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DEPARTMENT OF COMMERCE**

**FACTORS AFFECTING CONSUMERS PURCHASE INTENTION
TOWARDS ONLINE SHOPPING**

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**A thesis submitted as a partial fulfillment towards the requirements for
the Degree of Master of Commerce (MCom)**

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ABSTRACT

This paper aims to investigate factors that influence upon online shopping intentions. The study was conducted with the objective of exploring factors affecting consumers' purchase intention towards online shopping. This study made an analysis of the relationships between perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce constructs and trust which are independent variables and consumer purchase intention towards online shopping which is dependent variables. Data collection was done through a survey of 130 respondents that includes residents in 9th ward, Hlaing Thar Yar Township, Yangon. Data was analyzed by using SPSS software and presented by use of means, standard deviation, correlations and regression analysis. The result found that trustworthiness between online vendor and customer was an essential tool and has a significant effect to emerge purchase intention upon online shopping. The findings revealed that perceived usefulness and perceived ease of use are also factors that have significant affect online shopping intention. Surprisingly, the effect of electronic word of mouth (e-WOM), website content and social commerce were positively correlated but not significant upon online shopping intentions. According to the findings, this study recommends that online marketers need to create affecting variables on the users for securing online purchase intention with direct effective online marketing strategies.

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LIST OF ABBREVIATIONS

CEO	Chief Executive Officer
CPI	Consumer Purchase Intention
DV	Dependent Variables
eWOM	Electronic Word of Mouth
GDP	Gross Domestic Profit
ICT	Information and Communication Technology
IDV	Independent Variables
IT	Information Technology
OGB	Online Group Buying
PEOU	Perceived Ease of Use
PUSF	Perceived Usefulness
SIT	Social Identity Theory
SMEs	Small and Median Enterprises
TAM	Technology Acceptance Model
USD	United State Dollars
WWW	World Wide Web

CHAPTER (1)

INTRODUCTION

In a world where e-tailing and traditional in-store shopping live together and complement each other in several shopping activities, little is known about the possibility of an emerging reality in which online and offline shopping merge into one single phenomenon. Some people go for traditional or offline shopping, some for online shopping and many go for both kind of shopping. Numerous customers go for purchasing offline in order to examine the product and hold the possession of the product after the payment for the product. The behavior of online shopping is known as online buying behavior of internet shopping. Online buying behavior means the purchase of good over internet using web browser. Customers see many products from online and choose the best one which suits for him/her. Then they purchase the product and finally the transaction takes place and post-sales service provided by the online sites or retail shops and supermarkets.

Over the most recent few decades, online shopping has transformed from a new concept to an essential part of individuals' life. Online retailing keeps on developing rapidly, with online retail sales reaching approximately \$104 billion in 2003, a 39% increase over 2002 (Johnson 2004). In light of this growth, one of the challenges to researchers and marketers are determining the demand of online vs. offline services to provide for different classes of products and for different types of consumers. Using the internet reduces search costs and enables easy and fast access to information regarding the price and other product features as well as facilitates a quick comparison between products. Online shopping provides other advantages like reduced transportation costs, no need for product carrying, no restrictions on shopping hours, time saving and convenience.

Online seekers are the main sources of online shoppers who always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers and product specification. However, it does not allow physical evaluation (touch, feel, sample and trial) with the product and often incur shipping and handling costs.

Online or e-shopping is a kind of electronic shopping which allows the consumer to purchase goods over the internet directly from the seller using a web

browser. There are some alternative names of online shopping. Those are e-web store, e-shop, e-store, internet shop, web-shop, web-store, online store, online store front and virtual store. Online shopping is the use of IT (i.e., computer, laptop, smart phones, with the help of internet) for better marketing performance of the business organization. And retailers are mixing their strategies to increase the demand of online consumers.

Online shopping allows customers to purchase faster than traditional shopping; more alternatives of products are available and customers can order products and services with comparative lower price of product. Since online and offline shopping exist simultaneously and are related with each other, there might be a chance that consumers are demanding for an interaction in off-line retail shopping similar to the one that happens in e-tailing. Online marketers need to meet demand of consumers and offer effective purchasing. Firstly, to meet or exceed consumers' demand, it needs to know which factors influence to initiate purchase intention. And this study is intended to analyze factors affecting consumers' purchase intention towards online shopping.

Hence, it is important to understand consumers' online purchase intention. During the last five years, the internet users in Myanmar increase at a phenomenal rate but the adoption of online shopping is still slow.

1.1 Rationale of the study

Nowadays, internet is not only networking medium, but also completing purchase transactions for customers in worldwide markets. The usage of internet has been increasing quickly as compared to the last years and now it becomes a common way to deliver and trade information, products and services. Online customers are using internet as source or intermediary to find information about product before buying that product. According to Magee (2003), online customers growth is more than the growth in internet users, this shows that many internet users are interesting and they feel that it is easier for them.

Myanmar is now upgrading in channel of shopping. Many retail stores and supermarkets emerge in day by day. In parallel, online shopping is gradually popular among consumer today. Today, as a survey of 1 January 2019, 39% of the Myanmar population are active social media users. Therefore, it can conclude that most citizens in Myanmar are not distant with online shopping because it can easily find

advertisement of online shopping via social media. Since, consumer decisions are inconsistent and can differ to a great extent with regard to specific products, so it is necessary to conduct a research to establish factors influencing purchase decisions with regards to specific markets to online shopping (Nasir et al. 2006).

This study is to understand why consumers use online shop, and to know what factors secures consumers' motivations to use online buying. The purpose is to create an effective framework to predict and understand consumer intention towards buying goods from the various category of online selling. Additionally, researchers state that online shopping effects beneficially to vendors for its absence of warehouse and permanent staffs. It is also very important to know that what kind of things and strategies help to increase sales for marketers in this fierce competition of market with high expectation of online consumers. And thus, this study intend to examine that consumers' purchase intention towards online shopping.

1.2 Objective of the study

- ❖ To explore factors affecting consumers' purchase intention towards online shopping.

1.3 Scope and Method of the study

The descriptive method is applied to find out the study. And this study is based on primary and secondary data. There are many consumers who are familiar with online shopping in Yangon. However, this study focuses upon Hlaing Thar Yar Township as survey area to explore online shopping intention. The township comprises 20 ward and nine village tracts. This survey explore consumer's intention upon online shopping of 9th ward which has total population of 11,041. Questionnaires are conducted by using Likert Scale. Continually, 130 residents in 9th ward, Hlaing Thar Yar Township are randomly selected as respondents who have prior online shopping experience. Therefore, Primary data is obtained from the 9th ward residents in Hlaing Thar Yar Township. Secondary data of this study are books in school library, article, journals, newspaper, internet website and the previous thesis papers.

1.4 Organization of the study

This study is composed of five chapters. Chapter (1) includes the introduction of the study, rationale of the study, objective, and scope, method and organization of the study. Chapter (2) explains literature review and theoretical framework that includes discussion of online consumer intention and theories. Chapter (3) presents background of telecommunication and online shopping in Myanmar. Chapter (4) analyzes the factors affecting consumers' purchase intention towards online shopping with data analysis and discussion of statistics. Chapter (5) is concluded with finding and discussions, suggestions and recommendations, and needs for further study.

CHAPTER (2)

THEORETICAL BACKGROUND OF THE STUDY

This chapter is composed of online shopping, consumer purchase intention, background theories and exploring the factors of consumer purchase intention towards online shopping and also include the description of benefits and drawbacks of online shopping. Additionally, other previous studies which are acquired as supporting of this study and conceptual frameworks are mentioned in this chapter.

2.1 Online Shopping

Online shopping is purchasing of products and services on the Internet. Online shopping process involves an exchange of time, effort and money for the receipt of products or services in a virtual store (Rezaei et al., 2014). It has become increasingly popular especially its convenience. In the holiday season, online shopping supports consumers from the hassle of searching several stores and then waiting in long queues to buy a particular item. It is also known as e-shopping or Internet shopping, which refers to the channel through which consumers can do their shopping activities over the Internet. This shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a website of vendor over the internet by using a web browser.

Doherty et al. states that online shopping performs as a direct marketing tool which creates effective and direct communication between marketers and consumers. They point out that effective and direct communication is essential which serve as an intermediary between buyers and so sellers are not required.

It is important to know that there are positive and negative sides for online shopping. According to Azizi et al., online shopping provides greater ease in searching and finding inexpensive and expedited products or services. When searching and comparing products and services on line functions, a person with rich information can help a person make a more informed choice in completing among online purchase. Not only there is voluminous information on products and services from online to purchase, one is also able to access free consulting services online and obtain further valuable information about a product. And online shopping through the Internet offers more choices of product and services for e-shoppers.

However, not all consumers prefer to do online purchasing. Shankar et al. noted that there were still numerous factors that contributed to consumers being reluctant and refusing to engage in online shopping. They are the lack of privacy and financial security, perceived lack of human contact, failure of technology, unfamiliar service encounter and etc. which all contributed to consumers not participating in online shopping.

2.2 Consumer Purchase Intention and Online Shopping

The willingness or probability of a customer to buy a certain product or a certain service is known as purchase intention. In this study, purchase intention is a dependent variable towards online shopping. Purchase intentions measure attitude of the respondents of purchasing product or service.

Consumer purchase intention is an important predictor for online shopping in the event that if consumers have intention, they can behave closely approaching to purchasing stage. The purpose of this study is to determine which factors have influence on purchase intention of online shopping. Intentions catch the motivational components of consumer that have an impact on consumer behavior.

Additionally, it presents likelihood behavior of consumer about product so higher likelihood means higher intention to purchase and less likelihood indicates low purchase intention. When consumers have intention to purchase then they gather information, make comparison between products, evaluation and take decision. Researchers show that attitude and unpredictable circumstances can effect consumer purchase intention and factors to be silent of online shopping behavior need to explore.

Online purchase intention reflects the desire of clients to buy through the web with help of internet. It is accepted that a shopper is more likely to buy from virtual stores when e-commerce or online sites provide satisfactory tools including: products/services catalogues, searching functions, trust in websites, pricing comparison sheets, buying carts, online payment systems and outlining devices. Along these lines, considering the importance of each relating factor plays an important role for online merchants to draw consumers and sustain sales. Purchase and repurchase intention refer to the outcome of consumers' intention to decide a particular action regarding the purchase of a product or service (MDIP article; published in 17 January 2018).

2.3 Theoretical Background

In this study, technology acceptance model (TAM) (Davis, 1989) is used as background theory because the main advantage of this model is that it can be modified to best suit the purpose of the study and it can be extended by using specific constructs when used with new technologies. Davis's technology acceptance model (TAM) is one of the most influential approaches to explain and predict user acceptance of information systems (Davis, 1989). TAM is a theoretical model which generally adopted by researchers to explain technology acceptance behavior (Davis, 1989) and describe user acceptance level on technology (Bahmanziari, Pearson, & Crosby, 2003). TAM has become one of the most widely utilized and observationally approved models within information systems research (King and He, 2006).

According to Davis (1989), the TAM consists of five main variables, such as Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude towards Using (ATU), Behavioral Intention to Use (BI), and Actual Usage (AU). This model (TAM) is based on the Theory of Reasoned Action (TRA) and to some point on the Theory of Planned Behavior as an extension of the TRA proposed by (Ajzen and Fishbein, 1980). Antecedent studies (Tong, 2010; Rahman, Khan, & Islam, 2013) applied TAM model to examine user acceptance on e-commerce context. Technology acceptance model is also a foundation for examination of customers approval of online shopping (Stoel and Ha, 2009). Perceived ease of use (PEOU) and perceived usefulness (PU) are the two external variables of TAM (Davis, 1989). The first original TAM model is empirically validated in a variety of settings with regards to Internet usage and website usage. In this paper, TAM has been used as extend factors such as electronic word of mouth and social commerce constructs which these two variables are also based upon technology appliance to test user intention of online shopping. Indeed, online shoppers need to cooperate with technology to purchase the goods and services they need.

2.4 Factors affecting Consumer Purchase Intention towards Online Shopping

To evaluate consumer purchase intention, there is a core set of variables that includes like perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce constructs and trust.

2.4.1 Perceived Usefulness

Perceived usefulness is considered to be the most important determinant of attitude towards usage of new technology and was defined by Davis as "the degree to which a person believes that using a particular system would enhance his or her job performance".

The perceived benefits and sustainable advantages of shopping online are stated in summarize as perceived usefulness. Discovering bargain price in addition to the low cost of searching from online can contribute to the apparent notion of perceived usefulness. The advantages of purchasing from a virtual store compared to purchasing from a traditional store can also contribute to perceived usefulness.

The ease and effortlessness of comparing one virtual store to another virtual store is also another factor supporting the perceived usefulness. Internet websites supply application software and helpful services that can encourage shoppers' decisions of buying a product/service. However, some services may not be as convenient as in traditional market (e.g., immediate comparison among a variety of products that require tasting, smelling or sensing).

Through website or online shopping application, online vendors provide purchase information and enhance purchasing effectiveness, so customers get usefulness. The most usefulness is time saving. If a customer clicks to order a product or service, home delivery system is provided without time consuming. Moreover online shopping features are useful, for example; a customer can view detail of a book before he order and can compare price, check booking availability or not. Therefore, perceived usefulness impacts positively upon purchase intention.

2.4.2 Perceived Ease of Use

Perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). This meaning drives from the definition of "ease": "freedom from difficulty or great effort." Effort is a finite resource that a person may allocate to the various activities for which he or she is

responsible (Radner and Rothschild, 1975). PEOU refers to the extent to which a user perceives a particular technology and accessing websites. PEOU enables internet functions and web-interface to use in easy of any difficulty. Perceived ease of use discusses the customer's awareness that consuming technology is free of efforts.

In the context of online shopping, perceived ease of use is the customer's perception that it would easy to interact with the e-commerce websites. According to TAM, an online shopping website that is easy to use positively affects perception of usefulness. Many other researchers found that technology that is easy to use increases people's perception of usefulness. Therefore, PEOU has a significant effect on PUSF. PEOU is estimated to have a positive impact on purchase intention. When customers find that interaction with an online shopping website is easy to search product information and to pay online, they prefer more online shopping. As the web based technologies is increasing the structure of websites is becoming more complex. If the site for shopping intention is convenient to use then customers will interact more with the site (Wallace and Barkhi, 2007). Reducing the hassle between seller and buyer and maintaining transportation costs cannot be remained considering in perceived ease of use. On the basis of above discussion, it is concluded that perceived ease of use (PEOU) significantly affects online shopping intention.

2.4.3 Electronic Word of Mouth

The continuous increase of the level of interconnection between businesses and customers at the global scale represents a crucial trend gradually. This interconnection is powered by the use of numerous online platforms and devices that help users communicate faster and easier. In these conditions, social responsibility and sustainable marketing communication become a significant concern. eWOM has become the important source of reference for customers before they make any buying decision (Lin et al., 2013). This is because tremendous advices and product using experiences shared by the online user influence their buying behavior.

With the arrival of the Internet age customers became able to give and receive product-related advice in the online environment, which led to the birth of electronic word-of-mouth communication. eWOM has greatly influenced the choice of products and put less emphasis on the role of the sender of communication who plays a special role in promoting the organization. As customers' behavior and attitudes are also influenced by eWOM, and it can be manipulated by marketers due to the anonymity

that the Internet offers. Hung et al. show that social media could be a more appropriate platform for sustainable advertising and social campaigns through eWOM, rather than traditional commercial advertising and marketing.

Online shopping is a process. Customers review a product, purchase and post-purchase behavior occur. In the first review stage, eWOM is considered as an essential factor. Customers mostly use social medial application as intermediary to be smooth purchase transactions. Therefore, customers learn previous online buyers' reviews/ comments who mentioned previous experience of that product from online. Through sufficient reviews/comments on social media attract new consumer to purchase the product. So, the greater eWOM, the more increasing of purchase intention occur upon online shopping.

2.4.4 Website Content

A website was both an information technology and the channel through which customers interacted with e-commerce vendor. Technology based and trust based by individuals should worked together to influence the decision to participate in the e-commerce vendor. An exceptional characteristic of online shopping is that shoppers cannot touch or smell the product when taking decisions, so shoppers construct their judgments based on the information displayed on the website. Ranganathan and Ganapathi (2002) indicated that the website signifies the manner in which the substance is organized in the site. It is mainly focused on how information is arranged on the website. Accordingly, the structure denotes the way how information is organized within the website; for instance, hierarchical, network etc.

Huizingh (2000) defined content as to how information, features or services are designed within the site and are made accessible to visitors. The Internet comprises of more information compared with other media therefore the amount of information content is considered as an indicator for e-commerce website involvement (Yoon, 2000; Okazaki & Rivas, 2002). Additionally, the measure of data which is exhibited on the website influences price comparisons and customer value (Shankar, Ranganaswamy & Pusateri, 1999).

When customers perceive a greater value in online buying experiences, they will in general trust that particular web store. Quantity, quality and relevance of the information can enhance customers' satisfaction on web store. According to Wen (2009) the quality of information presented is one of the major components of an

effective website. Wen study further explained that unreliable, insufficient and inaccurate information causes a decline in customer trust in an online context and consequently hinders customer relations.

Website is structured that customers can quickly find their needed information. It sometimes reduces risks for its pre-review. It creates pleasant purchase by supporting sufficient data information about firm, product and service. Customers compare price across alternatives through content of website. The higher website content secures the customers to have the greater consumer purchase intention. Thus, website has a direct impact upon online shopping.

2.4.5 Social Commerce Constructs

In networked digital media, the environment introduces new difficulties for individuals when they need to find information which they can trust. When people make judgments, they seek information from various external sources (e.g., experts, specialists, opinion leaders) (Metzger & Flanagin 2013). Because they believe that those individuals' guidance reduce uncertainty and worth for credibility. Therefore, people do not rely on one specific source or internal information only. According to recent research findings (Kim, Sin & Tsai 2014), people use external sources such as social media for information seeking purposes. Consequently, Social Identity Theory (SIT) suggests that the information coming from group members is more credible than that are coming from out-group members (Tajfel & Turner 2004).

When customers intend to purchase a product and or service, they usually display different decision-making behaviors which are mostly influenced by other people. Thus, social media provides a discussion platform for customers to take decisions (Afrasiabi Rad & Benyoucef, 2011). In this condition, customers approach to social media and acquire support for their online buying decisions and to gain more data and information on online shopping (Ng 2013; Hajli 2014; Hausman & Siekpe 2009; Kim & Srivastava, 2007). Different authors defined social commerce in different viewpoints. Liang et al. (2011) defined social commerce as the delivery of buying and selling activities via social media.

Kotler and Keller (2006) pointed out that consumers are often influenced by their family members' suggestion. Thus, it indicates that consumers are probably going to purchase products or services if their family members recommended it, merely because they trusted those (Kotler & Keller, 2006). Therefore, friends on

forums and communities play a role in social factors. Researchers state that a consumer is mostly influenced by his or her environment to purchase from online. Suggestions and recommendations provided by friendly person tend to shift online purchase intention. In sometimes, consumers suggest to his or her social environment in choosing sale rating of vendor or website.

2.4.6 Trust

Therefore trust was an important factor to facilitate online transactions because the web interface was not limited to the consumer to decide whether the seller was trustworthy, while typically interact face to face. Trust, in a social psychological sense, was the belief that other people would reacted in predictable ways. In the context of online shopping, trust included the online consumers' beliefs and expectancies about trust related characteristics of the online seller. In addition, trust reduced the need of consumers to monitor the actions of a supplier and check all the details that made online transactions easier. Trust is the key to any transaction. Online trust becomes very important when it comes to online shopping (Mc Cole and Palmer, 2001). Trust should be over there when a person is giving their personal information and data during online purchasing (Egger, 2006). According to Ling, Chai and Piew (2010) trust can create satisfied customers on shopping. Online shoppers secures customers' personal information in settling payment (e.g. Bank Account Number, Location of house and etc.). When vendors keeps users' promises and commitments, they can even emerge loyalty customers.

2.5 Benefits and Drawbacks of Online Shopping

Although online shopping is one of the most popular ways to purchase, it is not comfortable in sometimes. There are positives and negatives factors associated with online shopping.

2.5.1 Benefits of Online Shopping

i. Better Prices

The vast majority of online stores offer prices which is lower than physical store and supermarkets. This is because many people use internet thoroughly to find cheaper items among the dozens of different websites. On the other hands, online

vendors understand customers' needs and wants. So they usually reduce their profit margin to attract more customers.

ii. Convenience

Shopping online is convenient because customers can purchase items from the comfort of their homes or work place. It doesn't need to wait for the store to open. It is also easy to cancel the transactions of purchasing.

iii. Variety

Most physical stores have a limited array of products. They can just hold such a large number of things, and there are often numerous policies affecting the availability of products. Shopping online allows customers to find many products that wouldn't be able to find in a physical store. Online consumers can also buy products that may not logically go together like candy canes and quilts.

iv. Fewer Traps

Physical stores are made to lure customers into buying more things. They use posters, sales messages, colour and product placement to make buying additional items. The most popular products are typically in the back because the owner wants to show all of his or her other products. Many people will find a few additional items by the time they arrive at the thing they came in for. These strategies are not as pronounced with online stores. This means that customers won't feel the pressure to buy other things.

v. Discreet Shopping

Physical stores regularly make it hard to purchase certain things. For instance, buying lingerie without getting a few awkward stares is nearly impossible. There are many instances of this, and sometimes customers might feel embarrassed for no reason. Shopping online gives privacy because consumers won't have people looking at while shopping. Not only that, but the receipts are usually made so that no one will know what had bought.

vi. Save Time

With just a couple of clicks of the mouse, customers can purchase shopping orders and instantly move to other important things, which can save time.

vii. Save Fuel

The market of fuel industries battles from increasing and decreasing its cost every now and again, but no matter how much the cost of fuel are it does not affect shopping errands. One of the advantages of shopping online is that there is no requirement for vehicles, so no acquisition of fuel necessary.

viii. Save Energy

It is tedious to shop starting with one area and move then onto the next area. What is worse is that there are no available stocks for the merchandise customers want to buy. In online shopping, customers do not need to waste precious energy when buying.

ix. Comparison of Prices

The advanced innovation of search engine allows to easily check prices and compare with just a few clicks. It is also a straightforward to conduct price comparisons from one online shopping website to another. This gives freedom to determine which online store offers the most affordable item that customers are going to buy.

x. 24/7 Availability

Online shopping stores are opened in nonstop of all day, every day, 7 days per week and 365 days. It is uncommon to locate any conventional retail stores that are opened 24/7. The availability of online stores give customers the freedom to shop at their own pace and convenience.

xi. Hate Waiting in Lines

When buying items online, there are no long lines to endure, just to buy customers' merchandise. Shopping on the website sometimes cuts down those bad habits of standing in a long queue and just waiting. Each online store is structured with unique individual ordering features to purchase the item.

xii. Too Ashamed to Buy

There are times that customers want to purchase something out of the ordinary that can be a bit embarrassing when seen by other people. Items like weird ornaments, sexy cloth, and etc. In online shopping, customers do not need to be ashamed; online transactions are basically done privately.

xiii. Easy to Search Merchandise

Customers are able to look for specific merchandise that includes model number, style, size, and color that they want to purchase. In addition, it is easy to determine whether the products are available or out of stock.

2.5.2 Drawbacks of Online Shopping

In the event that there are advantages, no doubt there will be disadvantages. In spite of the accomplishment of obtaining throughonline shopping stores, there are still a few unfavorable circumstances that most people complain about. These include:

i. Personally Check the Item

If customers are one of those shoppers who want to touch, see, and test the product personally, at online shopping, they are not able to do so. Online stores only show product description and photos of the merchandise, which can be a disadvantage for many online shoppers.

ii. Diminished Instant Satisfaction

Unlike buying at retail stores, consumers are able to use the product instantly after they buy it, which can be satisfying. However, online shopping requires patience to wait for the item to arrive at door step about 2 to 3 days or even longer depending on the location they have ordered it from.

Online shopping is increasingly well knownand improving each and every day. Knowing the strengths of online shopping and its weaknessesis extra information for a great deal of online customers that are valuable before shopping on the web.

iii. Shipping Adds to the Cost

A bargain might not be remained because the shipping and handling charges are tallied and added to the total cost of a purchase. Another factor is that customers

look closely at exactly how much they are likely to need to pay to have their merchandise delivered to door - or to the person they are purchasing it for - before finalizing purchase decision.

iv. Returns Can Be Costly

It's essential to be aware of the return policy for any e-commerce retailer, customers are considering doing business with. The majority of sites do not pay return shipping, so it often costs more money than they planned to spend if they need to exchange an item.

Returning purchased item for a refund can also be costly. Most online retailers do not refund shipping costs - not the cost of return postage or the original shipping charge. This can mean that, for relatively low-dollar items, it can cost nearly as much to return an item as it does to just keep the merchandise.

v. Dealing with an Unknown Vendor

When customers are shopping online, unless they are purchasing from a well-known e-tailer like, customers really don't know who are doing business with them. Anyone can open an online store - particularly with items that are anything but difficult to access through a drop-shopping company- but not everyone is honest and reputable.

When customers are shopping with an online store that they don't know anything about, it can be difficult to feel confident that they'll still be there if a problem arises with order and to feel that the personal information is required to share when making a purchase will really be protected. Online security concerns can be a significant consideration when choosing an e-tailer.

In conclusion, online shopping benefits in humans' daily life because of its convenience, better price, variety of products and etc. This points out that advantages of online shopping and consumer purchase intention are positively related. Marketers can use these factors as an effective strategic weapon in extension of online shopping market. In comparison with the prior case, there is negatively related between disadvantages of online shopping and purchase intention. If this proportion is gradually increasing, decision of consumers confuse while online purchasing and some consumers shift to be backward to traditional retail shopping. From the view of online vendors or marketers, this is a danger position in shopping market and so it

depends on their efficiencies of how they successfully overcome shopping challenges to keep existing consumers and attract new online consumers.

2.6 Empirical Previous Studies of Online Shopping and Purchase Intention

In order to emerge a good thesis or research paper, it cannot be possible without help and support of the previous studies. Good and sufficient previous studies provide a guide and enable to create new development research in respective fields. Background information indicate the root of the problem being studied, its scope and the extent to which previous studies have successfully investigated the problem and point out where gaps exist. A previous study enable one to move in the right direction with focus and set clear goals while studying thesis or research. It can also organize all clustered ideas, thoughts and usually get a good way how to proceed further.

Liew Yean Sien (2015) revealed a study whether perceived usefulness, perceived ease of use, price, electronic word of mouth, trust and perceived risk will affect the buying intention of consumers towards group buying websites. He focused upon online buying group rather than individual because it is a business model whereby consumers unite, by inviting or recruiting people, to join the group in order to accomplish adequate volume of order to generate extremely low transaction price (Cheng & Huang, 2013). Data was gathered through online survey. The research was carried out with 0.25% of 1,250 participants who reside in Malaysia. After screening the collected questionnaires for reliability and usability, only 300 sets of respondents were used for data analysis. The results of this study indicated that the three major factors, PU, price and eWOM, demonstrated a relatively strong impact on consumers' purchase intention towards online group buying.

Haslinda Hasan, Amran Harun and Mohd Shaffran Zainal Rashid (2015) conducted a study of factors influencing online purchase intention in online brand. The study investigated which factors are influencing on online brand purchase intention. The aim of the study was to test the relationships between brand name, perceived ease of use and perceived usefulness (IV) and online purchase intention (DV). Consumers who aged 21 years old and had experiences in purchasing products or services online were selected as the sample of the study. A total of 175 sets of valid and usable questionnaires, were collected for further data analysis. The findings revealed that the factor, the perceived ease of use makes the largest contribution in influencing consumers' online purchase intention in online brand. The website brand

name was also found to be the essential factor for consumers' intention to purchase online.

Kalina Trenevaska Blagoeva and Marina Mijoska (2017) carried out a study of online shopping adoption among youth in the republic of Macedonia by applying technology acceptance model. In the study, perceived usefulness variable was measured by customer service and website quality. Then perceived usefulness and perceived ease of use were the factors to move into consumers' purchase attitude. Trust had also mediating effect upon attitude and finally all variables directed toward intention to online shopping.

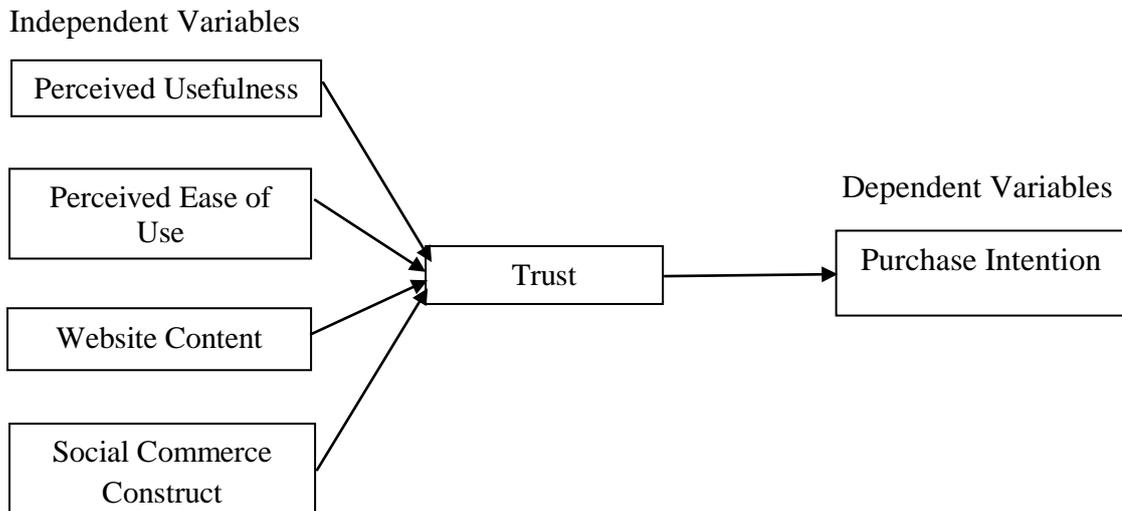
Massoud Moslehpour, Van Kien Pham, Wing-Keung Wong and Ismail Bilgiçli (2017) developed a study about e-Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Perceived Ease of Use. They used truncate sampling technique and survey questionnaire to target the sample of Taiwanese online consumers and collect data of 380 respondents. They found that consciousness (CON) significantly influences perceived usefulness (PU), perceived ease of use (PEOU) and openness to experience (OPE) (personality attribute). PU, PEOU and OPE had significant impacts on e-purchase intention (INT). PEOU had the strongest positive impact on (INT). In addition, PU, PEOU and OPE combined together mediate the relationship between CON and INT. Furtherpost hoc analysis of the mediation showed that both PU and PEOU were sustainable mediators. However, OPE was not a significant mediator in the study.

Jayani Chamarika Athapaththu and D. Kulathunga (2018) identified a study of the factors affecting online purchase intention of customers both from the technological and social commerce perspective. The theoretical model developed in the study was empirically tested through survey of 292 MBA students from two leading universities and a prominent institute in Sri Lanka. They found that technology and social commerce have an effect and influence upon factors of online purchase intention. The study revealed that online purchase intention positively and significantly related with perceived usefulness, perceived ease of use, website content and trust. Moreover, it was identified that trust has a full mediation effect between perceived ease of use and purchase intention as well as between website content and purchase intention.

2.7 Conceptual Framework of the Previous Studies

The previous conceptual frameworks with the variables are shown in figure (2.1) and (2.2).

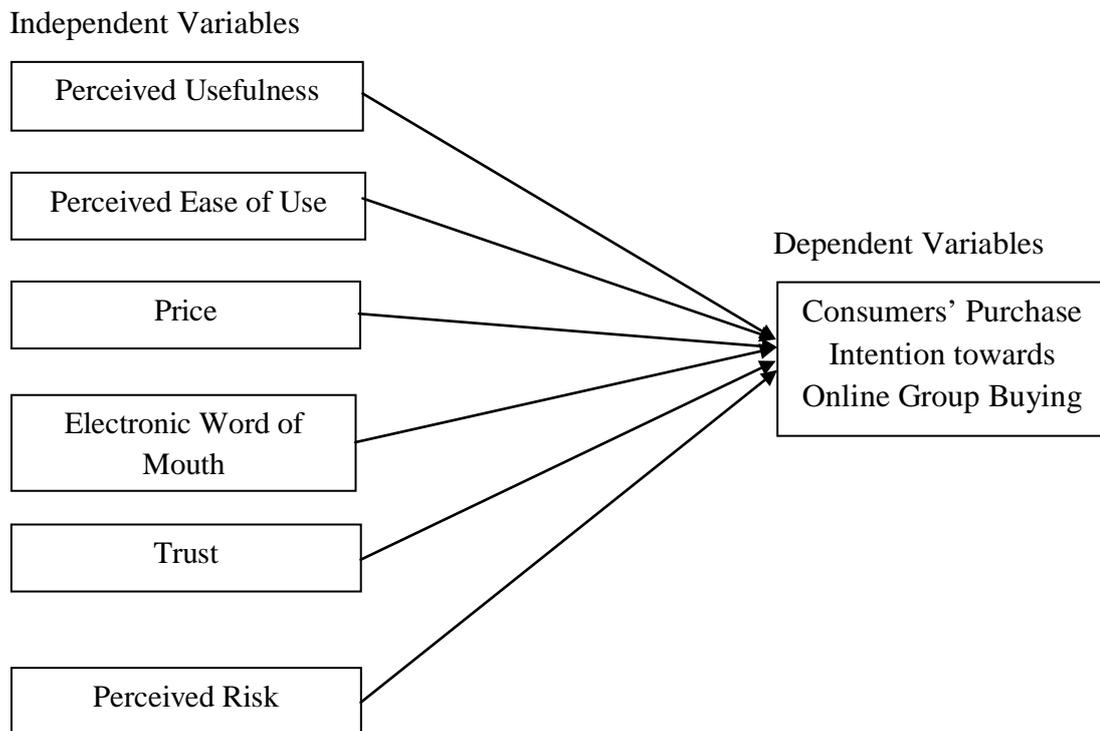
Figure (2.1) Conceptual Framework of the Factors Affecting Online Purchase Intention: Effects of Technology and Social Commerce



Source: Jayani Chamarika Athapaththu and D. Kulathunga, International Business Research (2018)

The title of the previous business research is that ‘Factors Affecting Online Purchase Intention: Effects of Technology and Social Commerce.’ This study is aimed at identifying the factors affecting online purchase intention of customers from both the technological and social commerce perspective. In this research, dependent variable of purchase intention is measured by five independent variables; perceived usefulness, perceived ease of use, website content, social commerce construct and trust. Moreover, it was identified that trust has a full mediation effect between independent variables and dependent variable.

Figure (2.2) Conceptual Framework of the Factors Influencing Consumers' Purchase Intention towards Online Group Buying in Malaysia



Source: LIEW YEAN SIEN (2015), Master of Business Administration

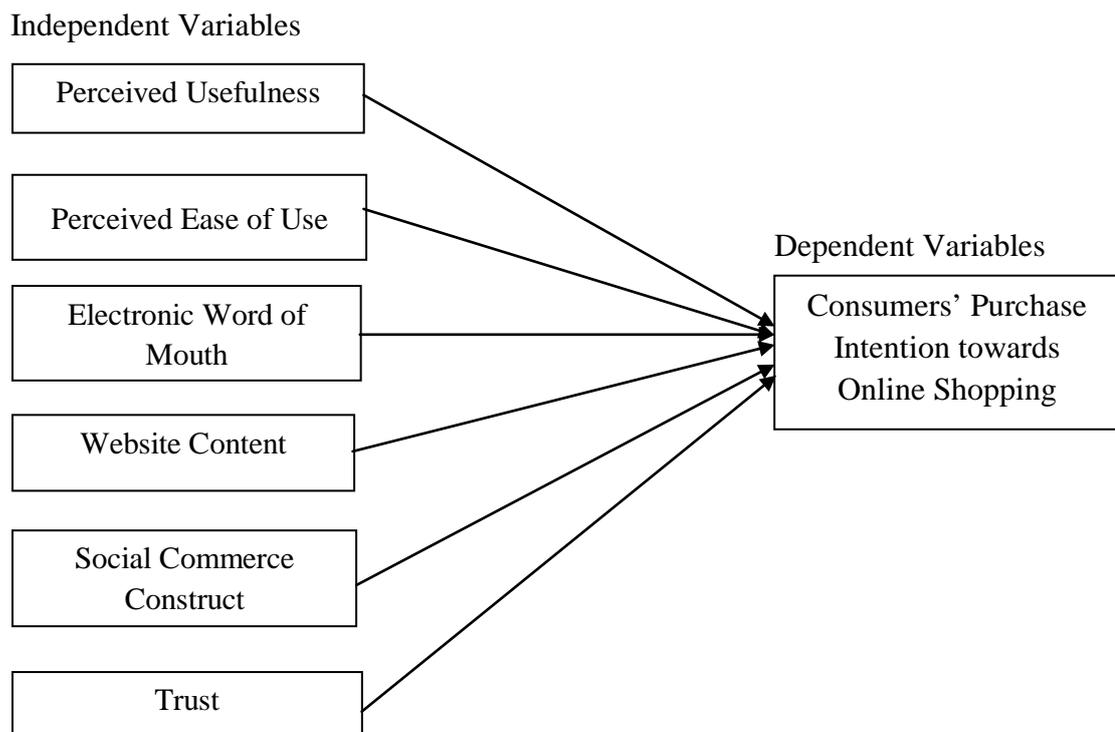
The above figure is the conceptual framework of the previous study. The name of this master thesis is “Factors Influencing Consumers’ Purchase Intention towards Online Group Buying in Malaysia.” The general objective of this study is to examine and assess whether perceived usefulness, perceived ease of use, price, electronic word of mouth, trust and perceived risk will affect the buying intention of consumers towards group buying websites. In this research study, dependent variable of consumers’ purchase intention towards online group buying is measured by six independent variables; perceived usefulness, perceived ease of use, price, electronic word of mouth, trust and perceived risk.

2.9 Conceptual Framework of the Study

Figure (2.3) represent the link between the independent variables and its dependent variables. This study is mainly focused to study whether independent variables enable to emerge purchase intention which is dependent variables through analyzing them based on this conceptual framework. Consumers’ purchase intention

towards online shopping is regarded as dependent variables (DV) and independent variables (IDV) are perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce construct and trust. Perceived usefulness factor analyzes whether online shopping provide useful purchase information, purchasing effectiveness and time saving. In perceived ease of use, whether online shopping is easy to learn, use and navigate for consumers is explored. Electronic word of mouth factor includes measuring online reviews/comments. As this study is based on Technology Acceptance model, website factor includes providing sufficient information and reducing risks for its pre-review. And the effect of social influence such as family and friends upon online shopping and privacy on vendor is measured as final part. According to the conceptual framework of LIEW YEAN SIEN, four independent variables is adopted to provide as supporting which are perceived usefulness, perceived ease of use, electronic word of mouth and trust. Next, factor of website content is derived from the conceptual framework of Jayani Chamarika Athapaththu and D. Kulathunga for structuring conceptual framework of this study.

Figure (2.3) Conceptual framework of the Study



Source: Own Compilation (2019)

This framework is structured upon the previous two conceptual frameworks. The conceptual framework represents a relationship between dependent variable and independent variables. In this study dependent variable (DV), consumers' purchase intention towards online shopping is analyzed with six independent variables (IDV). Continuously, analysis of DV that is factor affecting toward consumers' purchase intention towards online shopping must be explored on the basic of the IDV variables with questionnaires by using this conceptual framework.

CHAPTER (3)

BACKGROUND OF TELECOMMUNICATION AND ONLINE SHOPPING IN MYANMAR

This chapter is composed of four sections. First, history of telecommunications and development of telecoms sector in Myanmar is explored. Incremental improvement of Information and Communication Technology (ICT) is mentioned as second in this sector. At third, function of Myanmar' E-commerce System is stated and finally online shopping system in Myanmar is presented by comparing between present and previous years.

3.1 Telecommunications System in Myanmar

In previous years, Myanmar Post and Telecommunication had a monopoly in the country. Myanmar had generally started the liberalization of its telecoms market. In 2013, the government started taking steps to open up the telecommunications market, so they issued licenses to new service organizations. Consulting firm Roland Berger supported the government in the liberalization and tendering process. In 2014, Qatar-based Ooredoo and Norwegian Telenor Group entered the market. As a result, it becomes reduction of consumer prices and a rapid growth in the number of supporters, as well as the expansion of the country's infrastructure. In November 2015, Ericsson named Myanmar as the world's fourth fastest-developing country in mobile market. As of June 2015, Myanmar had a 54.6% cell phone penetration rate which is up from less than 10% in 2012. On 12 January 2017, Mytel (Telecom International Myanmar Co., Ltd.) received license for the arrangement of telecommunication services, officially it turned into the 4th operator in Myanmar.

The Myanmar Telecommunications Operator Tender Evaluation and Selection Committee chose Norwegian Telenor Group and Ooredoo of Qatar as champs of the bidding. In this way, two telecom licences for both Telenor and Ooredoo was given by the government of Myanmar. The licenses enable the operators to structure and operate with a nationwide wireless network for 15 years. Mytel is the fourth telecom firm of Myanmar. In Myanmar's telecommunication, it is a joint venture between Myanmar Army-backed Star High Public Co Ltd, which holds 48 percent, Vietnam's Ministry of Defence owned Viettel Group, which holds 28 percent, and Myanmar

National Telecom Holding Public Ltd, a gathering of 11 local organizations with a consolidated 23-percent stake.

The telecoms business is one of the fastest growing and lucrative globally. Myanmar's telecoms area has exceptional attributes by opening doors upon speculation for investment opportunities as it demands products and services for a large market. In the telecoms market, the four will incorporate in MPT's Myanmar Public Telecom and Yatanarpon Teleport (YTP) – in which MPT holds a larger part of share. In addition to the two new foreign operators, which will be selected through a tender process, based on their performance rather than control of investment. Both local and foreign companies have applied for the tenders. Presently, MPT is in the process of reviewing first-stage applications, which comprise of a letter of interest. In the near future, MPT plans to privatize its telecom activities, and therefore YTP, so that there will be at least four private players contending in the market with 15 year license.

MPT is drafting into another telecommunications law, which will help create an investment-friendly environment, and ensure a competitive market. This law is planned to replace past prohibitive enactment, and take into consideration a multiplication of service providers. However, it remains to be seen what exactly the law delivers, and to which extent it serves to destroy the monopoly of MPT. Currently there are two internet service providers (ISPs) operating in Myanmar - MPT and YTP, and a cluster of smaller, sub-ISPs, for example, Redlink, Digicel and SkyNet, which help deliver internet services to private customers.

National backbone consists of around 10,000 km of fiber optics connecting major cities and towns while rural areas are receiving little connectivity. Cross-border fiber joins interface Myanmar to China, India, Thailand and Vietnam, with the main global connection being the Sea-Me-We-3 Cyber Link through Singapore. It is to a great extent anticipated that, following the issuance of the new mobile operator licenses. And MPT will allow for class authorizing for ISPs, which will ensure a permit to any supplier which matches the preset criteria.

3.2 Information and Communication Technology (ICT) in Myanmar

The Myanmar ICT sector has considered expanded to be from investors as continuous telecoms reforms promise increased competition in the market and access to 60 million customers, the greater part of whom have little or no access to

communication services. While many are looking at telecoms operation and infrastructure, there is more than this to the local market. Reasonable-cost talent, increasing government support, and organized industry and improved connectivity all make the Myanmar ICT sector an enticing opportunity.

Despite the factor that recently constrained by draconian enactment, the Myanmar ICT sector started an update in the early 2000's, through the authorization of the Computer Science Development Law (1996), and the following instatement of the Myanmar Computer Development Council. The council's goal was to set down policies and regulations that will help spread the utilization of computer science and technology, and use it for the State's development. This idle attitude towards ICT has kept on going to be a part of government policy both in words and in practice. The Myanmar ICT market is still to a great extent overwhelmed by hardware companies, because of the relatively low usage of ICT in business and industry.

3.3 E-Commerce System in Myanmar

As technology evolve throughout the years, individuals takes more time to accept it and adopt in their day by day life. E-Commerce is one of the crucial trading methods around the world. The size of Myanmar's e-commerce market is approximately USD 6 million. It relies upon strong growth in 2019 and expect to expand rapidly within the next 5 years. Current foundations set up future growth in Myanmar's e-commerce sector which includes a growing young and tech-savvy population. Increasingly, innovative door-to-door logistics solutions has been adapted to meet local needs, and a vibrant start-up scene, with more of the young entrepreneurial generation are looking for new business solutions.

On November 12, all Finance Ministers of the 10-member Association of Southeast Asian Nations Monday signed in Singapore the bloc's first agreement to encourage e-commerce transactions in the region. The aim of the agreement is to foster speed and collaboration between businesses and governments, creating increasingly efficient and proficient transactions. This has significant implications for the future of regional e-commerce. Then, at home, the Myanmar government also has eyes on developing its own legislation to foster the growth and strength of domestic e-commerce.

Growth of E-Commerce began in Yangon and Mandalay, the two largest economic cities. And sectors set to benefit by the development of e-commerce are

retail, healthcare and tourism. The government needs to improve its legislative and regulatory framework to effectively govern the industry and deal with concerns in regards to consumer protection, information privacy, security of financial transactions and cybercrimes, as well as a need for better logistic infrastructure and higher online payment penetration.

This focuses toward a brilliant future for e-commerce over the long run as supporting factors and various infrastructures are set up. Myanmar's retail market is expected to leapfrog past the shopping mall age into the digital age, and those hoping to sell products in Myanmar ought not to neglect e-commerce as one potential channel.

3.4 Online Shopping in Myanmar

Online shopping trends on Facebook in Myanmar have been increasing since 2013 and trade volume has been obviously expanding. After local and foreign telecom companies has distributed inexpensive and economical SIM cards with internet and affordable prices, internet penetration at every age level has been rapidly developing which has led to the advancement of the online shopping scene in Myanmar.

According to Myanmar Computer Association, e-commerce, also called online shopping, started in 2006. At that time, the trend was not based on online transactions, however just as an advertising platform for the products. Online transactions began in 2011. Products available online for Myanmar customers include cosmetics, medicine, clothes, furniture, electronic products, kitchen appliances and gems and jewellery. Among these, clothes, shoes and slippers, and bags are the best selling products.

Online shopping utilizes two business models. An e-storekeeper may purchase items from wholesalers and then resell it on their online page with an in-stock system. Others will collect item orders from the customers with prepaid system and delivers the orders once the items are acquired. In foreign online shopping industries, items are commonly less expensive than retail stores' prices since they don't need to pay shop rental expenses. But in contrast, a large portion of Myanmar online item prices are higher than traditional retailers' prices. Not only are many online items more expensive, but the advertisements of the items and the actual quality of delivered items tends to be unique.

Online shopping business are largely growing with increasing number of Facebook pages but, there has been no impact on the market share of in-store

shopping. In-store shopping, also has advantages such as choosing favorite items and verifying quality, but finding detailed information on the items is often non-existent. Online advertisements have strengths. They explain about the disadvantages and advantages of items. Although the products are hardly explained to customers at in-store shopping, that is a bit of leeway for internet shopping.

People believe that there are no costs to online shopping businesses since they don't need to pay staff or shop space rentals, however there are ordinary costs in the online business, including internet bills and advertising through Facebook to arrive at progressively more potential customers. Online shopping trends have been creating in effectiveness and traditional retailers have been turning their businesses to online shopping through Facebook. Despite the fact that online shopping trend has been improving in Myanmar, the sector still needs to build trust between customers and sellers.

An online marketplace enable to help boost small and medium enterprises in Myanmar. Many SMEs in Myanmar have little or no online market presence. Attracting new business is often conducted via word of mouth instead of buying advertisements or creating an online store. The website operators explain how online advertising and ecommerce can help their business as well as giving them the basics of going online in general.

Meanwhile, as only residents of Yangon and Mandalay are actively shopping online, the new law should incorporate regulations that provides security and raises trust in online transactions. According to statement of Myanmar Time New in 2019, others are more optimistic about the prospects U Mike Than Tun Win, CEO for online travel site Flymya, expects that over the next two years, around 20-30 million people in Myanmar will become digitally savvy, paving the way for substantial opportunities in the e-commerce space.

CHAPTER (4)

ANALYSIS OF FACTORS AFFECTING CONSUMER PURCHASE INTENTION TOWARDS ONLINE SHOPPING

This chapter is aimed to analyze the factors of purchase intention towards online shopping. This section is described with sub-heading as follow. First, research design is stated for overview understanding of the study. Second, demographics characteristics of respondents is discussed and third, online shopping experience is continued to analyze. Cronbach's Alpha for reliability test is described at fourth and results of six independent variables on purchase intention is mentioned as fifth and the final part is the regression analysis between six influencing factors and online purchase intention.

4.1 Research Design

In this study, online shopping is analyzed based on the 130 respondents of residents in Hlaing Thar Yar Township. After surveying the respondents with questionnaire of online shopping, this chapter continues to analyze the results of the collected data. Three sections are used to analyze the resulted data statistically. First, the demographic profiles will examine as the basic characteristics of respondents. Second, related significant analysis of questionnaires will explore such as types of product, price, frequency of purchase, reasons of intention upon online shopping. Third, resulting on the six affecting factors including perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce constructs and trust will continuously make a correlation analysis of consumers' purchase intention.

As the purpose of this study is to explore the online purchase intention in Hlaing Thar Yar Township, the questionnaires are mainly formed of which factors secures to appear consumer purchase intention and what factors support to purchase online. Analysis of the research data will also give a retailer or vendor of online shopping to achieve a solution what will they meet requirement of consumers and create purchase intention in different level of respondents in Hlaing Thar Yar Township.

4.2 Demographic Characteristics of the Respondents

This section presents the demographic characteristics of the respondents such as gender, age, levels of education, occupation and income level of the respondents in Hlaing TharYar Township.

4.2.1 Respondents by Gender

According to survey data, numbers of respondents included in each gender are described in the following the table (4.1).

Table 4.1 Number of Respondents by Gender

Gender	No. of Respondents	Percentage
Male	26	20
Female	104	80
Total	130	100

Source: Survey data (2019)

From above table 4.1, the majority of the females are respondents of the survey as compared to males. There are 104 females and 26 males respondents enrolled in this study. Out of 130 respondents, 80% of the respondents are female and 20% are male.

4.2.2 Respondents by Age

Consumers' age level is a significant factor to appear purchase intention from online. The age of respondents can be divided into six groups which are mentioned in Table (4.2).

Table 4.2 Age Level of Respondents

Age Group	No of Respondents	Percentage
< 17	3	2.3
18-24	68	52.3
25-29	44	33.8
30-34	6	4.6
35-39	6	4.6
40 >	3	2.3
Total	130	100

Source: Survey data (2019)

From the table 4.2, 2.3% of the respondents are 17 years old and below and the age level of 40 years and above. 33.85% respondents are age limit between 25-29, 4.6% of the respondents are 30-34 years old and the age level of 35-39. Finally, age level of 18-24 respondents are 52.3%. This level is the highest percentage among age level. Thus, most youth especially 18-24 age level in Hlaing Thar Yar Township have more online purchase intention and between 25-29 age level respondents are familiar with online shopping than other age group.

4.2.3 Respondents by Educational Level

When surveying about intention of online shopping in Hlaing Thar Yar Township, educational level is classified into five categories; middle level, high level, undergraduate, graduate and post-graduate. These data are shown in table (4.3).

Table 4.3 Educational Level of Respondents

Education Level	No. of Respondents	Percentage
Middle Level	2	1.5
High Level	18	13.8
Under graduate	19	14.6
Graduate	76	58.5
Post graduate	15	11.5
Total	130	100

Source: Survey data (2019)

Table 4.3 shows that 1.5% of online shopping consumers are middle level; 11.5% are post graduate; 13.8% are high level; 14.6% are found as under graduate and finally 58.5% are graduate. Therefore, graduate level has the highest purchase intention to online shopping.

4.2.4 Respondents by Occupational Level

Occupation influence upon respondents in a way and five categories are used in this study to classify the occupational level; they are student, government staff, NGO staff, company staff and own business. The detail of the survey result is shown in Table (4.4).

Table 4.4 Occupational Level of Respondents

Occupation	No. of Respondents	Percentage
Student	21	16.2
Government Staff	16	12.3
NGO Staff	4	3.1
Company Staff	73	56.2
Own Business	16	12.3
Total	130	100

Source: Survey data (2019)

According to table 4.4, 3.1% of the respondents on this study employ in Non-government organization (NGO), 12.3% are government servants and owner of business. Students involve a role as 16.2% and most of respondents are company staffs.

4.2.5 Respondents by Monthly Income Level

Among the factors of influence upon online purchase intention, monthly income level of each respondent plays as a role. Income level of respondents is regarded as hundred thousand interval.

Table 4.5 Monthly Income Level of Respondents

Monthly Income Level	No. of Respondents	Percentage
$\leq 100,000$ MMK	26	20
100,001 - 200,000 MMK	25	19.2
200,001- 300,000 MMK	42	32.3
300,001 \geq MMK	37	28.5
Total	130	100

Source: Survey data (2019)

From table 4.5, 20% of the sample customers are having less than or equal 100,000 kyats. Respondents who have income level between 100,001 and 200,000 kyats includes as 19.2% of survey. And 32.3% are having between 200,001 and 300 thousands kyats. User of online shopping with 300,001 kyats and above involve as 28.5%. So, according to survey results, customers who have income level at least 200,001 kyats and above mostly use online shopping.

4.3 Analysis of Online Shopping Experience

The survey is structured by interviewing the respondents who have online shopping experience. Therefore categories of products, frequency and time of last purchased, another factors of purchasing from online, price and effect of intermediaries are discussed in this section according to the survey result.

4.3.1 Online Shopping Products

There are variety of products in online marketing. Generally, in this analysis, online shopping products are classified into six sectors; food and beverage, electronic and IT, fashion product, books and stationery, commodities and others products.

Table 4.6 List of Online Shopping Products

Categories	No. of Respondents	Percentage
Food and beverage	38	29.2
Electronic and IT	18	13.8
Fashion product	87	66.9
Books and stationery	19	14.6
Commodities	32	27.7
Other products	2	1.5

Source: Survey data (2019)

In according to survey result of table 4.6, most respondents purchase fashion products such as clothes, cosmetic and etc. in percentage of 66.2%. The food and beverage becomes second largest and thirdly, commodities. And one respondent of Hlaing Thar Yar purchases animal foods and another person buys accessories of sewing machine as other products from online among the list of shopping products in this study.

4.3.2 Frequency of Online Purchasing

It is important to consider users' frequency of online shopping because it explores when customers purchase from online whether it is often, sometimes or ever.

Table 4.7 Frequency of Online Purchasing

Frequency	No. of Respondents	Percentage
Often	23	17.7
Sometimes	100	76.9
Ever	7	5.4
Total	130	100

Source: Survey data (2019)

As a result of the above table 4.7, 5.4% of respondents ever use online shopping to buy products. 17.7% often purchase and 76.9% sometimes buy from online.

4.3.3 Last purchased time of Online Shopping

When analyzing the influencing factors towards online shopping, it needs to measure last purchased time to know whether customers have intimation with online shopping or not. Three periods are used to explore and it is described in table (4.8).

Table 4.8 Last purchased time of Online Shopping

Last purchased time	No. of Respondents	Percentage
Last Week	24	18.5
Last Month	69	53.1
Last Year	37	28.5
Total	130	100

Source: Survey data (2019)

From the table 4.8 18.5% of customers purchase products from online last week, 28.5% are last year purchase and finally 53.1% of respondents use online shopping last month.

4.2.4 Factors that influence as another reasons to purchase of product/service from online

In analyzing the factor affecting consumer purchase intention towards online shopping, there may exists other factors that influence to create more purchase of product/service from online such as promotion and discount, advertising effect and other factors.

Table 4.9 Another reasons to purchase of product/service from online

Reasons	No. of Respondents	Percentage
Lower price	11	8.5
Promotion and Discount	30	23.1
Social Influence	18	13.8
Popularity product	14	10.8
Advertising effect	37	28.5
Other	20	15.4
Total	130	100

Source: Survey data (2019)

Advertising effect is found as other influence factors because it has the highest percentage of 28.5; promotion and discount plays as second highest percentage of 23.1 and social influence by others stands as third with 13.8 percentage. Other responses are that “Products that are rare in Yangon”, “I like this product for my own decision”, “Products that cannot get in Domestic and can buy in Foreign through online shopping.”

4.3.5 Price of purchased products

Price is considered as an important independent variable to secure purchase intention in this paper. It is also a marketing factor that determine the level whether customer can afford to buy it. Table (4.10) describes the price level of purchased products and their frequency.

Table 4.10 Price of purchased products

Price of products(MMK)	No. of Respondents	Percentage
≤ 10,000	42	32.3
10,001 – 30,000	70	53.8
30,001 – 50,000	14	10.8
50,001 ≥	4	3.1
Total	130	100

Source: Survey data (2019)

Table 4.10 shows the percentage of the price level of products that have purchased from online. Only 31% of customers purchase products that are worth 50,001 kyats and above, 10.8% use between 30,001 and 50,000 kyats upon online products, Price level of 10,001 kyats and below include as 32.3% while 53% of respondents purchase products which had price level between 10,001 and 30,000 kyats.

4.3.6 Intermediaries to buy Online Shopping

In order to buy a product from online, it cannot run a well, purchasing transactions without help of social intermediaries such as Facebook, Instagram, website and online shopping application and list of intermediaries is shown in the Table (4.11).

Table 4.11 Intermediaries to buy Online Shopping

Frequency	No. of Respondents	Percentage
Social Media Application	110	84.6
Website	4	3.1
Online Shopping Application	16	12.3
Total	130	100

Source: Survey data(2019)

From the result data, social media application (especially Facebook) is used to make purchase from online, so it has the highest percent of 84.6%. Another is website; that is 3.1% and 12.3% of respondents use online shopping application.

4.4 Reliability Analysis

A reliability test is used to test if different statements about a certain variable are investigating that specific variable, this can be done by the statistical tool Cronbach's alpha that is used to measure the internal reliability (Bryman & Bell, 2010). Cronbach's alpha is considered as acceptable at 0.6 (Hair et al., 2011; Malhotra, 2010). Cronbach's alpha estimates the reliability based on the inter-correlations of the observed indicator variables. Cronbach's alpha reliability

coefficient is usually ranges between 0 and 1 (Bajpai, 2011). The closer the Cronbach's alpha value to 1 the greater consistency it is.

Table 4.12 Analyzing of Reliability with Statistics

Factors	Number of Items	Cronbach's Alpha
Perceived Usefulness	5	0.686
Perceived Ease of Use	5	0.713
Electronic Word of Mouth	5	0.676
Website Content	5	0.655
Social Commerce Constructs	5	0.803
Trust	5	0.796

Source: Survey data (2019)

In this study, a reliability test was conducted to explore the items in the questionnaire had been rightfully operationalized. The table (4.12) presents the number of items that were used to measure each variable and the alphas for each variable. All variables had a Cronbach's alpha is over 0.6, which demonstrates that the variables are reliable.

4.5 Results of Six Influence Factors on Purchase Intention

In order to develop the factors that initiate consumer purchase intention, six factors is considered in this study by collecting survey questionnaires. They are perceived usefulness, perceived ease of use, electronic word of mouth, website content and trust of vendor. All these factors are measured with Likert scale. In Likert scale, it includes five ranges of (1) strongly disagree (2) disagree (3) neutral (4) agree and (5) strongly agree. To explore purchase intention of online shopping, the 130 residents of Hlaing Thar Yar Township are interviewed with questionnaires by using Likert scale. During collecting data, each respondent points out which factors are more influenced upon their buying intention from online. Continuously, the scores of the survey will be described as one by one clearly.

4.5.1 Analysis of Perceived Usefulness Factor

There are five items in perceived usefulness factor. Depending upon the Likert scale with five ranges, the average mean scores is calculated by dividing total scores

with 100 and overall average mean value is received by dividing total average mean scores with number of statement. The larger average scores represent that respondents receive more usefulness among five items.

Table 4.13 Descriptive measurement of Perceived Usefulness

No.	Statement	Mean	Std. Deviation
1.	Online Shopping provide me access to get useful purchase information.	3.59	.667
2.	Online Shopping enhance my purchasing effectiveness.	3.09	.741
3.	Online buying is a convenient way to shop.	3.12	.826
4.	Online buying makes shopping less time consuming.	4.04	.615
5.	Features of online shopping are useful (e.g. most viewed deals, booking availability, etc.) and helping to make my purchase decision.	3.38	.874
	Overall Mean Value	3.44	

Source: Survey data (2019)

According to table 4.13, “Online buying makes shopping less time consuming” factor gets the highest mean level of 4.04 and “Online Shopping enhance my purchasing effectiveness” factor has the lowest mean value of 3.09.

The result of this study is that respondents accept “online buying makes shopping less time consuming” which has mean 4.04 in their daily life. “Online Shopping provide me access to get useful purchase information” shows 3.59 value. Since it is nearly 4, it can be supported that customers get detail and useful purchasing information from online shopping. Mean value of 3.38 represents “Features of online shopping are useful (e.g. most viewed deals, booking availability, etc.) and helping to make my purchase decision”. “Online buying is a convenient way to shop” gets the mean value of 3.12, so respondent has positive agreement towards online shopping as they accept the factor that it is convenient. “Online Shopping enhance my purchasing

effectiveness” has the lowest mean value of 3.09 because few respondents believe that online shopping is effective.

4.5.2 Analysis of Perceived Ease of Use Factor

Factor that perceived ease of use is composed of five statements; easy to learn, use, navigate and reduce mental effort and hassle. The higher mean value represent that respondents receive more easy and convenient among five statement.

Table 4.14 Descriptive measurement of Perceived Ease of Use

No.	Statement	Mean	Std. Deviation
1.	Online buying is easy to learn.	3.78	.659
2.	Online buying is easy to use.	3.62	.750
3.	Online shopping do not require a lot of mental effort.	3.94	.620
4.	Transactions of online shopping are hassle free.	3.32	.778
5.	Online buying is easy to navigate.	3.79	.851
	Overall Mean Value	3.69	

Source: Survey data (2019)

By viewing the above table 4.14, statement of “Online shopping do not require a lot of mental effort” has the highest mean value of 3.94 and “Transactions of online shopping are hassle free” gets the lowest mean value of 3.32.

Therefore, result of this factor means as “Online shopping do not require a lot of mental effort” carries the highest of 3.94 nearly 4, respondents of Hlaing Thar Yar Township agree that online shopping reduces human mental effort. Statement of “Online buying is easy to navigate” possess 3.79 value, and so respondents consider that transaction cost is reduced as it is a home-delivery system. Next, “Online buying is easy to learn” gets 3.78 mean scores; it shows customers have any difficulty to learn the purchasing system of online shopping and 3.62 mean value carries “Online buying is easy to use”. Factor of “Transactions of online shopping are hassle free” demonstrates 3.32 scores in table, thus there are good relationship between customer and vendor for online shopping.

4.5.3 Analysis of Electronic Word of Mouth Factor

In analyzing electronic word of mouth factor, it includes five items that attract toward online purchase intention. They are described in the following table. The larger mean value represent that respondents agree that factor has more attractive toward purchase intention among five items.

Table 4.15 Descriptive measurement of Electronic Word of Mouth

No.	Statement	Mean	Std. Deviation
1.	The online review/comment is credible.	3.58	.713
2.	The online review/comment has sufficient reasons supporting the opinions.	3.33	.719
3.	Online reviews/comments provide different purchasing ideas.	3.26	.885
4.	The persons who provided online reviews/comments, I think they have experienced.	3.19	.808
5.	The quantity of online review/comment information is greater, inferring that the product has good demand and urge me to buy product from online.	2.82	1.067
	Overall Mean Value	3.24	

Source: Survey data (2019)

Table 4.15 presents that “The online review/comment is credible” of 3.58 mean scores stands as the highest and “The quantity of online review/comment information is greater, inferring that the product has good demand and urge me to buy product from online” has the lowest value of 2.82.

According to the table 4.15 result, “The online review/comment is credible” receives the largest mean scores. It represents most respondents of online shopping believe online reviews/comments are helpful in a way for their purchasing. Second, “The online review/comment has sufficient reasons supporting the opinions” gets scores of 3.33, so review/comment from online supports in choosing products. Third, mean scores of 3.26 is that “Online reviews/comments provide different purchasing

ideas. Fourth, “The persons who provided online reviews/comments, I think they have experienced” gets 3.19 mean scores believing that they have really experience of product. Finally, “The quantity of online review/comment information is greater, inferring that the product has good demand and urge me to buy product from online.” has only 2.82 mean value because respondents take a little consideration on sale or demand of product from online and they buy products because they actually prefer.

4.5.4 Analysis of Website Content

It cannot be remained website content in analyzing the factors towards online purchase intention. Website content is divided into five items. The higher mean value represent that respondents agree that factor has more supportive of website toward purchase intention among five items.

Table 4.16 Descriptive measurement of Website Content Factor

No.	Statement	Mean	Std. Deviation
1.	I can quickly find the information I need on this website.	3.70	.579
2.	The web site provides sufficient information about firm, product and services.	3.71	.675
3.	Website reduce risk of online shopping for its pre-review.	2.93	.789
4.	There is sufficient information to compare across alternatives.	3.57	.746
5.	Website help sufficient decision towards online shopping.	3.37	.799
	Overall Mean Value	3.46	

Source: Survey data(2019)

Table 4.16 demonstrates that “The web site provides sufficient information about firm, product and Services” is 3.71 scores and “Website reduce risk of online shopping for its pre-review” is 2.93 and so they have the highest and lowest mean respectively.

The highest mean scores is 3.71 of “The web site provides sufficient information about firm, product and services”. “I can quickly find the information I need on this website” has 3.7 mean value, so it has slightly difference with the former scores and represent that respondents find needed online purchasing information easily with the help of website. Mean scores of 3.57 is the item of “There is sufficient information to compare across alternatives” showing that each website provide useful information in order to compare with other website. “Website help sufficient decision towards online shopping” gets 3.37 mean value. At last, 2.93 score of “Website reduce risk of online shopping for its pre-review” states that some respondents accept website which actually reduce risk because most have a few doubts upon website in online purchasing.

4.5.5 Analysis of Social Commerce Constructs

Social Influence must be considered in analyzing factors and can be classified into five statements. The higher mean value represent that respondents agree that factor has more social influence toward purchase intention among five items.

Table 4.17 Descriptive measurement of Social Commerce Constructs Factor

No.	Statement	Mean	Std. Deviation
1.	I will ask my friends on forums and communities to provide me with their suggestions before I go shopping	3.44	.948
2.	I think that my friends' recommendations are reliable.	3.28	.847
3.	I will consider the information available on social networks in relation to this vendor when I want to shop on this web site.	3.39	.849
4.	I will consider the vendor rating made by other people when I want to shop on this web site.	3.35	.785
5.	I purchase from online because the vendor is my friend.	3.11	1.108
	Overall Mean Value	3.31	

Source: Survey data (2019)

Table 4.17 points that “I will ask my friends on forums and communities to provide me with their suggestions before I go shopping” has the highest mean scores of 3.44 while “I purchase from online because the vendor is my friend” has the lowest mean scores of 3.11.

According to the mean scores, the average score of 3.44 “I will ask my friends on forums and communities to provide me with their suggestions before I go shopping” shows that average online customers of Hlaing Thar Yar Township ask suggestions to their friends or relatives before they buy from online. The average score of the factor that “I will consider the information available on social networks in relation to this vendor when I want to shop on this web site” is 3.39 and it shows their friends and family play as a major role in choosing vendor. The average scores for “I will consider the vendor rating made by other people when I want to shop on this web site” has 3.35 showing that sale rate of vendor recommended by other people is also significant for customers. The factor which is “I think that my friends’ recommendations are reliable” has 3.28 mean scores. Finally, the point of last factor “I purchase from online because the vendor is my friend” is average mean scores of 3.11.

4.5.6 Analysis of Trust Factor

Trust on vendors have to consider as another factor in analysis. Five types of questionnaires are designed to measure trust. The higher mean value represent that respondents agree that factor has more confidential toward purchase intention among five items.

Table 4.18 Descriptive measurement of Trust Factor

No.	Statement	Mean	Std. Deviation
1.	Online vendors take action to safeguard my personal information and privacy.	3.21	.804
2.	Online vendors keep users’ promises and commitments.	3.33	.771
3.	Online vendors are general trustworthy.	3.35	.754
4.	I trust online vendors.	2.96	.730
5.	Online vendors perform convenient purchase transaction processes.	3.36	.682
	Overall Mean Value	3.24	

Source: Survey data (2019)

As stated in table 4.18, the factor “Online vendors perform convenient purchase transaction processes” has the highest mean scores of 3.36 when “I trust online vendors” has the lowest mean scores of 2.96 among five factors in trust factor.

According to the highest mean scores of trust that is 3.36, “Online vendors perform convenient purchase transaction processes” prefer that respondents of this survey questionnaires believe that online vendors create convenient online purchasing. By the factor “Online vendors are general trustworthy”, the average score is 3.35, therefore respondents have generally trust to vendor because this score has a slightly difference with the highest scores. The average score for “Online vendors keep users’ promises and commitments” is 3.33 which shows positive results as on average most of the residents in Hlaing Thar Yar Township. The factor of “Online vendors take action to safeguard my personal information and privacy” has 3.21 mean scores. And average mean scores of 2.96 factor that is “I trust online vendors” can be assumed that few respondents have trust to online vendor.

4.6 Level of Influence of Six Influence Factors on Purchase Intention

After measuring the six influence factors with mean and standard deviation, this section continues to analyze the influence of these factors on consumer purchase intention according to the overall mean value.

Table 4.19 Level of influence factors on purchase intention

Influencing Factors	Overall Mean Value
Perceived Usefulness	3.44
Perceived Ease of Use	3.69
Electronic Word of Mouth	3.24
Website Content	3.46
Social Commerce Constructs	3.31
Trust	3.24

Source: Survey data (2019)

According to the above table, perceived ease of use has highest influencing which is 3.69. The second highest level is website content which represents overall average mean value of 3.46. Another factor of perceived usefulness has 3.34 and social commerce constructs is 3.31. The lowest influencing level factors are electronic

word of mouth and trust which has overall average mean of 3.24. The highest value of variable indicates that online marketer regard a practice as the most important factor in attracting purchase intention.

4.7 Relationship between Affecting factors and Online Purchase Intention

In this section, the relationship between independent variables and dependent variables are determined by correlation. There are six independent variables; perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce constructs and trust. Dependent variable is consumer purchase intention towards online shopping. Correlation matrix shows relationships between variables assessed with Pearson’s coefficient. The correlation matrix shows many links between intention and other variables and then gives grounds to multiple regression analysis.

The correlation coefficient ranges from -1.0 to +1.0. It is significant at 1% and 5% level. If the correlation coefficient is close to 1, it would indicate that the variables are positive linearly related. For the value of r is -1, it indicates that the variables are negative linearly related. And for r value is zero, it would indicate that there is no linear relationship between the variables.

Table 4.20 Correlation matrix between affecting factors and purchase intention

	Perceived Usefulness	Perceived Ease of Use	Electronic Word of Mouth	Website Content	Social Commerce Constructs	Trust	Purchase Intention
Perceived Usefulness	1						
Perceived Ease of Use	.561** .000	1					
Electronic Word of Mouth	.202* .021	.449** .000	1				
Website Content	.474** .000	.539** .000	.391** .000	1			
Social Commerce Constructs	.065 .464	.135 .126	.412** .000	.206* .019	1		
Trust	.493** .000	.384** .000	.302** .000	.471** .000	.194* .027	1	
Purchase Intention	.438** .000	.375** .000	.231** .008	.387** .000	.088 .322	.486** .000	1

Source: Survey data(2019)

Note: **indicates 1% significance level and * indicates 5% significance level

In according to result of table, all independent variables have positive linear relationship with dependent variables. Five independent variables; i.e: perceived usefulness, ease of use, electronic word of mouth website content and trust are significant at 1% level. Therefore, these five variables are positively significant on consumer purchase intention which is dependent variables. Among them, one of independent variables, social commerce construct has only positive correlation but it has no significant correlation with other parameters because its p value is 0.880. And its significance level is greater than 1% significance level. Therefore, there are few relations between social commerce in society and online shopping.

4.8 The Effect of Influencing factors on Consumer Purchase Intention

The purpose of a multiple regression analysis is to study the relationship between several independent variables and one dependent variable. It can also establish the influence each of the independent variables has on the dependent variable (Hair et al., 2011). When performing a multiple regression analysis, there are some requirements that need to be fulfilled, therefore the data that is going to be analyzed should be controlled in order to decide if it is appropriate to conduct a multiple regression analysis or not (Hair et al., 2011).

Table 4.21 Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.386	.464		.831	.408
	Usefulness	.234*	.127	.183	1.840	.008
	Ease of use	.112	.132	.088	.851	.056
	Word of mouth	.046	.124	.035	.369	.712
	Website content	.133	.131	.099	1.012	.313
	Social commerce	-.029	.077	-.031	-.377	.707
	Trust	.357**	.105	.311	3.385	.001
R ² = 0.308 Adjusted R ² = 0.274 F = 9.130 (p-value = 0.000)						

Source: Survey data (2019)

Note: ** indicates 1% significance level and * indicates 5% significance level

After using a linear regression model, it needs to determine how the model fits with the data where R-Squared (R^2) represents the coefficient of determination, which measures the proportion of variance in the dependent variable that can be explained by the independent variables (Freund et al., 2006). According to the table (4.21), the model explains about the variables of purchase intention because R-Squared (R^2) value is at 30.8%. The adjusted (R^2) value of 0.274 explains about 27.4% of the total variance in purchase intention is accounted by perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce constructs and trust. According to ANOVA result, the F-value of 9.130 and p-value = 0.000 in this study shows that the independent variables statistically significantly predict the dependent variable and that the model is a good fit of the data.

The beta coefficients reveals which independent variables contribute the most to explain the relationship between dependent variable: online purchase intention and the independent variables: perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce constructs and trust. The result of Table 4.21 indicates when the independent variables are held at constant, the value of consumer purchase intention would be 0.386.

The B value states the relationship between consumer purchase intention and all the predictors. The results of data processing by using multiple regressions analysis, obtained results showed the significant relationship between three independent variables toward purchase intention. According to result, firstly trust contributes the most to explain the relationship with online purchase intention. For the factor of trust, p value is 0.001 at the 1% significant level. Perceived usefulness comes as second because its p value is 0.008 at the 1% significant level. At third, perceived ease of use also showed significant relationship toward purchase intention and the value of p is 0.056 at the 5% significant level.

From the multiple regressions analysis also showed the results for electronic word of mouth, website content and social commerce constructs toward purchase intention. But, obtained results showed that these three variables did not have significant relationship toward the purchase intention. Among them, the coefficient of social commerce constructs is -0.29. Thus, there is negative relationship between social commerce constructs and consumer purchase intention. It presents that most of respondents are not influenced by social community to occur purchase intention.

CHAPTER (5)

CONCLUSION

As an economic term, the greater variety of consumer needs and wants, online market is rapidly growing and has enormous improvements with the invention of new shopping technologies. Researchers state when a consumer favors shopping online, he enjoys to touch with vendors socially if there has sufficient technologies supporting, it creates lowers stress levels for him and live longer. Development of online markets appear early in developed countries and its implications effect to Myanmar in 2006.

So, the purchase intention characteristic of online shopping becomes one of the interesting things to make an analysis. Moreover, with giving freedom to online vendors, Myanmar online market gradually become more active. Thus, this study will also make a little help for online vendors to penetrate the market. This chapter is composed with three sections. Firstly, findings and discussions according to the survey results are mentioned. Giving recommendations and suggestions based on the findings is discussed as second section. In the final part, another ideas are provided to develop further studies.

5.1 Findings and Discussions

After analyzing the collected data of 130 respondents, data are run with SPSS version 22. The descriptive statistics is applied to explore for this study. As survey result, major customer of online shopping are female and they are age level between 18 and 24. So, active young female have a great interest upon online shopping. 58.5% of graduate person have experience in online shopping, and 73 respondents are employed in company sector. Respondents of Hlaing Thar Yar Township who have only normal income are using online shopping more.

Because users are young, educated and normal income level, fashion products is discovered at top as the most online shopping products among variety of product categories. Here, fashion products represents cosmetics, cloth, bags, shoes and other beautified products. However, according to frequency of online purchasing results, most of respondents sometimes use online shopping to make a purchase, and 69 respondents were active e-commerce users as they have purchased a product or products from online last month.

There are also other influenced reasons to incur purchase intention towards online shopping. According to the survey result, advertising affect plays as a leader role according to the survey result. The study recommends that detailed and well programmed advertising can bear loyal online shopping users. On the other hand, advertisements in social media creates a greater support for online vendors to lure consumers and sustain revenue level. Product that is worth for price level between MMK 10,000 and 30,000 is mostly purchased by respondents. Finally, supporting of technologies such as social media applications, website and online shopping applications create intent towards online shopping. According to survey interview especially they use Facebook from social media as intermediary to connect with online vendors.

The final part of the analysis is done on the factors affecting consumers to purchase from online through help of conceptual framework which was stated in chapter 2. Six independent variables were applied to explore whether the factors really pursue for consumers towards online purchase intention in this study. In according to the survey results, trust is found as the most effective factor; it means survey respondents have a generally trustworthy upon online vendors because of their commitments upon purchase transaction to be a convenient online purchasing. Perceived usefulness is also a significant factor as second and it refers to online shopping provide useful purchase information and reduce time consuming. At last, the third significant factor upon online consumer purchase intention is perceived ease of use. Easy learning to use, 24/7 hours availability, save fuel and energy and free from hassle are included in factors of perceived ease of use and these factors have a direct impact upon consumer purchase intention. Continually, the effect of electronic word of mouth (e-WOM), website content and social commerce are positively correlated but not significant upon online shopping intentions.

5.2 Recommendations and Suggestions

This study is mainly aimed to explore purchase intention upon online shopping in Hlaing Thar Yar Township. Consumer intention towards online shopping is analyzed to 130 respondents with the survey questionnaires, whether to know that six influencing factors have an influence on purchase intention. Since Hlaing Thar Yar Township is developing township of Yangon Regional Area, online shopping market does not penetrate effectively on residents. Most online shopping users are

young female ladies. So, online marketers or vendors also require to focus upon male and old-women who are housewives and budget- controllers of a house. By attracting them with interesting selling style, vendors' influence will be durable upon them and sustain profit margin.

In this study, online purchase intention is analyzed by six influencing factors; they are perceived usefulness, perceived ease of use, electronic word of mouth, website content, social commerce constructs and trust. In perceived usefulness factor, time is essential in people daily lives and so e-commerce sellers make an attention upon product delivery time. Online sellers must provide purchase information that can actually be understood by shopping seekers. Online shopping usefulness must be effective in a way to be convenient for consumers' purchasing. Website companies also need continuing effort to offer updated and new usefulness.

It needs to examine the vendor themselves, "Is offered information about online shopping understood easily without help of anyone?" Customers prefer more online shopping because of its convenient relationship between buyer and seller. In fact, if a vendor constructs perfect communication and relationship with consumer, he is closer with his business goals.

The findings of this study also revealed that perceived ease of use and perceived usefulness are correlated with purchase intention positively. Therefore factors that motivate individual users in different societies to accept technology should be conducted by vendors in prior to introducing a new information system that is to say the financial benefits of new system, system simplified users manuals, trial usage, persuasion for usefulness, and so on, rather than simply copying of other website developers.

Word-of-mouth is a useful communication in marketing areas and in this study electronic word-of-mouth influence to consumer online purchase intention. As customer rely on prior-purchase experience to make a choice of product, word-of-mouth play as a role in decision making. In addition eWOM supports opinion which product is comfortable, which is creditable and worth to use. In Myanmar, although websites state price level of that product and if a customer want to know the price of the product, there have a little price difference in variety of shops in different towns. Here online review/comment provided by customers from different towns and cities mention the actual price of that product when they were purchasing. It needs online review/comments providers that have actual purchasing experience of the product, if

not customer decision can be wrong and loss purchase intention of further online products.

Online vendors should take care of quality and pleasant features of website which is the most important connectors between customers and sellers. If there does not display variety of products and services completely in website, customers shift to another website of online shopping to fulfill their purchasing need. Online sellers must understand a fact that any customer prefers risk in shopping; if so, to deduct risk, detailed plans and procedures must be held in forming an online shopping website content. In off-line or traditional shopping, it allows to touch and feel a product, but online cannot. Therefore, perfect supporting explanation and discussion about a product through website secures customer to make repeated purchase just like they can really test a product.

Most online shopping users suggest their friends and relations before purchasing stage. They believe friends' recommendations are reliable and sometimes use available information to choose vendor or website. Therefore, online vendors act an important role in shopping online. To construct trust, vendors keep consumers' promises and commitments. This factor is very essential because some customers hate to be hassle to each other and some want to be confidential about the product they buy.

In addition, it needs to respond to customers by vendors in a time when customers investigate about products (i.e; order or just visit). Online shopping transaction takes place when customer find a product from online, then she seek a website, price and usefulness of product she liked. Then, she decided to purchase, and contact with online vendors to make cash down. In contrast, online shopping users have a general trustworthy upon online seller and thus on the other hand, it is very essential for online vendors to structure a trust without any attack and disbursements to bear online loyalty customers. According to the findings, this study recommends that online marketers need to create affecting variables on the users for securing online purchase intention with direct effective online marketing strategies.

5.3 Needs for Further Research

According to the time constraint, this research was only conducted in 9th Quarter, located in Hlaing Thar Yar Township. Nowadays, online shopping market is gradually strong and competitive. This survey analyzes only 130 residents of 9th Ward

and so the large scope will show the good accuracy level (e.g. Hlaing Thar Yar Township). And this study measures only six independent variables but in actual, other influencing factors upon online purchase intention may exist such as perceived risk, price and perceived enjoyment. Further research is suggested to collect more data for determining consumer purchase intention towards online shopping and customer satisfaction research is needed to carry out for online shopping to penetrate in competitive market for consumers.

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APPENDIX
STATISTIC RESULTS

(i) Model Summary Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555 ^a	.308	.274	.54333

Source: Survey data(2019)

(ii) ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.170	6	2.695	9.130	.000
	Residual	36.310	123	.295		
	Total	52.480	129			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), trust, social commerce, ease of use, word of mouth, website content, Usefulness

Source: Survey data(2019)

APPENDIX

QUESTIONNAIRE SURVEY

DEMOGRAPHIC PROFILES

Gender

- Male
- Female

Age

- 17 years old and below
- 18 – 24 years old
- 25 – 29 years old
- 30 – 34 years old
- 35 – 39 years old
- 40 years old and above

Education Level

- Middle level
- High level
- Undergraduate
- Graduate
- Postgraduate

Occupation

- Students
- Government Sector
- NGO
- Company
- Private Sector

Personal Monthly Income/ Allowance

- Less than & equal MMK 100,000
- MMK 100,001 to MMK 200,000
- MMK 200,001 to MMK 300,000
- MMK 300,001 and above

SECTION A:

Please read each question carefully. Answer the following question by filling the appropriate box that represents your response upon survey.

1. Do you purchase a product or products from online?

- 1 Yes 2 No

2. If you have been purchased a product or products from online, what kind of product that you usually purchase? (You may select more than one)

- 1 Food and Beverage
2 Electronic & IT
3 Fashion Products
4 Books and Stationary
5 Commodities
6 Others: _____ (please specify)

3. How often do you purchase product/service from online?

- 1 Often
2 Sometimes
3 Ever

4. What is your last purchased time for shopping online?

- 1 Last Week
2 Last Month
3 Last Year

5. Please indicate another reason that influences you the most in purchasing product from online? (Select only one answer)

- 1 Lower Price

- 2 Promotion and Discount
- 3 Influence (peer, family, colleagues, friends, etc)
- 4 Popularity
- 5 Advertising Effect
- 6 Others: _____ (please specify)

6. The price of item that you have finally purchased from online shopping is as follows:

- 1 Less than MMK 10,000
- 1 MMK 10,000 to MMK 30,000
- 1 MMK 30,001 to MMK 50,000
- 1 MMK 50,001 and above

7. Which source is used as intermediary to buy online for you?

- 1 Social Media Application (eg; Facebook, Instagram, Watpad and etc.)
- 2 Website
- 3 Online Shopping Application(eg; One Kyat, Zego Bird, rgo 47 and etc.)

SECTION B:**INSTRUCTION: Listed below are the measurement items about.**

Perceived Usefulness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Online Shopping provide me access to get useful purchase information.					
2. Online Shopping enhance my purchasing effectiveness.					
3. Online buying is a convenient way to shop.					
4. Online buying makes shopping to consume less time.					
5. Features of online shopping are useful (e.g. most viewed deals, booking availability, etc.) and helping to make my purchase decision.					

Perceived Ease of Use	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Online buying is easy to learn.					
2. Online buying is easy to use.					
3. Online shopping do not require a lot of mental effort.					
4. Transactions of online shopping are hassle free.					
5. Online buying is easy to navigate.					

Electronic Word of Mouth	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.The online review/comment is credible.					
2.The online review/comment has sufficient reasons to support the opinions.					
3. Online reviews/comments provide different purchasing ideas.					
4. The persons who provided online reviews/comments, I think they have experienced.					
5. The greater quantity of online review/comment information infer that the product has good demand and urge me to buy product from online.					

Website Content	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.I can quickly find the information I need on the website.					
2.The website provides sufficient information about firm, product and service.					
3.Website reduce risk of online shopping for its pre-review.					
4.There is sufficient information to compare across alternatives.					
5.Website help sufficient decision towards online shopping.					

Social Commerce Construct	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.I will ask my friends on forums and communities to provide me with their suggestions before I go shopping.					
2.I think that my friends' recommendations are reliable.					
3.I will consider the information available from my friends to choose vendor or website when I want to shop online.					
4.I will consider the vendor rating made by other people on social network when I want to shop online.					
5.I purchase from online because the vendor is my friend.					

Trust	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.Online shoppers take action to safeguard my personal information and privacy.					
2.Online vendors keep users' promises and commitments.					
3.Online shoppers are general trustworthy.					
4.I trust online shoppers.					
5.Online vendors perform convenient purchase transaction processes.					

Purchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I agree that online shopping benefits for daily life.					
2.I believe that online shopping will support for daily life in the future.					
3.I will consider buying platform upon online shopping in the future.					
4.I will recommend friends to buy online.					
5.In the future, I intend to buy the products from online shopping.					