YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

A STUDY ON SHIPPER ATTITUDE TOWARDS MIB SHIPPING AND LOGISTICS COMPANY LIMITED

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EMBA II –19

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ACADEMIC YEAR (2017-2019)

Supervised By: **Submitted By:**

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

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ACCEPTANCE

This is to certify that the thesis **"A Study On Shipper Attitude Towards MIB Shipping And Logistics Company Limited"** 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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(Examiner)   **(Examiner)**

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ABSTRACT

This thesis intends to examine the factors influencing shipper attitude towards the MIB Shipping and Logistics Co., Ltd and to analyze the effect of shipper attitude on buying behavior of shippers with MIB Shipping and Logistics Co., Ltd. In this thesis, the primary data are collected from 120 customers by simple random sampling. Among influencing factors, price, order release quality, and ordering procedure have significant positive relationship with cognitive attitude. Price, scheduling, information quality, ordering procedure, and ordering quality have significant positive effect on affective component. Regarding conative attitude, price, scheduling, personal contact quality, and ordering quality have significant positive impact on conative attitude. It was found that price is the most influencing factors on all their attitudes. Among three personal attitudes, only cognitive and conative component has strongly significant effect on buying behavior. Thus, MIB should pay greatest attention to price factor and people with conative attitudes so that it can get more customers and market shares.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

AML	Anti-Money Laundering
BSA	Bank Secrecy Act
CBM	The Central Bank of Myanmar
FIML	Financial Institution of Myanmar Law
HRM	Human Resource Management
HRP	Human Resource Planning
MMK	Myanmar Kyat
MUFJ	The Bank of Tokyo-Mitsubishi , Ltd
SMBC	The Sumitomo Mitsui Banking Corporation
UFC	Union Financial Center
USD	United State Dollar

CHAPTER (1)

INTRODUCTION

Consumer behavior nowadays has been especially focused on the product features and prices that can offer what they prefer. Behavior is the systematic approach consumers follow when entering the purchase process and making buying decisions. The step-by-step consumer decision-making process, along with common modes of decision-making is both useful when developing marketing strategies. Perceived quality is essential for developing a positive evaluation of a product or brand in customer's memory. Customers are more emphasized upon emotional value, such as closeness with products and involvement with products when they are making purchase decisions. The growth of globalization, over the past decades, has caused an expansion of demand for trade.

The consumer's decision to purchase product or service is an important moment for most marketers. Consumer decision making process is the process by which consumers identify their needs, collect information, evaluate alternatives and make the purchase decision. These actions are determined by psychological and economical factors and influenced by environmental factors such as cultural, group and social values. A standard consumer decision making process consists of five stages which are need recognition, information search, and evaluation of alternatives, purchase decision and post purchase behavior. Marketers need to focus on the entire buying process rather than on just the purchase decision. Global economy tend to focus on more imports and exports, Where business need more and more support from third party logistics providers to smooth their complicated business processes.

The shipping and logistic industry exists in an intensely competitive market in Myanmar. In recent years; having far-reaching effects on the industry's trend towards expanding international services. In the past, the shipping and logistic industry was at least partly owned by government. The fluctuation in the prices of trade through different distribution channels area well-known phenomenon and is ascribed to shipping and logistic industry revenue managementsystems. Thus, a freight forwarder role becomes important in this era. A freight forwarder is a firm that forwards freight from one point to another. The freight forwarder or forwarding agent is an crucial member of the international trade and transport community, the freight forwarder arranges for the international shipment of

merchandise. Like travel agents, but dealing with cargo rather than passengers, freight forwarder use their knowledge of varying freight rates to offer the shipper the bet "package deal". In addition to booking freight, freight forwarders also handle export and customs documentation, insurance and port and terminal charges. Small exporters often consult with their freight forwarders before quoting a Price in a tender for a particular international transaction.

Shipper, also known as consignor, is the person or company who is typically the supplier or owner of commodities shipped over billing on air/inland/sea freight costs;failure to insure cargo or arrange adequate coverage; Late presentation of documents on letters of credit.

Understanding the attitudes of the customers towards forwarding agent industry is a major consideration for policy makers and a major challenge for freight forwarder in making strategic decisions. Therefore, it is very important to recognize those attitudes for both existing players and new entrants in forwarding agent industry.

1.1   Rationale of the Study

The freight forwarder market is highly competitive and capital intensive in Myanmar. This situation makes a particular company to be able to grasp the best opportunities and to gain competitive edge over others by setting the right strategy. Nowadays, there is a high competition in freight forwarder Industry because of new agents from abroad.

Because of government political changes, Myanmar becomes a good place to invest in the Asian region. Myanmar is said to be the last frontier to invest in the world. Foreign businessmen and companies visit to Myanmar more than before. Thus, freight forwarder industries are popular industries in Myanmar. Therefore, freight forwarder industry faces tight competition. Freight forwarder also needs to explore how customers' attitudes affect buying behavior. First, the tri-component attitude model of freight forwarder industry is examined in order to develop the best strategy so that they could expand the market share and maximize the profit accordingly. Myanmar is trying to develop the economy such as international trading sector is very important. There are much new potentials in Myanmar.

An analysis of the component is useful from several perspectives. By understanding how customer's knowledge and perception through experiences that affect buying

behaviors; forwarder agents could really improve competitive advantage in the industry. Nowadays, there are many forwarders and potential new firms in the logistics and forwarding industry.

Shippers found throughout the world are greatly influenced by different factors influencing on buying behavior in freight forwarding. To predict consumer behavior, most of the marketers focus on consumer behavior. This is important for marketers, because it can help them in market segmentation and support their decision making like where the product is launched. Besides that, future demand could be predicted by using buying behavior (Armstrong, Morwitz, & Kumar, 2000). According to Tariq et al (2013) purchase intention has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. This study is to explore future potential in consumption of future MIB shipping and logistics Company Limited in Yangon. MIB is a freight forwarder company that is currently doing international trade facility for both shippers and importers in Myanmar. For an effective management policy of MIB Company, this study can help in determining pricing, scheduling and logistics service quality. Consequently, it is essential to have a better understanding of which factors influence shippers in choosing freight forwarders in order to survive and grow at MIB shipping and Logistics Company limited in Yangon.

1.2   Objectives of the Study

The main objectives of the study are:

(1) To examine the factors influenced on shipper attitudes towards the MIB Shipping and Logistics Co., Ltd

(2) To analyze the influencing of shipper attitudes on the buying behavior on MIB Shipping and Logistics Co., Ltd.

1.3   Scope and Method of the Study

This study only focuses on customer buying behavior. This study is MIB company limited and its attractiveness by using Tri-Component Attitude Model. Sample random samplings from 120 shippers currently using MIB Company Limited for this thesis paper in order to get more reliable data. Theory of planned behavior is used in order to analyze customer buying behavior on MIB Company Limited. Other external factors that influence

on planned behavior of consumers are excluded in this paper. The study period of this research is from September to December 2019.

The descriptive and analytical research method is used in this study. It is a quantitative study where the structured questionnaires are given out to the respondents. It needs to be used both primary and secondary data. Primary data is especially collected by using structured questions. The documents of MIB, related website, previous research paper, text book and other related information resources are shown as secondary data.

1.4   Organization of the Study

This paper is composed of five different chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope and method of the study. Chapter two consists of the theoretical background of the study. Chapter three presents background and profile of MIB Company Limited. Chapter four presents analysis on consumer attitude and selection behavior to MIB Company Limited. Chapter five covers conclusion that is described by the findings and discussions, suggestions, recommendations and needs for further research.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter presents with the theories of consumer behavior and understanding the consumer behavior is important to the organization to sustain the business in the industry.

This study of consumer behaviors helps management understand consumer's needs so as to recognize the potential for the trend of development of change in consumer needs.

2.1   Buying Behavior

Consumer buying behavior is considered to be an inseparable part of marketing and Kotler and Keller (1993) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Buying behavior has been defined as "a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants". Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers.

Alternatively, consumer buying behavior "refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption". From marketers' point of view issues specific aspects of consumer behavior that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others. Moreover, the following popular definitions have been proposed for the term of consumer buying behavior:

Consumer buying behavior is itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying behavior has been defined in different ways by different researchers. The definition formed by Solomon et al (2006) describes consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Similar definition of consumer buying behavior is offered by Schiffman and Kanuk (2000) in which they describe it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.

Consumer buying behavior is defined as a set of activities which involves the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioral responses. It is further stated the process may contain different activities and stages.

Although the definitions given above are various, they all lead to common view that consumer buying behavior is a process of selecting, purchasing and disposing of goods and services according to the needs and wants of the consumers. However, there is a general consensus among the researchers and academics that this process is subject to continual change over time as the purchase characteristics of the customers change due to their physical and psychological needs.

In the meantime, Kotler and Keller (1993) highlight the importance of understanding consumer buying behavior and the ways how the customers choose their products and services can be extremely important for manufacturers as well as service providers as this provides them with competitive advantage over its competitors in several aspects. For example, they use the knowledge obtained through studying the consumer buying behavior to set their strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively.

Another valuable argument is provided on the importance of understanding the consumer behavior. According to the author, better awareness of consumer buying behavior is a positive contribution to the country's economic state. The author further argues that the quality of goods and products are exceptionally good in countries where buying behavior of consumers is well understood. This in turn increased the competitiveness of the products and services in international market increasing the export potential of the country. Meanwhile, high quality of domestic products and services lead to sophisticated domestic customers' base (Blackwell et al, 2006).

In addition to efforts of better understanding the consumers' buying behavior, companies also engage in advertising and promotion activities to influence the consumers' purchasing decision. However, when they are engaging in such types of activities, they need to consider other external factors such as the overall economic conditions of the country, politics, technology and ethnic culture all of which are beyond the control of both the company and consumer Lancaster et al (2002).

To sum up all the arguments stated above, it is clear that better understanding the consumer buying behavior through studying and identifying their needs leads to huge long-term benefits to the businesses. However, it is essential to mention that despite the great efforts to learn and understand the buying behavior of consumers, it is very difficult to identify the exact reasons why a consumer purchases and prefers one product or service

over another one. This is because consumers sometimes make purchasing decisions based on their emotional beliefs which they even themselves are not well aware of.

2.2 Influencing Factors on Consumer Attitudes

According to influencing factors on customer attitude, what is it that influences these consumers, how do we analyzes when is their purchase pattern going to change are studied. Of course only the influencing factors will confirm what will change the consumers buying pattern.There are three main factors that affect consumer behavior they are;

2.2.1 Pricing

Price is the amount of money clients must pay in order to obtain the product. For instance, car manufacturer determines recommended retail prices that dealers can charge for each car model; on the other hand, retailers rarely charge the cover/brochure price, instead they negotiate the price with each customer offering discounts, trade-in allowances and credit terms. These price adjustments are according to prevailing competitive and economic situations and bring them into line with the buyer's perception of the car's value (Kotler and Armstrong, 2013).

Pricing is an inevitable factor in determining a products or services' relative price. Price is the total amount of monetary terms that customers are willing to give in exchange for a particular product or service. Price is the amount of money or goods needed to acquire some combination of other goods and its accompanying services. Price is the element of the marketing mix that stable in certain period but at one moment the price might be increase or decrease and price become as the single element that revenue from the selling. Although price is an element of the marketing mix that is stable, however price also subject to fluctuation. Moreover, Stanton (1981) defines that price is an element present in the marketing mix that solely affects the income from the product at certain time periods. This leads to a scenario where higher prices are imposed on products and consumers are willing to purchase them. Some of them preferred high quality products and willing to pay high price for it but some of them are not. On the contrary, not at all time products are priced at a premium and higher price.

Pricing a product and dual effect, meaning it is both advantageous at the same time disadvantageous, depending on the type of products and how it is typed. The main two types of pricing is low pricing and high or premium pricing. Higher pricing positively affects purchase decisions of consumers. The research concludes that when the product is high priced, it directly influences and stimulates a purchase intention. Although high priced, it leaves a luxury and rich perception in the minds of consumers; thereby causing a positive effect on its demand. This mainly caused by the perception that a higher priced product has a higher quality.

2.2.2 Scheduling

Since these loading processes necessitate additional labor from the freight forwarders, the handling costs associated with transporting the goods are increased. The amount of these handling costs are greatly depending on how the loading/unloading process is solved technically, as well as the efficiency of the switch between the different transport modes, nevertheless they are present at any possible technical solution of the loading process. Moreover, the required extra handling is also increased overall transport time, though with the increased time predictability of waterway transport this issue can be overcome with efficient scheduling, as well as picking less time constrained goods to transport over the river.

Additionally, freight forwarders presently have an effective routing and scheduling system for road transportation, through which they can manage a relatively efficient distribution, as well as avoid congestion and rush hours in the city, thus congestion is still not a pressing issue for them (Sabel, 2017).The infrastructure is already built for road transport and the transport systems adapted to that throughout the past decades, moreover the freight forwarding companies don't have responsibility for that infrastructure they just use it for their own purposes (Andersson, 2017).Concerning the two main traffic regulations of Gothenburg, the congestion tax is not differentiated across vehicle sizes and is also not a substantial amount especially if the higher charged time frames are avoided, while the Low Emission Zone restriction can be overcome with an upgraded vehicle fleet. Subsequently, there don't seem to be enough critical problems yet for transport companies in the city to switch from their road based transport system and it is very hard to estimate

how largely that system's efficiency changes with the future expansion of the city and its implications.

2.2.3 Logistics Service Quality (LSQ)

Logistics Service quality is defined as describing the company's ability to deliver the right amount of the right product at the right place at the right time in the right condition at the right price with the right information (Coyle, Bardi, and Langley1992; Shapiro and Heskett 1985; Stock and Lambert 1987). It is also considered by(Perrault and Russ 1974) as playing the most important role in customer satisfaction.

Logistics has traditionally been considered as a necessity for connecting production andconsumption (Saura, Frances, Contri, &Blasco, 2008). From this perspective, a company'slogistics function was seen only as a generator of costs with no capacity for differentiation (Ballou, 2004; cited in Saura*et al*. (2008)). This began to change in the mid-1990s aslogistics research based on marketing principles began to analyze the capacity of logisticsto deliver quality and thus generate greater customer satisfaction and loyalty (Mentzer*etal.*, 2001; Mentzer*et al*., 2004).

Mentzer*et al*. (2001) describes that logistics service quality have two components physical distribution service and marketing customer service. Combining these two components they identified 9 dimensions of logistics service quality: personnel contact quality, order release quantities, information quality, ordering procedure, order accuracy, ordercondition, order quality, order discrepancy handling, and timeliness. They developed a 25item instrument to measure customers' perceptions of the nine dimensions of logistics service quality. Two or three numbered items are used to measure each dimension.

Table (2.1)Logistic Service Quality Definitions

Dimensions	Definition
Personnel contact quality	Refers to the customer orientation of the organization contact people
Order releasequantities	Measure the product availability
Informationquality	Refers to customers' perceptions of the information provided by the organization regarding products from which customers may choose

Ordering procedures	Refer to the efficiency and effectiveness of the procedures followed by the organization
Order accuracy	Refers to how closely shipments match customers' orders upon arrival. This includes having the right items in the order, the correct number of items, and no substitutions items ordered.
Order condition	Refers to the lack of damage to orders
Order quality	Refers to how good products work. This includes how well they conform to product specifications and customers' needs
Orderdiscrepancy handling	Refers to how well the organization addresses any discrepancies in orders arrive.
Timeliness	Refers to whether orders arrive at the customer location as promised. More broadly, timeliness also refers to the length of time between order placement and receipt

Source: Mentzer et al. (2001)

As the logistics service quality model proposed by Mentzer et al (1999) focuses intensely on the service quality of the logistics service when covers product transportation service it is more specific and suitable to be applied to this research.

2.3   Customer Attitude

Attitude is defined as a mental, emotional or rational predisposition with regard to a fact, state, person or an object. In the context of customer behavior, the attitude of buyers towards all the relevant attributes of a product or services as well as the marketer and markets are studied. An individual has towards an object (be it a person, thing or situation). It is a learned predisposition to exhibit and act based on evaluation resulting in a feeling of like or dislike towards and object.

The evaluation of people is more complex than whether they simply like or dislike an object. To have a comprehensive view of attitudes, the ABC Model of Attitudes was developed. This model divides attitudes into three components: Affect, Behavior and Cognition, which are referred as the verbs "feel, do and think". Affect is the feeling of a

customer about an object. Behavior refers the intention of the customer to do something. The meaning of Behavior is the intention, not the actual behavior. Cognition is what a customer believes about an object. These three components have a close relationship with each other. Depending on the situation, the relative impact of these components, known as hierarchies of effects, were diversified (Solomon, 2013).

Attitudes can be defined as evaluations of ideas, events, objects, or people. Attitudes are generally positive or negative, but they can also be uncertain at times. Every attitude has three components that are represented in what is called the ABC model of attitudes: A for affective, B for behavioral and C for cognitive. Although every attitude has these three components, any particular attitude can be based on one component more than another. The tri component attitude model was an attempt to highlight the main components of attitude to predict customer behavior. The distinguished factor of the model was its depiction of different perspectives of all components.

Attitudes are consistent in nature, particularly with respect to the third component, i.e. behavior. Customers are consistent with respect to their behavior. However, they are not entirely permanent and may change if the cognitive or the component is changed. This implies that if the customer witnesses new experience or is exposed to new information about product/service offering and the mix (cognition), and feelings are changed from dislike to like (affect), attitudes towards the offering and the mix can undergo change. In other words, while attitudes are stable and do not change frequently, they can be changed if something is done to change them.

2.4   The Tri-component Attitude Model

According to Hansen, Kanuk and Schiffmann (2008), "an attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object". An attitude is assessed by researchers by asking the customers questions or by making conclusions regarding customers' behavior. There are several theories regarding attitude formation and attitude change. One leading theory regarding customer attitude is called the Tri component Attitude Model.

Every attitude has three components that are represented in what is called the ABC model of attitudes: A for affective, B for behavioral and C for cognitive. Although every attitude has these three components, any particular attitude can be based on one component more than another. The tri component attitude model was an attempt to highlight the main

components of attitude to predict customer behavior. The distinguished factor of the model was its depiction of different perspectives of all components.

Attitude consists of three major components: a cognitive (belief), an affective (feeling) and a behavior (response tendencies). Cognitive component consists of a consumer's beliefs about an object. Affective component states the feelings or emotional reactions to an object and conative component indicates one's tendency to response in certain manner towards an object or activity.

All three components co-exist in a relatively stable and balanced relationship, and compile to form an overall attitude about an object or idea. Figure (2.1) illustrates the three attitude components. (Hawkins, Best & Coney, 2001)

Figure (2.1) Three Attitude Components
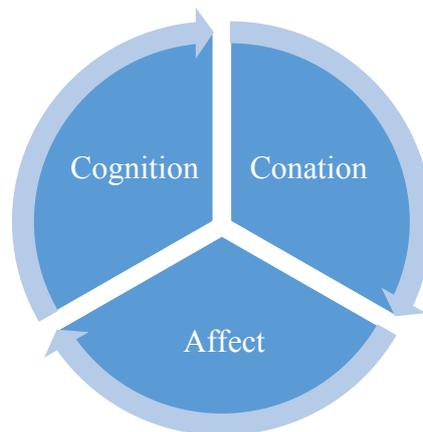
Source:Schiffman, L. G., &Kanuk, L. L. (2004)

In this study, Tri-component Attitude Model from Structural Models of Attitudes is discussed. Tri-component Attitude Model consists of three major components as shown in Figure (2.1): cognitive component, affective component, and conative component.

(i)   Cognitive Component

The cognitive component consists of a customer's beliefs about an object. It includes the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs. The total configuration of beliefs about a brand represents the cognitive component of an attitude towards as product.

(ii)   Affective Component

A customer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are evaluative in nature, because of this nature, an individual rate an object either "favorable" or "unfavorable". When a customer, likes or dislikes a product, it is an evaluation based on a vague, general feeling without cognitive information or beliefs about the product. Or, it is the result of several evaluations of the product's performance on each of several attributes. Affect laden experiences also manifest themselves as emotionally charged states (e.g., happiness, sadness, shame, disgust, anger, distress, and guilt). Such emotional states may enhance or amplify positive or negative experiences. A customer's affective reaction to a product is changed as the situation changes. Due to unique motivations and personalities, past experiences, reference groups, and physical conditions, the individuals evaluate the same belief differently.

While feelings are often the result of evaluating specific attributes of a product, they can precede and influence cognitions. In fact, one likes a product without acquiring any cognitive beliefs about the product. Sometimes, the customers' initial reaction of like or dislike to a product without any cognitive basis for the feeling.

(iii)   Conative Component

Conative component of an attitude consists of a person's tendencies to behave in a particular way toward an object. It refers to that part of attitude which reflects the intention of a person in short run or long run. This final component is concerned with the likelihood or tendency that a specific action is undertaken by an individual regarding to attitude object.

It is difficult for marketers to directly influence customers to buy, use, or recommend their products. Hence, marketers indirectly influence customer behavior by providing information, music, or other stimuli that influence a belief or feeling about the product. The theory of reasoned acting holds that behavior intentions are based on combination of the attitude towards a specific behavior, the social or normative beliefs about the appropriateness of the behavior, and the motivation to comply with the normative beliefs about the appropriateness of the behavior, and the motivation to comply with the normative beliefs. It is difficult to measure all the relevant aspects of an attitude. Customers may be unwilling or unable to articulated all their feelings and beliefs about various products or brands. The seven factors that reduce the consistency between attitude components are as follows:

2.5   Previous Studies on Customer Attitudes towards the Buying Behavior

Awareness of customer attitude is essential because attitude is based on belief about products/services and customer behavior is a result of their attitude which will help to formulate the sustainable competitive marketing strategies. Khanal (2018) measured the predictability of attitude components, build the customer attitude measurement model for coffee shops and compare the customer attitude towards local and international coffee shops in Norway. "The Tri-component Attitude model" is used as the basis for this study. For this research, data has been gathered using self-administrated survey questionnaire which was distributed to 159 sample population. Khanal (2018) concluded that all three components named affective, cognitive and conative are positively correlated with buying behavior with 99% confidence level and these components are significant. Among these, conative (behavioral intention) is most significant whereas cognitive (belief) is less significant for both local and international coffee shops. In addition, cognitive component has greater variation in attitude score among three components.

According to Sandhe (2019), attitude was measured through tri-component model of attitude formation. Data was collected from 300 respondents in the city of Vadodara, Gujarat, India. Respondents were administered a structured questionnaire containing statements measuring attitude in terms of cognitive, affective and conative factors. Sandhe (2019),found that Consumer attitude and buying behavior are strongly related.

2.6   Conceptual Framework

Conceptual framework is formed based on the research objectives and research questions. It displays both dependent variables and independent variables. These variables are connected and linked to form a test on this study. Figure 2.2 is the conceptual framework that focuses on three dimensions that determines the selection behavior of customers towards MIB shipping and logistics. The three dimensions of independent variable include pricing, scheduling and logistics service quality whereas the consumers' buying behavior towards MIB shipping and logistics is the dependent variable.

Figure (2.2) Conceptual Framework of the Study
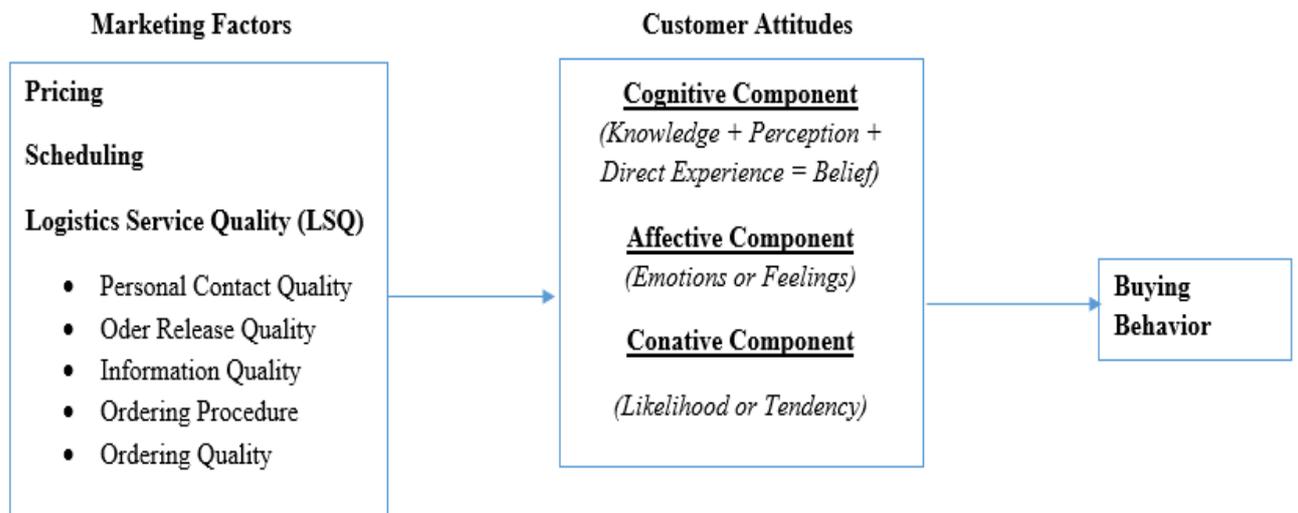
Source: Own Compilation (2019)

Figure (2.2) is structured based on the concept and theory of planned behavior. In the influencing factors, such as pricing, scheduling and logistics service quality are main things to study. In the tri components are included but multi-attribute model and decision-making process exclude consideration in this study. Therefore, selection behavior of MIB shipping and logistics is made by these three components.

CHAPTER (3)

PROFILE AND MARKETING ACTIVITIES OF MYANMAR INTERNATIONAL BLOOSOM (MIB) SHIPPING AND LOGISTICS CO., LTD

This chapter describes the profile of Myanmar International Blossom Company and includes the background of MIB Co., Ltd, mission, vision, objectives, departments and functions, organization chart, types of services offered by MIB Co., Ltd and role of CRM in customer life cycle at MIB Co., Ltd.

3.1 Background of MIB Shipping and Logistics Co., Ltd

Nowadays, there are more than one hundred shipping and logistics companies operating in Yangon, Myanmar. Most of these companies providing shipping and logistics services from/to many countries include Europe, Middle East, Africa, Far East, India, Intra Asia region and so on. Among them, MIB is one of the shipping and logistics companies which can provide global services by conducting agents around the world. Myanmar International Blossom does not own shipping containers and vessel lines. MIB is a Forwarder service agent which means MIB helps exporters and importers to export or import by dealing with partners such as container lines and shipping lines. Moreover, MIB has a huge network of most shipping lines and agents and is providing the great service for customers who want to export their cargo to many different nations. MIB has many

partnership agents (outsourcing agents) such as container truck agents, packing agents, and custom clearance agents, so on.

MIB Company has established in January 2010. MIB Company has tall organization structure in order to manage the employees effectively and efficiently. There are over 23 skilled employees to operate respective department professionally. Top management of MIB delegates authority and responsibility to respective in charge to give quality service to customers.

Mission statement of MIB Co., Ltd is "Shipping and Logistics Services Globally throughout Customer highest level satisfaction with the slogan" To be delightful, lets us carry your cargo".

Core Values are as follows: Honesty, Commitment, Trust, Caring and Accountability.

Main objectives of MIB Company are as follows:

- To maximize customer satisfaction all time through core values and service quality of MIB Co., Ltd
- To get more loyalty customers and maintain retention rates
- To spread the goodwill of MIB Co., Ltd and become the most successful company in the shipping and logistics company in Myanmar

3.1.1 Organizational Structure of MIB Shipping and Logistics Co., Ltd

Organization structure of the MIB Co., Ltd is a tall structure and it is presented in chart. According to the nature of the shipping and logistics business, all departments in charges have the authority to make decision. Therefore, MIB Co., Ltd can be seen as decentralized organization. Moreover, the number of departments and functions of departments in MIB Co., Ltd can be seen in this section. The organizational structure of the MIB Co., Ltd is shown in Figure (3.1).

Figure (3.1) Organizational Structure of MIB Shipping and Logistics Co., Ltd
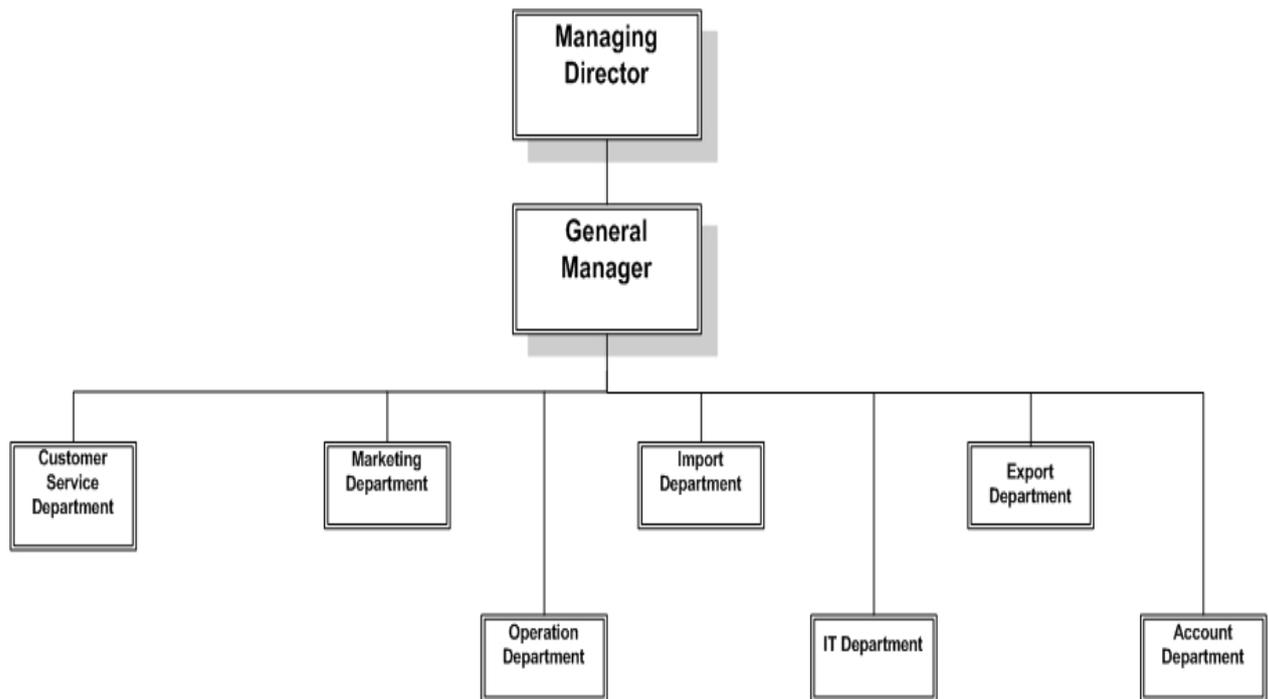
Source: MIB Co., Ltd (2019)

According to Figure (3.1), there are seven departments in MIB Co., Ltd to execute shipping operations and to offer the excellent services to all MIB customers. Those 7 departments in MIB Co., Ltd are as follows:

1. Marketing Department
2. Import Department
3. Export Department
4. Customer service Department
5. Operation Department
6. IT Department
7. Account Department

1. Marketing Department

The marketing of MIB Co., Ltd is the science of Business to Business (B2B) marketing which deals with the satisfaction of charterer's – shipper's needs for the carriage of goods by sea, with main aim the profit of the enterprise. Marketing department functions are as follows:

- To get awareness of the customers about MIB's shipping and logistics services

- To deal between customers (shippers) and shipping lines to get best price and fast delivery
- To submit freight quotation and finalise freight charges with shipper.
- To accept customer booking and note all customers' requirements
- To transfer data and information to booking department to confirm bookings
- To give promotional according to the seasonal demands

2. Export Department

When the confirmation is got from marketing department about customer's shipment, Export department does the following functions:

- To accept the shipping instructions (SI) in details and send them to shipping lines
- To take container numbers from the shipping lines and confirm vessel voyage and date
- To take booking notes from shipping lines
- To transfer booking info to operation department
- To prepare and issue Bill of Lading (BL)
- To inform oversea agents about shipments

3. Import Department

The import departments have many functions as follows:

- inform consignees about shipments.
- contact with foreign agents very often about documentation
- inform operation department and outsourcing custom clearance to assist consignee to get release order and to have smooth delivery at Shipping Agent Department) SAD
- prepare for container trucks with partners
- advice consignee to advice empty container return yard after unstuffing

4. Operation Department

Functions of operation department are as follows:

- Operation staffs find the containers at the container yard when export departments get the containers' numbers

- Have to check and take photos of the containers and report the photos to respective departments for future reference
- If containers have damage, request shipping lines to change containers
- Sometimes have to go to customers' warehouse to monitor stuffing
- Deal with Port authority, custom clearance agent and truck drivers
- To monitor discharging and loading at terminals
- Need to seal the containers
- Have to go along with container trucks till the customers' warehouse

5. IT department

IT department is very important for MIB Co., Ltd because IT department controls and monitors CRM database and submit reports on demands whenever top management needs the reports. There are many other functions that include:

- Have to monitor and debug network, internet errors
- Have to backup the data
- Have to update system and remove

6. Customer Service Department

Customer service plays an essential role in shipping and logistic business. This department has to give full service as per marketing department information and as well as request from customer direct to fulfill the needs and wants.

Functions of customer service department are as follows:

- To trace the containers and inform the customers when they want to know
- To handle complaints and inform respective departments and solve Complaints

7. Account Department

Account department is very important for organization's success because it holds and reports financial statements and cash flows. By looking at the report from account department, management makes the strategic decisions and future strategic plans.
Functions of account department include:

- To collect ocean freight and other costs from customers
- To prepare invoice for freight collections

- To communicate with all oversea agents for payment or collection issues
- To generate financial report for top management

3.1.2   Services of MIB Shipping and Logistics Co., Ltd

MIB is giving better service from time to time based on the CRM data to get customer satisfaction and to retain customers. MIB is providing service for both importers and exporters. MIB can do from suppliers' warehouses to destination warehouse delivery i.e. whole supply chain and logistics process. MIB is working together with almost all shipping lines and custom brokers therefore company has competitive advantage to choose service providers according to customers' needs and wants.

3.2   Marketing Factors

Marketing factors is very essential for shipping and logistics company. Marketing Factors includes Pricing, Scheduling, Logistics Service Quality (Personal Contact Quality, Order Release Quality, Information Quality, Ordering Procedure, Ordering Quality).

3.2.1   Pricing

As logistics service provider, MIB is an intermediary party which connects cargo owners to carriers in the logistics chain. Pricing strategies are the approaches a freight forwarder could use to determine the price of its services. MIB shipping and logistics company offers competitive pricing and special rate for regular customers. MIB always tries to offer best rate for customers by making good relationship with shipping lines and agents. In additions, company always monitors the prices of the competitors in order to adjust its price. Variations of a dynamic pricing structure are among the best options for developing pricing strategies with the flexibility to meet the needs of individual customers and differing cost-based situations. MIB sometimes gives credit terms for the short periods for the customers, as a resultcustomers could transport more shipments.

3.2.3   Scheduling

MIB forwarding company offers shippers or consignees many schedules by partnering with many shipping lines and agencies around the world. Customers could choose various schedules based on their desire. MIB also gives recommendations and suggestions about scheduling according to their cargo nature and warehouse availability. The company always keeps in mind to deliver the cargo on time without any defects according to the customer's instructions. In additions, the company arranges the best schedule that could reach the port or airport nearest to customer's warehouse since sometimes customer's warehouse place is not arrived directly. Then, the company delivers the cargo with container trucks to the final destination. MIB selects the shipping lines that have reliable *schedules* and high-frequency services.

3.3   Logistic Service Quality (LSQ)

Logistic service quality (LSQ) is very important for both forwarding company and customers in order to get intended achievement. LSQ includes personal contact quality, order release quality, information quality, ordering procedure, ordering quality.

3.3.1   Personal Contact Quality (PSQ)

MIB Company appoints qualified employees and trains how to communicate customers politely and respectfully. MIB has customer relation shipment management software that keeps regular customer information. The system records the cargo nature, customer's special request and payment system. The staff could retrieve those data in order to communicate customers so that customers believe that the company values and remember their needs and demands. Furthermore, company staff also visits to customer's office and gives presents whenever it is possible.

3.3.2   Order Release Quality

Order releasing process must be systematically and need to check whether the cargo releasing process is smooth. MIB always check the release case before the shipment is arrived to the destination. The company checks with international shipping lines and foreign agencies whether the BL has been surrendered and status has remarked to release. If the system does not update release status, the company traces the relevant parties in order to get release status before the cargo has been arrived to the destinations. If something is

wrong about the documentations and consignee faces difficulties to take the cargo at the destinations, MIB tries to get the correct documentations within one or two days.

3.3.3 Information Quality

MIB always tries to give exact information whenever customers request information. MIB has an effective database system that records all the update information about the all cargo by Bill of lading (BL) numbers. The company carefully selects the strong partners around the world for effective and efficient service. In additions, the company always update its database through the while shipping and logistics route. Thus, customers could get the update information whenever they want to know about their shipment situations.

3.3.4 Ordering Procedure

MIB sets up the ordering process simple for the customers. Customers could send the emails when they need to give shipping instructions. MIB carefully records the shipping instructions in its database and always confirms about it. If the shipper or consignee is new and are not very familiar with the shipping terms, MIB staff visits to the customer site in order to get the clear shipping instructions. If the shipping instruction cannot be applied in the real situations, company staffs advices the customers by explaining the customers in terms of shipping policy and terms.

3.3.5 Ordering Quality

Delivering cargo undamaged is common goal for all parties. MIB cares the cargo from start to end without deficits. To achieve this, the company chooses the most reliable shipping lines and agents in order to secure the cargo. It thoroughly selects the good packaging suppliers, container car suppliers and carriers. In additions, the company makes sure about the cargo if the customers take one stop service. The company staffs involve from start to end to check whether the cargo is good in shape till destination.

3.3.6 Profile of the Respondents

This study identifies the profile data of the MIB customers. Profile data include gender, age, education, experience, monthly salary and position. The findings are shown in frequency and percentage based on 120 customers in Table (3.1).

Table (3.1) Profile of the Respondents

Sr.	Particular	Frequency	Percentage
1.	Gender		
	Male	89	74.17
	Female	31	25.83
	Age		
	21-30 years	7	5.80
	31-40 years	77	64.2
	41-50 years	34	28.3
	51-60 years	2	1.70
2.	Education Level		
	Bachelor	74	61.7
	Master/PhD (Postgraduate)	46	38.3
3.	Monthly Income		
	Less than 1,000,000 Ks	17	14.2

	1,000,000 - 1,500,000 Ks	36	30.0
	1,500,001 - 2,000,000 Ks	20	16.7
	Above 2,000,000 Ks	47	39.2
4	**Type of Business**		
	Exporter	86	71.67
	Importer	34	28.33
5	**Types of product**		
	Food & Drugs	38	31.67
	Flowers, vegetables and fruits	65	54.17
	Plastic	17	14.16
	Total	**120**	**100.0**

Source: Survey Data (2019)

According to Table (3.1), among 120 respondents, the majority of the respondents are male and they are between 31 and 40 years old followed by the people who are between 41 and 50 years old. It is found that all respondents are educated. Regarding education, majority of the respondents are bachelor degree and second dominating group represents Master /Ph.D holders. Most of the respondents earn more than 1,000,000 - 1,500,000 Ks and most are exporter while some respondents are business owners. It is found that most of the respondents are business owners and shippers that they export mass amount of products worldwide because they have good positions, educated and have contact worldwide.

CHAPTER (4)

ANALYSIS OF INFLUENCING FACTORS ON BUYING BEHAVIOR OF MYANAMR INTERNATIONAL BLOOSOM (MIB) COMPANY LIMITED

This chapter is composed of two parts. In the first part, customer perceptions towards the logistic products and services of Myanmar International Blossom (MIB) Company are mentioned. In the second part, attitudes of the customers are presented. In third section, the relationship between dependent and independent variables are described. In this study, all these factors are important for most customers thus it is analyzed by surveying 120 customers and structured questionnaires designed with five points Likert-Scales. According to Best (1977), the responses are interpreted as follows: Structured questionnaires with 5 point likert scales, strongly agree = 1.00 − 1.80, Disagree = 1.81 − 2.61, Neutral = 2.62 − 3.41, Agree = 3.42 − 4.21, Strongly agree = 4.22 − 5.00 is used. Questionnaires are collected from 120 customers. Then. The data are calculated in SPSS.

4.1 Consumer Perception on Marketing Factors

This section presents the relationships among variables. In order to find out the relationships between independent variables (Marketing Factors) and dependent variables and, regression is calculated in SPSS.

4.1.1 Customer Perception on Pricing

Price factor is very essential in Logistics industry that most of the customers learn the price first before they make a decision to use the service. The findings are shown in Table (4.1).

Sr. No.	Pricing	Mean Score
1.	Being an important factor when using freight forwarder	4.18
2.	Being the first thing to consider before choosing logistics co.,	4.16
3.	Using shipping transportation is worth with usage quality	4.43
4.	Providing real value for money in terms of service quality.	4.42
5.	Reasonable price when compared with that of other services.	4.15
Overall Mean		**4.27**

Table (4.1) Customer Perception on Pricing

Source: Survey Data (2019)

According to Table (4.1), respondents perceive that shipping is worth because they can put a lot of cargo into one containers. In additions, if they do not have many cargos, they could transport with Less than Container Load (LCL). MIB gives the recommendations whether customers should use Full Container Load (FCL) or Less than

Container Load (LCL). Depending on cargo status thus customers thinks MIB service is worth for money in terms of quality. Price is the important factor for most shippers or buyers since it determines their profitability and survival. Therefore, price becomes critical factors for all respondents. Many respondents state that MIB price is reasonable while comparing with those of other forwarders. According to the overall mean score, most customers have good perception towards the price of MIB.

4.1.2 Customer Perception on Scheduling

Scheduling plays a very dominant role in logistic industry. Customers choose the most suitable schedule for their cargo. The customer perceptions on scheduling are presented in Table (4.2).

Table (4.2) Customer Perception on Scheduling

Sr. No.	Scheduling	Mean Score
1.	Able to arrange port near to warehouse for stuffing	4.34
2.	Offering alternative shipping dates so that it is very convenient to select one.	4.53
3.	Arranging schedules according to its promise.	4.12
4.	Arranging schedule suit for my cargo readiness.	3.73
5.	In case of emergency, arranging a schedule match on the date promised	3.68
Overall Mean		**3.58**

Source: Survey Data (2019)

According to Table (4.2), it is found in this research that the largest mean indicated that the majority of the respondents prefer the convenient shipping date. Mostly, the shippers asked the available shipping date first, and select the suitable date by the time the

cargos are ready at the warehouse, including the cargo stuffing time. The customers want the warehouse nearby the port so that stuffing time will be faster and easier and the car transportation fee is less. The customers received the fixed schedule according to promise and cargo readiness. The lowest mean stated that the customers perceive MIB schedule is fit by the time their cargo is ready and they glad for MIB's matching schedule with the date promise if in case of urgency. MIB contacted multi the shipping lines so that the ship can be switched if in case, the shippers have some issues. According to overall mean score, the scheduling factors influence on customer perception to select the freight forward service.

4.1.3 Customer Perception on Logistic Service Quality (LSQ)

Logistic service quality includes personal contact quality, order release quality, information quality, ordering procedure, and ordering quality. It comprises of the most essential functions of the logistic industry. If the company provides the good logistic service quality, customer will be satisfied and are safe regarding their shipments.

(i) Customer Perception on Personnel Contact Quality

Every service industry, constructing good relationship with customers is essential in order to maintain its customers. MIB always keeps in touch with its customers by visiting to customers' offices, and giving presents occasionally. The perceptions of customers towards personal contact quality of MIB are shown in Table (4.3).

Table (4.3) Customer Perception on Personnel Contact Quality

Sr. No.	Personnel Contact Quality	Mean Score
1.	Good attitude and behavior of the staff	4.38
2.	Quick response to customers' needs and requirements.	3.91
3.	Adequate product knowledge/experience	4.23
4.	Competence of employees	4.08
5.	Considering customer side	4.17
Overall Mean		**4.04**

According to Table (4.3), it is found in the finding that the majority of the respondents identified the manner of MIB employees who are responsible, polite, skillful and etc. Most of the employees have good behavior and attitude because the staff are experienced and well trained for customer relationship. The employees have good relationship with customers because of long service in MIB. As a result, the employees have sufficient product awareness as a result, the customers can rely on the experienced staff. More importantly, the employees are thinking of customers' side and have competency. Moreover, the customers like quick feedback. Not only the working experiences, but also having CRM software can support the employees to meet the customers' needs and wants quickly. According to the overall mean score, many respondents have positive view on customer perception on personnel Contact quality given by MIB.

(ii) Customer Perception on Order Release Quality

Regarding to the customers, order release quality is very essential and it needs to be clear and easy to use. MIB's Bill of Lading (BL) discrepancy is clear and the service is consistent. MIB really cares for the shipment reach on time at the final destination and paper work process is very detailed. Mean scores for each question are calculated and the results are shown in Table (4.4).

Table (4.4) Customer Perception on Order Release Quality

Sr. No.	Order Release Quality	Mean Score
1.	Difficulties never occur at the final destination	3.61
2.	Good Bill of Lading (BL) system	3.83
3.	Consistence in handling process	3.73
4.	Releasing the shipment at the final destination on time.	4.13
5.	Always care shipping documents	3.63
	Overall Mean	**3.79**

According to Table (4.4), it is found in the survey that the majority of the respondents prefer to release the shipment on time to the final stop. Before the ship arrives to the destination, the freight forwarding company needs to do the release process connecting with shipping lines and oversea agent. Surrender BL is set before the ship is in land. Bill of Lading (BL) process is done at once because MIB can manage the BL process as soon as the shippers give the shipping instructions. Furthermore, the employees are skillful and competence since the staff are able to do multi task effectively and consistently. Besides that, MIB always care the shipping notes and all the paperworks. The lowest mean score defined that normally, the process is smooth. Sometimes, the policy is changed in oversea countries,thus the shipment is temporarily delayed. According to overall mean score, many respondents have a positive view on customer perception of order release quality provided by MIB freight forwarding.

(iii) Customer Perception on Information Quality

Information quality is very vital for customers that they like to know where the shipment is located. MIB inform the shipment location time to time and MIB keeps all the information in database which is very helpful for customer's needs and wants. Mean scores for each question are calculated and the results are shown in Table (4.5).

Table (4.5) Customer Perception on Information Quality

Sr. No.	Information Quality	Mean Score
1.	Effective cargo tracking system.	4.36
2.	Good database system and records all the needs and wants of the customers.	4.39
3.	Updated information with time to time	4.32
4.	Providing enough information when enquiry.	4.33
5.	Informative and responsive for website or online inquiry.	4.26
Overall Mean		**4.33**

Source: Survey Data (2019)

According to Table (4.5), it is found in this finding that the highest mean score indicates the majority of the respondents perceived with MIB database system which make

them easier for their requirement because the database collects all the customers' requirement concerning to the needs of entire shipment process. In addition, most of the respondents prefer cargo tracking system and the shipment can be tracked on the world map, and MIB can track all the shipments by container numbers. In addition, the employees can provide adequate information to the shippers and updated information are occurred time to time. Furthermore, the lowest mean score described that many respondents believe that MIB share the information with time as well as on MIB website and social media. MIB page and website are up to date and there will be a quick response if the customers use the messenger, viber, or whatapps. According to overall mean score, the information quality highly influences on the respondents to select MIB.

(iv) Customer Perception on Ordering Procedure

MIB's Ordering procedure is simple and user friendly. The employees are always ready to come to customers when they need to talk personally. MIB provides effective requisition procedure. Mean scores for each question are calculated and the results are shownin Table (4.6).

Table (4.6) Customer Perception on Ordering Procedure

Sr. No.	Ordering Procedure	Mean Score
1.	Simple Ordering procedure	3.94
2.	Effective requisitioning procedures	3.99
3.	User friendly requisitioning procedures	3.83
4.	Flexible requisitioning procedures	3.93
5.	Willing to come to customer place when request	3.87
	Overall Mean	**3.89**

Source: Survey Data (2019)

According to Table (4.6), it can be found in the survey that the highest mean score is 3.99 and the lowest mean is 3.83. The overall mean is 3.89.

Based on the findings, the largest mean score indicated that the respondents are pleased with effective requisition procedure given by MIB as well as simple ordering procedure. MIB gives the service through viber and email for customers' convenient. Besides, the lowest mean score represented that the respondents are glad for user friendly requisition procedure. For example, the customers cannot come for import release, MIB gives the service online such as viber, whatapps, for releasing BL. The customers do not need to come to the office so that the service goes smoothly whenever needed. According to overall average mean score, many respondents have a positive view on customer perception on ordering procedure done by MIB.

(v) Customer Perception on Ordering Quality

Ordering quality characteristics are very important for the customers. MIB service takes care of all the cargo not to get damaged, spoiled and decayed during the process of transportation and MIB takes accountability for the entire process departing from Myanmar Port to final spot. In this study, 120 customers are surveyed. Mean scores for each question are calculated and the results are shown in Table (4.7).

Table (4.7) Customer Perception on Ordering Quality

Sr. No.	Ordering Quality	Mean Score
1.	Undamaged materials from depot	4.14
2.	Undamaged materials from vendor	4.07
3.	As a result of the transport mode orcarrier, damage rarely occurs	4.08
4.	Caring good order condition (free of damage, fault or loss)	4.03
5.	Taking full responsibility until cargo delivery	4.02
Overall Mean		**4.00**

Source: Survey Data (2019)

According to Table (4.7), in this survey, the largest mean represented that the majority of the respondents are strongly are confident in MIB's cargo management system.

Handling cargo by MIB is safe and undamaged from the depot as well asduring the process of transiting, or carrying process to the destination. While packing, stuffing, and container lifting, MIB gives the service for not to get damaged. For reefer containers, temperature level needs to be set accordingly. Ventilation level needs to be fixed as well. For all those things, the employees are well trained. The respondents occurred a rare damage during transportation, handling with fork clip car. The respondents agree that MIB cares the delivery of goods I good order condition. The respondents indicated that the cargos are not damaged while taking from vendor. Moreover, the lowest mean score indicated that many of the respondents believe that MIB takes fully accountability throughout the cargo process. If in case, the shipment is delayed due to shipping line or paperwork delay, there will be detention fees and MIB pays part of it. Additionally, according to the overall mean score, most of the respondents have a constructive view on Customer Perception on Ordering Quality because mostly MIB care for cargo not to get damaged in any situation like transporting, staffing, transiting, and etc. and the customers have positive view on MIB service.

4.2 Analysis of Influencing Factors on Customer Attitudes

Attitudes of the customers are very important in making buying decisions. In this study, tri-component model is used in order to analyze the customers' attitudes.

4.2.1 Customer Attitudes

The customer attitude components such as cognitive, affective, and conative are analyzed. In this study, all these factors are important for most customers thus it is analyzed by surveying 120 customers and structured questionnaires designed with five points Likert-Scales. According to Best (1977), the responses are interpreted as follows:Strongly agree = 1.00 – 1.80, Disagree = 1.81 – 2.61, Neutral = 2.62 – 3.41,Agree = 3.42 – 4.21, Strongly agree = 4.22 – 5.00

Attitudes of the customers are very important in making buying decisions. Table (4.8) presents the attitudes of the respondents based on the survey result.

Table (4.8) Customer Attitudes

Sr. No.	Cognitive Component	Mean Score
1.	Affordable and favorable price	4.17
2.	Experience with shipping service.	3.95
3.	Promotions are attractive.	3.97
4.	Reasonable Government policies (import, export and tax etc)	3.10
5.	Service equal value for money.	4.08
	Overall Mean	**3.85**
	Affective Component (Emotions)	
6.	Promotions make easier for payment terms and interests.	4.11
7.	Confidence that shipment can be transported around the world.	3.99
8.	Trading the cargo can get profit.	3.79

9.	Handling the shipment without any difficulties by MIB.	3.46
10.	Always searching the updates of prefer shipping and logistics.	4.12
	Overall Mean	**3.89**
	Conative Component	
11.	Using this company from logistics preference	4.17
12.	Favorite logistics always influence on buying decision.	4.04
13.	Recommending others to use the favorite forwarding company.	3.79
14.	Enough confident with MIB service	3.41
15.	Keep using MIB service	4.08
	Overall Mean	**3.90**

Source: Survey Data (2019)

According to Table (4.8), regarding to the cognitive component, the highest mean score is 4.17 and the lowest mean is 3.10. The overall mean is 3.85. Regarding to the affective component, the highest mean score is 4.12and the lowest mean is 3.46. The overall mean is 3.89. Concerning with the conative component, the highest mean score is 4.17 and the lowest mean is 4.08. The overall mean is 4.08.

In this survey, the majority of the customers perceived that the prices of MIB are reasonable and affordable comparing to others and hiring MIB is worth and get back thevalue. The respondents accept that the service is equal to the value for money. Moreover, the promotion plan attracts the customers because MIB builds up a good relationship with all the shipping lines so that mostly get the special price. Moreover, the discount price is offered for the loyal customers who make contract with MIB. But for all the customers, the good price is still offered based on the volume. Most of the respondents have experienced with shipping service that most of the respondents are exporters and importers. Concerning with taxation, government policies for both export and import, some respondents are moderately satisfied with because the policies are changed frequently. According to the overall mean, most customers have cognitive characteristic that influence on customer attitude towards MIB company.

Regarding to affective component, the majority of the customers seek the updated information of favorite company since MIB posts updated information on its web or social media. Besides, promotions make easier for payment terms and interest because the

customers who get promotion are loyal and regular customers mostly. Additionally, the respondents trust that the shipment can go through anywhere around the world. Furthermore, the respondents are aware of trading which can earn profit as most of the customers are business who are doing export and import. Furthermore, many customers are confident in sending the cargo worldwide through MIB service smoothly to the desired destination as MIB has oversea agent worldwide and the company has been established for more than one decade. According to overall mean score, most customers have affective characteristic that influence on customer attitude toward MIB company.

Concerning with conative component, it is found that the majority of the respondents use MIB service from logistics preference because MIB is freight forwarding service for logistics and shipping management between shippers and consignees. Besides that, MIB builds up a good relationship with customers and always offer a good price, as a result, the customers keep using MIB service due to the employees' good behavior and skillful at their job. Thus, the customers always think of the favorite company which lead the customer's buying decision. Depending on being the customers' favorite company,the customers are ready to recommend their favorite company to the friends, partners, and etc. Moreover, the customers are confident in MIB service because the shipments do not have any complications or troubles to desired destination. MIB keeps the data of the customers so that the employees are aware of the customers' needs and wants. For that, the customers are more relying on the company which knows all the requirements and the customers feel that they are safe and convenient with MIB company. According to overall mean, many customers have conative characteristics that influences on their attitude towards MIB company.

4.2.2 Analysis of Influencing Factors on Customer Attitudes

Attitudes of the customers are very important in making buying decisions. In this study, tri-component model is used in order to analyze the customers' attitudes.

(i) Influencing Factors on Cognitive Component

In this research, multiple regression model is used in order to find out the relationship between independent variables on Cognitive Component by surveying 120 customers. Table (4.9) shows the effect of independent variables on Cognitive Component of the customers.

Table (4.9) Influencing Factors on Cognitive Component

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	-1.821	.336		-5.415	.000
Price	.771***	.140	.516	5.504	.000
Scheduling	.003	.076	.001	.037	.971
Personal Contact Quality	.150	.149	.077	1.011	.314
Order Release Quality	.227***	.080	.239	2.829	.006
Information Quality	.052	.100	.038	.518	.605
Ordering Procedure	.229***	.070	.180	3.264	.001
Ordering Quality	-.053	.070	-.032	-.753	.453
R Square	.964				
Adjusted R Square	.962				
F value	434.671***				

Source: Survey Data, 2019

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

According to Table (4.9), the specified model could explain very well about the variation of the cognitive component of the respondents in Yangon. This specified model can be said valid. Among the seven independent variables, only three variables: price, order release quality, and ordering procedure are significant within 10 percent level while other variables are not significant at 10 percent level.

Price variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive value indicates that the better in price factors leads to more affect on customers who have cognitive attitudes. Majority of the customers use freight forwarding service when it is reasonable price comparing to others. Moreover, the price is affordable, the customers can send more cargos The more the price is reasonable the more effects on people who have affective component. If the price is competitive, people become inquisitive. An increase in price factor by 1 unit raises the affect on customers who have cognitive attitudes by 0.771unit.

Regarding to order release quality variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive value indicates that the increase in personal contact quality leads to more affect on customers who has cognitive

characteristics. If the customers take out the cargo at the destination, the relationship between shipper and consignee can be built well, as a result, there will be more business opportunities. An increase in personal contact quality by 1 unit raises the affect on customers who have cognitive attitudes 0.227 unit.

Ordering procedure variable has the expected positive sign and highly significant coefficient value at 1 percent level. Formal processes are narrow down so that time consuming is less and processes are smooth. The positive value indicates that the increase in ordering procedure leads to more affect on customers who has cognitive characteristics. An increase in ordering procedure by 1 unit raises the affect on customers who have cognitive attitudes 0.229 unit.

The standardized coefficient (Beta) of personal contact quality factor has the largest value (0.516) among seven explanatory variables indicating that price factor has the greatest contribution to the affect on customers who have cognitive attitudes of the customers when the variance explained by other variables is controlled for. The overall evaluation reveals that models explain the variation in cognitive variable of the customers well. The increases of the ordering procedure and ordering quality have the positive effects on customers who have cognitive attitudes while price has positive affect.

In summary, the results show that most factors have significant value and the main determination of cognitive attitudes of the customers to be the personal contact quality factor. Most customers who have cognitive attitudes mainly focus on pricing factor during selecting shipping service.

(ii) Influencing Factors on Affective Component

In this research, in order to find out the effects of influencing factors people with affective attitude regression model is used. Table (4.10) shows the relationship between influencing factors and effective components.

Table (4.10) Affective Component

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	-2.678	.266		-10.060	.000
Price	.574***	.111	.398	5.178	.000

Scheduling	.125**	.060	.045	2.081	.040
Personal Contact Quality	.135	.118	.072	1.151	.252
Order Release Quality	.026	.064	.028	.411	.682
Information Quality	.198**	.079	.151	2.512	.013
Ordering Procedure	.163***	.055	.133	2.944	.004
Ordering Quality	.382***	.055	.240	6.891	.000
R Square	.976				
Adjusted R Square	.975				
F value	655.189***				

Source: Survey Data, 2019

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

According to Table (4.10), the specified model could explain very well about the variation of the affective component of the respondents in Yangon since the value of R^2 is almost 98 percent. The model can explain 98 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.975. 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. All the variables have positive relationship. Among the seven independent variables, only three variables: price, ordering procedure and ordering quality are significant within 10 percent level, and another two variables: scheduling, information quality are significant within 5 percent level while other variables are not significant at 10 percent level.

Price variable has the expected positive sign and is highly significant coefficient value at 1 percent level. The positive value indicates that the better in price factors leads to more affect on customers who have affective attitudes. After learning several price range with different options, then the customers are interested in using the company which offers reasonable price. If the price is less, the customers can earn more profit and people are more interested and motivated. An increase in price factor by 1 unit raises the affect on customers who have affective attitudes by 0.574 unit.

Scheduling variable has the expected positive sign and is significant coefficient value at 5 percent level. The positive value indicates that the increase in scheduling factors leads to more affect on customers who have affective attitudes, since scheduling is very important in logistics industry, especially, the cargo is perishable. For that, MIB needs to

arrange everything fit in the perfect timing. The buyers and customers' relationship is better if good schedule is provided. An increase in scheduling factor by 1 unit raise the affect on customers who have affective attitudes by 0.125 unit.

Information quality variable has the expected positive sign and is significant coefficient value at 5 percent level. The positive value indicates that the increase in information quality factors leads to more affect on customers who have affective attitudes. Information quality is very essential nowadays, and due to advanced technology, the shipment location can be tracked and MIB provide a good database system for customer requirements personally or the prompt response via phone or social media. If the information is given with time, the business process is smooth. An increase in scheduling factor by 1 unit raise the affect on customers who have affective attitudes by 0. 198unit.

Regarding to Ordering procedure variable, it has the expected positive sign and highly significant coefficient value at 1percent level. The positive value indicates that the increase in ordering procedure leads to more affect on customers who has affective characteristics. Ordering procedure is one of the important factors that order procedure needs to be clear enough and the system is user friendly. The working process is easier that the formal processes are narrow down. An increase in ordering procedure by 1 unit raises the affect on customers who have affective attitudes 0.163 unit.

Concerning ordering quality variable, it has the expected positive sign and strongly significant coefficient value at 10 percent level. The positive value indicates that the increase in ordering quality leads to more affect on customers who has affective characteristics. Ordering quality is one of the important factors that the cargo should be undamaged or fragile during shipment and MIB gives full responsibility for good condition. As MIB takes full responsibilities, the rate of undamaged is less and people are more interested in using MIB service. An increase in ordering procedure by 1 unit raises the affect on customers who have affective attitudes 0.382 unit.

The standardized coefficient (Beta) of ordering procedure factor has the largest value (0.398) among seven explanatory variables indicating that prince factor has the greatest contribution to the affect on customers who have affective attitudes of the customers when the variance explained by other variables is controlled for. The overall evaluation reveals that models explain the variation in affective variable of the customers

well. The better price factor has the positive effects on customers who have affective attitudes.

In summary, the results show that most factors have significant value and the main determination of affective attitudes of the customers to be price factor. Most customers who have affective attitudes mainly focus on price factor during selecting shipping service.

(iii)   Influencing factors on Conative Component

In this research, the relationship between independent variables and conative attitudes is tested by calculating the regression model. Table (4.11) shows the effect of customers' attitude on buying behavior.

Table (4.11) Conative Component

Variable	Unstandardized Coefficients		β	t	Sig
	B	**Std Error**			
(Constant)	-2.953	.265		-11.133	.000
Price	.680***	.111	.483	6.155	.000
Scheduling	.109*	.060	.040	1.828	.070
Personal Contact Quality	.498***	.117	.271	4.243	.000
Order Release Quality	-.009	.063	-.010	-.143	.887
Information Quality	-.021	.079	-.016	-.265	.791
Ordering Procedure	.062	.055	.052	1.117	.267
Ordering Quality	.356***	.055	.229	6.443	.000
R Square	.975				

Adjusted R Square	.974
F value	627.348***

Source: Survey Data, 2019

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

According to Table (4.11), the specified model could explain very well about the variation of the conative component of the respondents in Yangon. The model can explain 97 percent about the variance of the independent variable and dependent variable. This specified model can be said valid. Among the seven independent variables, only 3 variables: price, scheduling, personal contact quality, and ordering quality are strongly significant within 1 percent level, and scheduling is significant within 10 percent while other variables are not significant at 10 percent level.

Price variable has the expected positive sign and is highly significant coefficient value at 1 percent level. The positive value indicates that the better price factors leads to more affect on customers who have conative attitudes. After learning several price range with different options, then the customers need to talk to their buyers abroad so that price becomes very essential. Normally, if price is good, people can earn more and the customers prefer using MIB service. An increase in price factor by 1 unit raises the affect on customers who have affective attitudes by 0. 680 unit.

Scheduling variable has the expected positive sign and significant coefficient value at 10 percent level. The positive value indicates that the increase in scheduling factors leads to more affect on customers who have conative attitudes. Scheduling is one of the most important factors in shipping industry. The customers are willing to use MIB service due to better scheduling. An increase in price factor by 1 unit will reduce the effect on customers who have conative attitudes by 0.109 unit.

Personal contact quality variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive value indicates that the increase in personal contact quality leads to more affect on customers who has conative characteristics. As a result of customer relationship, the customers are considering to hire the company. Mostly, the customers meet the employees first since the time they enquiry for the information. For that, employees' personal relation with the customers are taking the dominant role. Based on the employees' attitude, politeness, prompt response, skillfulness and etc.. are very essential. The employees' relationship is good so that the

customers are willing to use MIB service. An increase in personal contact quality by 1 unit raises the affect on customers who have conative attitudes 0.498 unit.

Concerning ordering quality variable has the expected positive sign and significant coefficient value at 1 percent level. The positive value indicates that the increase in ordering quality leads to more affect on customers who has conative characteristics. Ordering quality is one of the important factors that the cargo should be undamaged or fragile during shipment and MIB gives full responsibility for good condition. The processes are smooth so that even novices transport the cargo easily. An increase in ordering procedure by 1 unit raises the affect on customers who have affective attitudes 0.356 unit.

The standardized coefficient (Beta) of personal contact quality factor has the largest value (0.483) among seven explanatory variables indicating that pricing factor has the greatest contribution to the affect on customers who have conative attitudes of the customers when the variance explained by other variables is controlled for.

The overall evaluation reveals that models explain the variation in conative variable of the customers well. The increases of price factor has the positive effects on customers who have conative attitudes while price has positive affect.

In summary, the results show that most factors have significant value and the main determination of conative attitudes of the customers to be the price factor. Most customers who have conative attitudes mainly focus on price factor during selecting shipping service.

4.3 Analysis of Influencing Customer Attitude on Buying Behavior

The attitude of the customersare very important for buying behavior. The service provided by MIB will pursue the customers to become loyal customers and their recommending to friends and partners would lead to get wider market. The interest of customers on MIB is very essential. In this study, 120 customers are surveyed.

4.3.1 Buying Behavior

In this research, in order to find out the buying behavior of the respondents, 120customers are surveyed. Table (4.12) indicates the buying behavior of the respondents.

Table (4.12) Buying Behavior of Respondents

Sr. No.	Buying Behavior	Mean Score
1.	Using MIB service only in the future.	4.17
2.	Truly satisfied whenever I use MIB service.	4.04
3.	Recommending my friends or partners to use MIB forwarding.	3.98
4.	Searching information about MIB new products and services from time to time.	3.79
5.	Firstly recall MIB	4.14
Overall Mean		**4.02**

Source: Survey Data (2019)

According to Table (4.12), the majority of the respondents has intention to use the service of MIB company, so that they become loyal customers and use only MIB company and most of the respondents memorize the name of MIB first whenever they need to use freight forwarding service. Besides that, most of the respondents have a very good working experience with MIB and they are fully satisfied with MIB services each time they work with MIB company. Another factor that found out in the research isthat the respondents highly recommend MIB company to their friends and partners that they are already delighted with MIB services. As a result, many respondents seek the updated news and information concerning with MIB for further shipment. According to overall mean, most of the respondents are pleased with MIB services that they have highly positive impact regarding to buying behavior.

4.3.2 Influencing Customer Attitude on Buying Behavior

In this research, in order to find out the effects of customers' attitudes on buying behavior, linear regression model is used. Table (4.13) shows the effect of customers' attitude on buying behavior.

Table (4.13) Effect of Customer Attitude on Buying Behavior

	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.530	.086		6.148	.000
Cognitive Component	.286***	.101	.322	2.830	.005
Affective Component	.038	.183	.041	.207	.836

Conative Component	.576**	.219	.612	2.628	.010
R Square	.943				
Adjusted R Square	.941				
F value	637.926***				

Source: Survey Data, 2019

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

According to Table (4.12), the specified model could explain very well about the variation of the effect of customer attitude on buying behavior of the respondents since the value of R^2 is almost 0.943 percent. The model can explain 94 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.941. 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. Among the three independent variables, only two variables: affective and conative are significant within 10 percent level while other variables are not significant at 10 percent level.

Cognitive component variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive value indicates that the increase in cognitive component factors leads to more affect on buying behavior customers. The shippers learn more about MIB company, and it leads to use MIB company. An increase in cognitive component by 1 unit raises the affect on buying behavior of customer by 0.286 unit.

Conative component variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive value indicates that the increase in conative component factors leads to more affect on customers buying behavior. The customers are willing to use the service and finally use the service. An increase in cognitive component factor by 1 unit raises the affect on customers who have affect of buying behavior by 0.576 unit.

The standardized coefficient (Beta) of conative component factor has the largest value (0.612) among three explanatory variables indicating that conative component factor has the greatest contribution to the affect on buying behavior when the variance explained by other variables is controlled for.

The overall evaluation reveals that models explain the variation in effect of customer attitudes variable of the customers well. The increases of cognitive component and conative component have the positive effects on buying behavior.

In summary, the results show that most factors have significant value and the main determination of effect of customer attitudes attitudes of the customers to be the affective component factor. Most customers who have effect of customer attitudes mainly focus on conative component factor during selecting shipping service.

CHAPTER (5)

CONCLUSION

This chapter presents the findings and discussions, suggestions and recommendations and need for further research. It explores the perceptions of the employees towards the Shippers' behavior on MIB Co., Ltd. Moreover, this study describes the buying behavior of customers. It covers the relationship between dependent and independent variables. Based on the findings, this study suggests and makes recommendations in order to get more market shares.

5.1   Findings and Discussions

This study finds out the customer perceptions by surveying 120 customers. The findings reveal that most of customers are males since males are doing more trading business in Myanmar. They are 31 to 40 years old and graduated business owner. Majority of the respondents earn above 2,000,000 Kyats since they are doing the own business.

Regarding to pricing, most of the customers are much satisfied with the price provided by MIB Co., and they believe that MIB price is reasonable among others. The customers stated that MIB provided a true service quality and what they pay and what they get is satisfying. As the customers truly believe that using MIB service is worth and they get a better service as a return.

Concerning with scheduling, it is found in this survey that MIB offers the perfect scheduling for the customers. The customers defined that MIB can make arrangement to get nearby warehouse for filling the cargo and it can save time and car transportation charges. MIB keeps their promise for the schedule and if in case, if needed to switch the ship, MIB can arrange perfectly. Besides, MIB's schedule is convenient and come with many options, and even with the emergency issue, MIB can arrange the schedule and try to fit with previous confirmation.

Concerning with personal contact quality, it is found that the employees of MIB have politeness, nice attitude, and knowledgeable and experienced. The customers stated that MIB staffs are ready for serving their customers and thinking for customer side.

Moreover, the customers defined that they are pleased with the staffs' prompt response for customers' requirement and they have competency.

According to order release quality, the customers indicated that they are satisfied with paperwork done by MIB and arrangement to reach final destination on time. MIB's Order handling process and BL process are consistent. On the other hand, sometimes, the customers fairly found some issues at the last stop because the rules of ports are different based on the policies of countries and the custom policies cannot be the same.

The customers are satisfied with MIB's information quality. The customers stated that MIB record all the customers' requirements and can match for further enquiry. Additionally, MIB provides full information whenever the customers ask and the information are fresh with time. The customers are pleased with tracking system but they prefer more active and informative websites and only feedback. For that, MIB should have updated online website or social media which can answer instantly.

Regarding ordering procedure, it is found that MIB can meet customers personally whenever customers need them and MIB has flexible requisition procedure. Besides, the customers defined that MIB provides simple and clear ordering procedure and it is very effective. MIB gives user friendly requisition procedures and the customers like using it.

According to ordering quality, the customers are pleased with MIB takes accountability for cargo not to get damaged or loss or fragile and MIB cares fully until cargo reach the final place. MIB gives the service for receiving materials received from vendors and depots undamaged and damage hardly occurs due to transport or mover.

Relating to the attitudes, most of the customers have cognitive attitudes since customers usually find out the shipping line information and want to try in order to find the best service for their business. Regarding affective attitude, many respondents have affective components since they feel they could transport their cargo to the buyers by MIB service.

Concerning with conative component, many customers have the moderate levels of conative characteristics which influences on buying decisions. Many respondents are willing to use the MIB service and they recommend other friends to use MIB service since they have already learnt that MIB offers good service with reasonable price.

According to the regression result relating to cognitive component, price, order release quality, and ordering have significant positive relationship on cognitive component.

The increases in price, order release quality, and ordering procedure factors have a positive effect on buying behavior of cognitive attitude. It is found that price quality factor most influences on cognitive attitude of respondents.

Regarding affective component, price, scheduling, information quality, ordering procedure, and ordering qualityhave significant positive relationship on affective component. The increases in price, scheduling, information quality, ordering procedure, and ordering quality factors have a positive effect on buying behavior of affective attitude. It is found that price quality factor most influences on cognitive attitude of respondents.

Regarding conative component, price, scheduling, personal contact quality, and ordering qualityhave significant positive relationship on conative component. The increases in price, scheduling, personal contact quality, and ordering qualityhave significant positive effect on buying behavior of conative attitude. It is found that price quality factor most influences on conative attitude of respondents.

Finally, among three personal attitudes, only cognitive and conative component is strongly significant with buying behavior. Among those components, conative component is the most influencing factor on the buying behavior of car buyers with hire-purchase. Normally, the increases of conative attitudes have the positive effects on buying behavior.

5.2   Suggestions and Recommendations

According to the findings, MIB should focus its major customer segment by giving relevant promotions. The company should target to business owners who are trading their cargo or import products from overseas. Company should focus the product nature of those people and offers attractive promotions for them.

Regarding price, MIB should offer competitive price by always monitoring the prices of competitors. The company needs to make special price for regular customers and offer loyalty programs by quantity based. As the result, customers will not go to other companies. In additions, the company should always to give value that MIB service is worth of money. Regarding scheduling, MIB should always consider the backup route or schedule for the customers in emergency case. In additions, the company always needs to check cargo ready date in order to arrange best route. Sometimes, the company should choose the best route for customers without considering the ocean or air freight in emergency case. For the good personal contact quality, the company should keep current

personal contact quality by training necessary product knowledge and skills. Furthermore, the companies always need to train employees to give service by empathy since customers want the company to care the cargo on behalf of them. Moreover, the company should focus the rules and regulations of trading countries in order to avoid delays or difficulties. In order to avoid bl discrepancy, the company should do double check with oversea agents and custom brokers to achieve the smooth process. Regarding information quality factor, MIB should regularly update its website and arrange own online team in order to give real time feedback from websites and social media. For ordering procedure to be easy for customers, MIB should make the preformatted ordering form with guidelines so that customers could easily make the ordering process. To avoid the damage or defects, MIB should buy the insurance for all the cargo when the cargo is sensitive. In additions, MIB should pay more attention the cargo from packaging to delivering to customer's site.

Marketers and sales staff should approach customers based on their personality traits. For people with cognitive attitudes, MIB should offer very attractive price so that those people will try MIB service. In additions, marketers should approach customers with affective component by visiting customer's office and try to get their trust. MIB should persuade conative customers by guaranteeing that their cargos will be delivered without difficulty. MIB should focus the environmental changes and technological advancement in order to develop strategic plans to gain more market shares since export and import regulation changes could affect all stakeholders. Finally, MIB should focus on new products and services based on China's Belt and Road Initiative (BRI) development plan as well as it aims to build connectivity and co-operation across six main economic corridors encompassing China and: Mongolia and Russia; Eurasian countries; Central and West Asia; Pakistan; other countries of the Indian sub-continent; and Indochina. Myanmar is included in that plan thus MIB should pay attention to china belt and road plan.

5.3   Needs for Further Research

This study focuses only the impact of personality traits on buying behavior from MIB products and services in Yangon by collecting survey from 120 customers thus it is not cover the whole shipping and logistic country. If the research is countrywide, it could be superior. Thus, further researches should study customers' attitudes and buying behaviors towards all types of shipping and logistics companies in Myanmar to cover the

whole industry. The further study should focus on porter five forces and generic formulations in order to find out how shipping and logistic firms practice in the industry.

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