ABC stores should pay more attention of their customers that can influence customer attitude. The more the staffs pay attention to the customers, the more customers will come to the ABC stores. The results indicate that cognitive attitude has influence on the buying behavior of ABC stores in Yangon. Stores should additional services like customer loyalty cards, gifts cards and lucky draws. Should compare prices and qualities of others stores quarterly.

Therefore, ABC stores should concentrate on cognitive attitude such as store quality, price, and promotion, convenience of shopping and additional services. The results show that ABC stores should consider buying behaviors that are strongly influenced by their awareness and knowledge on ABC stores. The store quality has more attract consumer emotion so stores should update monthly. Thus, the company should focus on measures for awareness and products knowledge to enhance on buying behavior of customers in ABC convenience stores

### **5.3 Needs for Further Research**

The study could measure factors influencing consumer attitude towards ABC convenience stores in Yangon and analyze the effect of consumer attitude on buying behavior of ABC convenience stores in Yangon only. This study cannot completely capture the whole Yangon. Thus, future research researchers should examine influencing factors with other more specific and modernized models. Further researchers should explore on deeper investigation on the consumer attitude more than in this study. This study is limited in its scope because it only focused on convenience stores consumers in the specific area of Yangon. It does not reflect the opinion of the whole Yangon because it excludes other regions. Thus, it is recommended that the scope should be geographically widened in order to participate all consumers of ABC stores in future researchers.

As this study only focused in Yangon, the future research should emphasize on consumers from other cities. In this way further research in various customers will broaden the news of convenience stores in other cities of Myanmar. In this study, tri-component attitude model is used and other types of models, theory of trying-to-consume model and attitude-toward-the-ad model should be used as model to analyze consumer attitude of respondents.

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## **APPENDIX A**

### **YANGON UNIVERSITY OF ECONOMICS DEPARTMENT OF MANAGEMENT STUDIES MBA PROGRAMME**

#### **Questionnaire for Consumer Attitude and Buying Behavior of abc convenience stores in Yangon.**

Dear respondents, this questionnaire is data collection for my Master Thesis. Your answers are valuable and received information will be used only for academic purpose and they will be confidential. Please take a few minutes out of your time to fill this questionnaire. Thank you for your respectable your participation for my research. This survey is designed for the master thesis purpose only. Therefore, the data in the survey is fully privacy and confidential.

#### **Part (1) Demographic Factors**

1. Gender

- Male
- Female

2. Age (Years)

- Under 20
- 21-30
- 31-40
- 41-50
- Above 50

3. Education

- Under-Matriculation
- University/College
- Graduated
- Post-Graduated

4. Occupation

- Student
- Government Staff
- Company Staff
- Business owner
- Freelance
- Unemployed
- Other

5. Income Level (Kyats)

- Less than 250,000 MMK
- 250,000 to 500,000 MMK
- 500,000 to 750,000 MMK
- 750,000 to 1,000,000MMK
- Above 1,000,000 MMK

6. How many times you have experience with visiting abc convenience stores ?

- <= 1 time
- 2 to 4 times
- 5 to 7 times
- Above 7 time

Instruction: Please choose one of the following numbers on each line according to the index.

Index: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral , 4 = Agree, 5 = Strongly Agree to represent your level of agreement with each of the statement below.

**Part (2) Influencing Factors**

**(1) Store Quality**

No.	Particular	1	2	3	4	5
7	The cleanliness, light and efficient ventilation system is satisfactory.					
8	The availability of limited and unique stock can get in the store.					
9	The display and excellent presentation of the products.					
10	The variety of brands can get in this store.					

11	The quality goods and services are offered to the customers.					
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## (2) Price

No.	Particular	1	2	3	4	5
12	The price of the products are reasonable.					
13	Price is not expensive to compare with other kind of stores.					
14	The prices are fair and suit my pocket.					
15	The price is worth enough to product quality.					
16.	The return/exchange policy of the store is favourable.					

## (3) Promotion

No.	Particular	1	2	3	4	5
17	The special promotion items offer every pitch season.					
18	The timely announcement of promotion sales.					
19	The special discount offers on payment through debit/credit cards.					
20	Store provide price off promotion occasionally.					
21	I will buy one of product from abc stores if there is buy-one-get-one-free promotion.					

## (4) Convenience of shopping

No.	Particular	1	2	3	4	5
22	The convenience of operating hours.					

23	The ease of movement in the store.					
24	The availability of all the product under one roof.					
25	The adequate and accessible parking space.					
26	Facilities make easy to get products and services in the store.					

### (5) Additional Service

No.	Particular	1	2	3	4	5
27	The special discount offers on payment through debit/credit.					
28	The attractiveness of discount offer and gift vouchers.					
29	The check-out speed of the store staff is satisfactory.					
30	The abc convenience store offer high levels of services.					
31	The staffs are professional and can answer the questions.					

## Part (3) Consumer Attitude

### (1) Cognitive Component

No.	Particular	1	2	3	4	5
32	Always visit to convenience stores and know very well.					
33	Always advertise its new products and services.					
34	Always evaluate new products promotional activities.					
35	Always update its facebook page.					
36	In overall, I have a positive experience /impression about abc convenience stores.					

### (2) Affective Component

No.	Particular	1	2	3	4	5
37	Always visit to the specific food outlet that enjoy most.					
38	Always find out the updates of my favorite products in stores.					
39	This stores makes me comfortable and convenience.					
40	This stores comes into my mind first.					
41	I shop where it saves my time.					

### (3) Conative Component

No.	Particular	1	2	3	4	5
42	I will be shop at abc convenience stores .					
43	I will purchase new items if I can get more information from facebook page.					
44	I feel inclined to purchase abc convenience stores.					
45	I will purchase fresh food and beverage in abc convenience stores.					
46	I'm very satisfied with the merchandise I purchased in this stores.					

### Part (4) Buying Behavior

47	I will always remember when I need foods & drinks.					
48	I am more likely to visit abc convenience stores next time .					
49	I am likely to share opinion to your friends after buying abc convenience stores.					
50	When I want to buy products, I firstly think about the abc convenience stores.					
51	I will recommend to others to buy abc convenience stores.					
52	I have full intention to buy in this abc convenience stores.					

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.779 <sup>a</sup>	.606	.601	.33943	.606	116.499	5	378	.000	2.140

## Appendix II

### Regression Analysis Results for Influencing Factors on Cognitive Attitude

#### Model Summary<sup>b</sup>

- a. Predictors: (Constant), Additional Service Mean, Convenience of Shopping Mean, Price Mean, Store Quality Mean, Promotion Mean
- b. Dependent Variable: Cognitive Mean

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.111	5	13.422	116.499	.000 <sup>b</sup>
	Residual	43.551	378	.115		
	Total	110.662	383			

a. Dependent Variable: Cognitive Mean

b. Predictors: (Constant), Additional Service Mean, Convenience of Shopping Mean, Price Mean, Store Quality Mean, Promotion Mean

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	.896	.139		6.446	.000	.622	1.169		
Store QualityMean	.084	.048	.083	1.764	.079	.010	.178	.465	2.152
PriceMean	.084	.045	.087	1.839	.067	.006	.173	.462	2.163
PromotionMean	.080	.043	.092	1.866	.063	.004	.165	.429	2.333
Convenience of ShoppingMean	.101	.030	.119	3.307	.001	.160	.041	.805	1.242

Additional Service Mean	.635	.039	.662	16.219	.000	.558	.712	.626	1.598
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a. Dependent Variable: Cognitive Mean

## Appendixes II

### Regression Analysis Results for Influencing Factors on Affective Attitude

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.198 <sup>a</sup>	.039	.025	.52850	.039	2.785	5	343	.018	1.971

a. Predictors: (Constant), Additional Service Mean, Convenience of Shopping Mean, Price Mean, Store Quality Mean, Promotion Mean

b. Dependent Variable: Affective Mean

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.890	5	.778	2.785	.018 <sup>b</sup>
	Residual	95.804	343	.279		
	Total	99.694	348			

a. Dependent Variable: Affective Mean

b. Predictors: (Constant), Additional Service Mean, Convenience of Shopping Mean, Price Mean, Store Quality Mean, Promotion Mean

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	4.269	.224		19.070	.000	3.828	4.709		
Store Quality Mean	.233	.083	.231	2.796	.005	.397	.069	.411	2.433
Price Mean	.106	.077	.112	1.380	.168	.045	.257	.428	2.338
Promotion Mean	.020	.072	.024	.280	.779	.161	.121	.396	2.523
Convenience of Shopping Mean	.054	.049	.065	1.108	.268	.042	.151	.808	1.238
Additional Service Mean	.036	.066	.038	.549	.583	.166	.093	.587	1.702

a. Dependent Variable: AffectiveMean

## Appendixes II

### Regression Analysis Results for Influencing Factors on Conative Attitude

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.682 <sup>a</sup>	.465	.458	.36341	.465	65.608	5	378	.000	1.989

a. Predictors: (Constant), Additional Service Mean, Convenience of Shopping Mean, Price Mean, Store Quality Mean, Promotion Mean

b. Dependent Variable: Conative Mean

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.322	5	8.664	65.608	.000 <sup>b</sup>
	Residual	49.920	378	.132		
	Total	93.242	383			

a. Dependent Variable: Conative Mean

b. Predictors: (Constant), Additional Service Mean, Convenience of Shopping Mean, Price Mean, Store Quality Mean, Promotion Mean

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.455	.149		9.783	.000	1.163	1.748		
Store QualityMean	.114	.051	.124	2.240	.026	.014	.214	.465	2.152
PriceMean	.033	.049	.038	.678	.498	.063	.129	.462	2.163
PromotionMean	.059	.046	.073	1.269	.205	.032	.149	.429	2.333
Convenience of ShoppingMean	.095	.033	.122	2.903	.004	.159	.031	.805	1.242

Additional ServiceMean	.509	.042	.578	12.144	.000	.426	.591	.626	1.598
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a. Dependent Variable: ConativeMean

## Appendix II

### Regression Analysis Results for Consumer Attitude on Buying Behavior

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.834 <sup>a</sup>	.695	.693	.31855	.695	262.596	3	345	.000	1.782

a. Predictors: (Constant), Cognitive Mean, Affective Mean, Conative Mean

b. Dependent Variable : Purchase Behavior Mean

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.941	3	.26.647	262.596	.000 <sup>b</sup>
	Residual	35.009	345	.101		
	Total	114.950	348			

a. Dependent Variable: Purchase Behavior Mean

b. Predictors: (Constant), Cognitive Mean, Affective Mean, Conative Mean

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.351	.189		1.857	.064	.021	.723		
Cognitive Mean	.497	.049	.473	10.201	.000	.401	.593	.410	2.440
Affective Mean	-.041	.032	-.039	-1.294	.197	.105	.022	.990	1.010
Conative Mean	.468	.053	.408	8.783	.000	.363	.573	.409	2.446

a. Dependent Variable:BuyingBehaviorMean