

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**FACTORS INFLUENCING ON CONSUMER BUYING
BEHAVIOR TOWARDS MYEIK MAUNG TAIK BIRD'S
NESTS IN YANGON**

MAY PYI TUN

EMBA II – 67

EMBA 16th BATCH

NOVEMBER, 2019

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**FACTORS INFLUENCING ON CONSUMER BUYING
BEHAVIOR TOWARDS MYEIK MAUNG TAIK BIRD'S
NESTS IN YANGON**

MAY PYI TUN

EMBA II – 67

EMBA 16th BATCH

NOVEMBER, 2019

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**FACTORS INFLUENCING ON CONSUMER BUYING
BEHAVIOR TOWARDS MYEIK MAUNG TAIK BIRD'S
NESTS IN YANGON**

ACADEMIC YEAR (2017-2019)

Supervised By:

Daw Nu Nu Lwin
Lecturer
Department of Management Studies
Yangon University of Economics

Submitted By:

Name - May Pyi Tun
EMBA II - 67
EMBA 16th Batch
2017 - 2019

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**FACTORS INFLUENCING ON CONSUMER BUYING
BEHAVIOR TOWARDS MYEIK MAUNG TAIK BIRD'S
NESTS IN YANGON**

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

Supervised By:

Daw Nu Nu Lwin
Lecturer
Department of Management Studies
Yangon University of Economics

Submitted By:

Name - May Pyi Tun
EMBA II - 67
EMBA 16th Batch
2017 - 2019

ACCEPTANCE

This is to certify that the thesis entitled “Factors Influencing on Consumer Buying Behavior towards Myeik Maung Taik Bird’s Nest in Yangon” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

Dr. Tin Win

Rector

(Supervisor)

(Examiner)

(Examiner)

(Examiner)

NOVEMBER, 2019

ABSTRACT

The main purpose of this study is to identify the influencing factors on planned behavior of consumers and to analyze the effect of planned behavior on buying behavior of Myeik Maung Taik bird's nest in Yangon. This study uses simple random sampling and collects the data from 120 consumers of Myeik Maung Taik bird's nest in area of Yangon. The result of this study indicates that most consumers choose the bird's nest based on their health consciousness and knowledge about bird's nest nutritional value and benefits while many consumers choose according to product's place access. Furthermore, health consciousness and knowledge factors have the greatest influence on attitude component of the consumer buying behavior. Place factors primarily influence on subjective norms and perceived behavioral control of the consumers. The study highlights that the most influential components of buying behavior of Myaik Maung Taik bird's nest is consumers' attitude. It has also the significant relationship between perceived behavioral control and consumer buying behavior, subjective norms and consumer buying behavior of Myaik Maung Taik natural bird's nest. According to the finding, Myaik Maung Taik natural bird's nest should focus on knowledge sharing of health benefits as the most influencing factor for Myaik Maung Taik natural bird's nest users with affective traits.

ACKNOWLEDGEMENTS

First and foremost, I would respectfully express my heartfelt thanks and gratitude to Prof. Dr. Tin Win, Rector of Yangon University of Economics for his kind permission to undertake this study as a partial fulfillment towards the Master Degree of Business Administration. Secondly, my sincere gratitude also goes to Dr. Nilar Myint Htoo, Pro-Rector of Yangon University of Economics for giving me opportunity to undertake this thesis.

I would like to extend my deeply gratitude and thanks again to Professor Dr Nu Nu Lwin, Head of Department of Management Studies, Professor Dr Myint Myint Kyi, Department of Management Studies and Professor Dr Hla Hla Mon, Department of Management Studies, for their fruitful suggestions and precious comments to complete this thesis.

Then I would like to express my heartfelt thanks to my supervisor, Daw Nu Nu Lwin, (Lecturer), Department of Management Studies for effective guidance, extensive comments, encouragement, immense knowledge and advices she has provided throughout my study. I must also thank all the teachers and faculty members who taught me within academic two years.

Furthermore, I would like to give my special thanks to Daw Myint Myint Thwe, Managing Director of Myeik Maung Taik Natural Bird's Nest, for allowing me to collect necessary data for my thesis and help in collecting survey data from the consumers.

Finally, I would like to convey my special thanks to all my family members and EMBA 16th classmates for supporting physically and mentally during these two year periods of studying.

May Pyi Tun

Roll No.67

EMBA 16th Batch

TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER 1	
INTRODUCTION	1
1.1 Rationale of the Study	2
1.2 Objectives of the Study	4
1.3 Scope and Method of the Study	4
1.4 Organization of the Study	5
CHAPTER 2	
THEORETICAL BACKGROUND	6
2.1 Theory of Planned Behavior	7
2.2 Factors Influencing Consumer Planned Behavior	10
2.3 Findings of Previous Studies	14
2.4 Conceptual Framework of the Study	16
CHAPTER 3	
CONSUMER BUYING BEHAVIOR ON	18
MYEIK MAUNG TAIK'S BIRD'S NEST IN YANGON	
3.1 Background of Edible Bird's Nest Industry	18
3.2 Edible Bird's Nest Market in Myanmar	19
3.3 Profile of Myeik Maung Taik Bird's Nest Company	20
3.4 Profile of Respondents	22

CHAPTER 4	ANALYSIS ON CONSUMER BUYING BEHAVIOR ON	25
	MYEIK MAUNG TAIK BIRD’S NEST	
4.1	Influencing Factors on Planned Behavior of Consumers	25
4.2	Analysis of Influencing Factors on Planned Behavior of Myeik Maung Taik Bird’s Nest in Yangon	34
4.3	Analysis on Effect of Planned Behavior on Buying Behavior of Myeik Maung Taik Bird’s Nest in Yangon	41
CHAPTER 5	CONCLUSIONS	45
5.1	Findings and Discussion	45
5.2	Suggestions and Recommendations	48
5.3	Needs for Further Research	50
REFERENCES		
APPENDIX		

LIST OF TABLES

Table No	Titles	Page
Table 3.1	Profile of the Respondents	23
Table 4.1	Social Factors on Planned Behavior	26
Table 4.2	Health Consciousness Factors on Planned Behavior	27
Table 4.3	Knowledge Factors on Planned Behavior	28
Table 4.4	Product on Planned Behavior	29
Table 4.5	Pricing on Planned Behavior	30
Table 4.6	Place Factors on Planned Behavior	30
Table 4.7	Promotion Factors on Planned Behavior	31
Table 4.8	Planned Behavior	33
Table 4.9	Influencing Factors on Attitude Components of Planned Behavior	35
Table 4.10	Influencing Factors on Subjective Norms Components of Planned Behavior	37
Table 4.11	Influencing Factors on Perceived Behavioral Control Components of Planned Behavior	39
Table 4.12	Buying Behavior	42
Table 4.13	Effect of Planned Behavior on Buying Behavior	43

LIST OF FIGURES

Figure No	Titles	Page
Figure 2.1	Theory of Planned Behavior	8
Figure 2.2	Conceptual framework of Awareness and Purchase Intention of Swiftlet Bird's Nest Products Among Malaysian Consumers	15
Figure 2.3	Conceptual Framework of the Study	17

CHAPTER 1

INTRODUCTION

Consumer behavior is defined as the study of how individuals, organizations and businesses select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires (Kotler and Keller, 2006). Studying consumers helps clues for improving or introducing merchandise or services, placing prices, devising channels, crafting messages, and developing different marketing and advertising things to do (Kotler, et al., 2009). It is consumer whose buying preferences decide what should be manufactured, in what quantity, what should be the quality of the product and how should be advertised. There are various factors which influence consumer behavior such as personal factors, social influence, health consciousness, knowledge and marketing Stimuli. By studying consumer behavior, how the buying decision is made and how they look for a product are known. Moreover, the perception consumer behavior additionally helps marketers to apprehend the what, where, when, how and why of the consumption of product consumption (Kumar, 2010). Thus understanding consumer behavior is not only important for the current sales, but also helps in capturing the future market.

Nowadays the thought of food has undergone a radical transformation in latest years to the point to assign to food, to their dietary and sensory properties, no longer solely an essential function in the preservation of health, however also psycho-physical well-being and prevention of certain diseases. Foods are not consumed to only satisfy hunger and to support necessary nutrients for humans but also to prevent nutrition-related diseases and improve physical and mental well-being of the consumers.

The dietary supplement industry is one of the fastest growing industries worldwide. Recently, food is much important in the role of nutrition in maintenance of health and prevention of chronic diseases such as cancer, osteoporosis and coronary heart disease and also non-communicable diseases. According to Blendon (2001), our community had shown much attention and concern on the development of chronic diseases as a result of our sedentary lifestyles. So that, dietary supplement products have received big concern and more popular in recent world.

Dietary supplements are used to support good health and as alternative forms of medicine today. They compose vitamins, minerals, botanicals and amino acids. Among dietary supplements, bird's nest is a kind of natural dietary supplements. Edible bird's nest products are composed of swiftlet birds' hardened saliva secretions (Tompkins, 1999). Bird nest's value today came from the belief and proven result from human application for almost a thousand years in the traditional Chinese medicine.

The volume of trade in Southeast Asia in the edible bird's-nest business was huge, Kasem Jandam (2009-2011). In Myanmar, the trend of health and well-being is also catching up with the global pace. Dietary supplements market in Myanmar is enormous and it is estimated to get bigger substantially along with its vast contribution to the country's economy. In Southern part of Myanmar towns namely Myeik, Kawthoung, and Bokpyin, there are increased number of edible bird nests' producers. Bird's nest has important economic value for the national country and provides vital source of employment.

The dietary supplements industry exists in an extensively competitive market and the main factor which stay behind the success in Myanmar consumer choice are related with the personal factors and the marketing factors. Nowadays all sellers focus on trying to understand the consumers and their buying behavior. Studying consumers' behavior can help to gain better understanding of consumers by learning the effects of the consumers' planned behavior. This research intends to assist the marketers to create suitable strategies and develop new edible bird's nest products as well as retaining consumers to create suitable competitive advantages.

1.1 Rationale of the Study

Understanding consumer behavior is important for any organization. Consumers are important in the market for generating wealth for stakeholders and consumer behavior is one of the crucial factors to get profit and competitive advantage in the market. Understanding consumer behavior has significant bearing on marketing and public relations decisions. The concept reviews a number of issues related to consumer behavior and organizational responses and will help organization to enhance its marketing campaigns to successfully connect with consumers.

Food is a basic human need and its consumption trends have changed tremendously. The development of technology, economics and science brings a big change to the world which improves the quality of living. However, this change may be potential threats to the society especially health, which is a result of diseases and malnutrition in processed food. To prevent diseases and correct lacking nutrients in food, people tends to eat dietary supplement (Ooi, 2009). Rising incomes, urbanization and a growing focus on health are positive influences on sales of consumer health. Today changing busier and sedentary life style boosting demand, while urban consumers are taking a more proactive approach to health and wellbeing. Simultaneously, People become aware danger of preservatives and food color additives as well. Eating habit of bird's nest as dietary supplement is also increasing in the world today.

Bird's nest, a health supplement product, due to a strong believe that it can improve health benefits in variety of ways. Many surveys found that women tend to consume more bird's nest in believing that the bird's nests can help smooth the complexion and make them look younger and also help during pregnancy. Thus, understanding the buying behavior of bird's nest, a kind of dietary supplement will be an important element which contributes to the growth of the bird's nest market in future.

Bird's nest food industry is popular industry in Myanmar and this situation makes a particular company to be able to grasp the best opportunities and to gain competitive edge over others by setting the right strategy. Therefore, bird's nest industries face more competition than other dietary supplements industries. Bird's nest industry also need to explore how consumers' planned behavior affect buying behavior. First, the study examines the planned behavior theory model of bird's nest industry in order to develop the best strategy so that they could expand the market share and maximize the profit accordingly. By understanding how consumers' attitude, subjective norms and perceived behavior that affect buying behavior; bird's nest producers could really improve competitive advantage in the industry.

Bird's nest industries are trying to get more consumers' satisfaction and market share. Since edible bird's nests products are very new in the market, identify consumer knowledge and awareness on edible bird's nests is very important. However, it is also necessary to ascertain how they perceive the bird's nests value and their attitude towards edible bird's nest products. In addition, the role and influence of people and the perceived behavioral control of Myanmar consumers to purchase bird's nest products. This is

because production of products and strategies to market them depend on consumer beliefs, attitudes and responses to Bird's nest products. In order to survive and grow in industry, the planned behavior of consumers towards edible bird's nests are important to measure. This study focuses the consumers' planned behavior and buying behavior of bird's nests in Yangon.

1.2 Objectives of the Study

The study mainly intends to analyze the consumer's planned behavior and buying behavior on edible bird's nests. Specifically, the two objectives of the study are as follow:

- 1) To identify the influencing factors on planned behavior of consumers on Myeik Maung Taik Bird's Nest in Yangon
- 2) To analyze the effect of planned behavior on buying behavior of Myeik Maung Taik Bird's Nest in Yangon

1.3 Scope and Method of the Study

The scope of this study is edible bird's nests sector in Yangon. This study only focuses on influencing factors on consumer planned behavior and effect of consumer planned behavior on buying decision of local made bird's nests in Yangon. Myeik Maung Taik, Ziwasoe, Pyae Sone, ATT, Rainbow, Swan and Pyone, etc.; are local made brands in Myanmar. The study population is limited to Myeik Maung Taik Bird's Nests consumers in Yangon.

In this study descriptive research method and analytical method are conducted. There are 172 Myeik Maung Taik bird's nest consumers who are major key consumers in Yangon Region according to their data base. A total sample of 120 respondents is determined by using Raosoft sample size calculator. This method ensured that with 95% confidence level, allowing with 5% margin of error. The total 120 respondents are selected by simple random sampling for this study. Myeik Maung Taik Bird's nests consumers from Yangon were randomly selected to participate in the study. The primary data are collected from 120 bird's nests consumers by using the structured questionnaires which is designed with five point Likert scale. The secondary data are collected from

previous research papers, text books, related websites in order to achieve the study objectives.

1.4 Organization of the Study

This paper is composed of five different chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope and method of the study. Chapter two consists of the theoretical background of the consumer behavior, findings of previous study and conceptual framework of the study. Chapter three presents background of edible bird's nest industry, profile of Myeik Maung Taik company and profiles of Myeik Maung Taik Bird's Nests respondents in Yangon. Chapter four analyzes the between of planned behavior and their buying behavior of Myeik Maung Taik Bird's Nests in Yangon. The least one is chapter five which covers conclusion that is described by the findings and discussions, suggestions, recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter consists of the theoretical background which includes influencing factors on consumer planned behavior, buying behavior, finding of previous study, and conceptual framework of the study. Firstly, theory of planned behavior is described briefly. Then, the general discussion of consumer behavior and buying behavior are presented. It is followed by the factors that could influence consumer planned behavior towards bird's nest. Subsequently, findings of previous studies are discussed and finally a conceptual framework is drawn based on this survey.

Consumer behavior is the study of how individuals, organizations and agencies select, buy, use and dispose of goods, services, ideas, or experiences to fulfill their wishes and desires (Kotler and Keller, 2006). According to Solomon (2006), consumer behavior is described as the process of decision making and physical activity included in acquiring, evaluating, using, and disposing of goods and services to satisfy needs and want. Similarly, Belch and Belch (2001) quoted that consumer behavior is “the manner and activities of human beings engage when looking for selecting, purchasing, using, evaluating and disposing of products and services as if meet their need and desires. Studying consumers provides clues for improving or introducing products or services, setting prices, devising channels, crafting messages, and developing other marketing activities (Kotler, et al., 2009). What the humans buying, how they are buying, the place and when they are buying, how much quantity they decide upon to purchase are all rely not solely on their self-concept, perception, tradition and social history but also on their age, attitudes, household cycle, motivation, trust values, social class, character and many other factors. In addition to that, the customer behavior has extra environmental factors such as Ads, costs and commends. Consumer behavior is a dynamic, complicated and multidimensional process and all advertising selection are taken primarily based on the assumptions about the consumer behavior. Therefore, the consumers’ response is the major feedback for different types of marketing strategies.

Better focus of client buying behavior is desirable contribution to the country's economic state (Egen ,2007). At the identical time, excessive satisfactory of local products and offerings direct to sophisticated domestic customers’ base (Blackwell et al,

2006). In addition to efforts of better understanding the consumers' buying behavior, companies also engage in advertising and promotion activities to influence the consumers' purchasing decision. Thus, it is clear that better understanding the consumer buying behavior through studying and identifying their needs leads to huge long term benefits to the businesses.

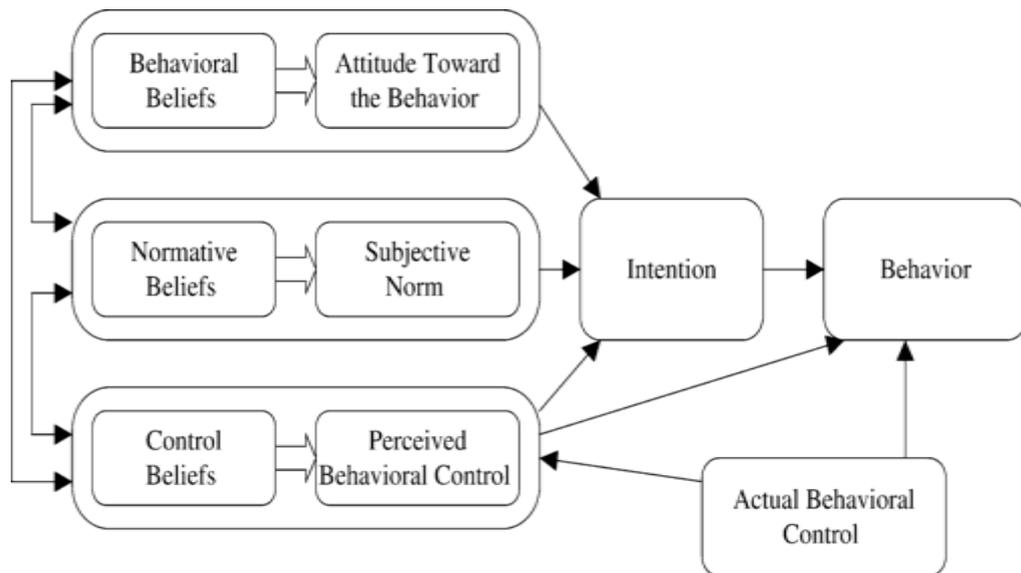
Understanding consumer behavior is important to the organization to sustain business in the industry. The study of influencing factors is essential for marketers to appeal to the target consumers. In this study, social factors, health consciousness and knowledge factors, product, price, place and promotion factors are studied as the main influencing factors of consumers' planned behavior and buying behavior how they related to each other.

2.1 Theory of Planned Behavior

According to Ajzen & Fishbein (1980), the Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). The difference between Theory of Reasoned Action (TRA) and TPB lies in the control component of TPB (Conner & Sparks, 2005). TRA assumes that most human social behaviors are under volitional control and thus can be predicted from intentions alone. But, some assured there are circumstances which individuals do not have complete control. Hence, perceived behavioral control was added to TPB to predict non-volitional behaviors (Ajzen, 1991). Today, TBA is one of the most popular social-psychological models to understand and predict human behavior. Theory of Planned Behavior is assumed to be determined by three kinds of considerations or beliefs, namely

- Attitude or Behavioral Beliefs - beliefs about the likely consequences of the behavior,
- Subjective Norm or Normative Beliefs - beliefs about the normative expectations of others,
- Perceived Behavioral Control or Control Beliefs - beliefs about the presence factors that may facilitate or impede performance of the behavior.

Figure (2.1) Theory of Planned Behavior



Source: Ajzen, I. (1991). Theory of planned behavior. *Organizational Behavior and Human Decision*

As a general rule, the more favorable the attitude and subjective norm with respect to engaging in the behavior, and the greater the perceived control, the more intention to perform the behavior in question. The TRA also recognizes the reality that, although attitudes indicate a specific behavior, his perceived social norms may contradict it, suggesting an entirely different response or behavior. Then intentions are expected to lead to performance of the behavior to the extent that people are in fact capable of doing so, i.e., to the extent that they have actual control over the behavior. Actual behavioral control is thus expected for moderating the effect of intention on behavior. The behavior, however, must be under a person's volitional control, or will, to decide whether or not to perform the behavior (Ajzen, 1991).

Attitude is a degree to which a person has favorable or unfavorable evaluation or appraisal of the behavior in question. Attitudes are formed by an individual's judgment, either positive or negative, of the anticipated results of performing a behavior (Ajzen 2011). The individual's perception of the in all likelihood consequences of performing the behavior is a behavioral belief (Ajzen 2011). A person's behavioral beliefs act as the link between his Behavior to the Outcome that the behavior is expected to produce or bring about. It is a person's behavioral beliefs that will have a direct influence on his attitude toward a behavior. According to Nasution et al (2010) and Cook, Kerr, & Moore (2002), a consumer with positive attitude toward a product tend to buy the product. Attitude was a

significant and positive determinant of purchasing intention in many cases such as organic food (Nasution et al., 2010) genetically modified food (Cook et al., 2002), and green packaged food (Zakersalehi & Zakersalehi, 2012).

A normative belief is a person's perception of social normative pressures, or a relevant other's (i.e. a partner or spouse, child, parent, doctor, etc.) beliefs that she or he should perform the behavior (Ajzen, 2011). The subjective norm is an individual's very own understanding of a precise behavior and the power of motivation to comply, or to conform, with relevant others' beliefs (Ajzen 2011). That is, subjective norms are reflected in both the perceived social pressure from others as well as the individual's level of motivation to comply with these referents. Some research had indicated that subjective norms had a significant and positive relationship with consumer buying behavior (Karimah et al., 2012; Smith & Paladino, 2010). Subjective norms show a significant positive effect on purchasing intention and significant influence on purchasing behavior.

Behavioral manipulate refers to the ease or difficulty of acquiring or consuming a specific product. In some studies, perceived behavioral control is an additional significant predictor of behavior. Perceived behavior of control differs from locus of manipulate in that it can range throughout conditions and actions rather than remaining stable across situations and forms of action (Ajzen 1991). Perceived behavioral control also leads to the consumption of a product (Aertsens et al., 2009).

Furthermore, there are some limitations of Theory of Planned behavior which include the following: it assumes the man or woman has received the probabilities and sources to be successful in performing the preferred behavior, regardless of the intention, it does now not account for different variables that factor into behavioral intention and motivation, such as fear, threat, mood, or previous experience. While it does consider normative influences, it nonetheless does now not take into account environmental or economic factors that may have an effect on a person's intention to operate a behavior, assuming that behavior is due to a linear decision-making process, and does no longer reflect on consideration on that it can change over time. Although perceived behavioral control was an important addition to the theory, it doesn't show anything about actual control over behavior and the time frame between "intent" and "behavioral action" is not addressed by the theory.

2.2 Factors Influencing Consumer Planned Behavior

The Consumer Behavior is the find out about of how an individual decides to buy a unique product over the different and what are the underlying elements that mold such behavior. The consumer is central target of marketing. It is important to find consumer behavioral attributes, wants and needs, lifestyles, and purchase processes and then make proper marketing-mix decisions in order to devise good marketing plans. Consumer behavior is much more than studying what consumers buy and it is a part of human behavior. By studying previous buying behavior, marketers can estimate how consumers might behave in the future when making buying decisions (Kotler&Armstrong 2010). The several factors or forces influence on consumer behavior or buyer behavior. They are social factors, health consciousness and knowledge factors and the last one is marketing factors.

2.2.1 Social Factors

The factors prevalent in the society where a consumer live in is defined as social factors. The society is formed with several individuals having different preferences and behaviors. These different behaviors influence the personal preferences of the other set of individuals to perform those activities which are acceptable to the society. Social factors include family, reference groups, and social status. These factors too affect the buying behavior of the consumer. Again, these factors reflect an endless and vigorous inflow through which individual learn different values of consumption.

(a) Family

The family plays a major role in designing both preferences and behavior. It performs as an environment wherein the individual evolves, develop personality and also acquire values. A child develops his buying behavior and preferences by learning his parents and tend to buy the same products or services even when he grows old. So that, the personality, attitude, beliefs, characteristics of the individual are influenced by family members. It can also influence the decision making of an individual with respect to the purchase of certain goods and services.

(b) Reference Group

A reference group is mentioned as a group with which an individual like to get associated, i.e. want to be mentioned as a member of that group. Reference groups have potential in developing a person attitude or behavior. The impact of reference groups differs along with products and brands. It is found, that all the members of the reference group share common buying behavior and occurs strong influence over each other. The marketers should examine the roles within the reference group that influences the behavior of others. Such as Initiator (who initiates the buying decision), Influencer (whose opinion influences the buying decision), Decision-Maker (who has the authority to take the purchase decision) and Buyer (who ultimately buys the product).

2.2.2 Health Consciousness Factors

Global consumption and the market for functional foods pertain to, in large, consumers' health consciousness (Kapoor, D.; Munjal, A, 2017) and their awareness, as well as knowledge (Vella, M.N. et al., 2014). The health-conscious consumer behavior has become more important for both individuals and food industry - the realization of the strategy of the domestic food industry increasingly promoting healthy eating for example, eating natural, organic, domestic, fresh ingredients, prepared foods, in order to improve the overall health.

Health consciousness is described as an attitude in which people is conscious of the healthiness in their diet and way of life (Oxford Dictionary, 2014). In 1988, Gould framed health consciousness into four dimensions: greater concerns to health, caring about health, engaging in searching for health information, and valuing healthy conditions. Health awareness or health-conscious behavior is described as all of the person attitudes, behaviors and activities in order to live longer and remain healthier. Health consciousness was a significant predictor of behavioral intentions and buying behavior (Robin B. DiPietro, Daniel Remar & H. G. Parsa,2016). Consumers' health consciousness and the necessity for functional foods were significantly correlated (Kapoor, D.; Munjal, A 2017). As investigated by Ching-Hsu Huang (Huang, C.-H, 2014), health consciousness did make changes to consumer preference, therefore influencing purchasing decisions and buying behavior of food. Many studies indicate that health consciousness influences consumption, attitude and behavior.

2.2.3 Knowledge Factors

Consumer knowledge refers to understanding consumers, their needs, wants and aims. It is essential for all business to align its processes, products and services to build real consumer relationships. Consumer knowledge is a crucial part to stand our business in the market. The information about individuals what they do and what they are looking for is consumer knowledge. How much customer is aware about the product is also consumer knowledge. There are two types: product familiarity and product knowledge. Product familiarity shows consumers about depth and breadth of product. It causes awareness about existence of the product and makes consumer familiar about the product which is available in market. Product knowledge is knowledge given to consumers about not only the characteristics of product and but also making customer aware about usage of product. Company can make strategies to compete the competitors in the market by knowing consumer knowledge well. In case of purchasing milk, knowledge about the process and product was vital in explaining consumer behavior (Klerck, D;Sweeney, J.C.,2007). Again, knowledge acquired on the products and values perceived by the consumers played a key role in determining the intent to purchase and behavior (Rajagopal, R.2014). In addition, the association between consumers' health consciousness and knowledge was necessary to promote functional food consumption (Vella, M.N.; Stratton, L.M.; Sheeshka, J.; Duncan, A.M, 2014).

2.2.4 Product Factors

Product is defined as a tangible good or an intangible service in order to meet a specific customer need or demand. It may either good or service or event or experience, etc. Another form of marketing is product design and it helps match the company's products and services to meet customer needs. The consumers may be attracted to the physical product, product mix, product variables, product quality, branding and packaging, etc. The product delivered all benefits and also its features need to be understood and the unique selling proposition of the product need to be examined. It was a personal tendency related to the product (Dick, A. and Basu, K. 1994). Product quality not only creates retailers' reputation but also influences consumer buying decision at stores (Pan & Zinkhan, 2006). Chaudhuri and Ligas (2009) suggested that product value was positively correlated to purchase behavior and customer loyalty in the retail sector.

For the customer , quality, brand, health & environment safety and taste are primarily important and then product factors are secondly. Thus, consumer behavior influences the way business managers brand their products.

2.2.5 Price Factors

Price is the amount of money that a buyer has to spend to own a product. Repurchase intention, loyalty, willingness to pay a price premium, word-of mouth and complaining represent the five behavioral intentions of consumers. Consumers do 'marketing' when they search for the goods they need at prices they can afford (Kotler, 1999). A marketer makes price alteration in order to attract consumers through discounts, allowances, coupons, etc. Price was the most important factor effecting demand, hence it has a significant effect on Yemeni consumer behavior when buying vegetables (T. H. Al-Gahaifi, J. Světlík,2011). A majority of the consumers were not willing to sacrifice the cost for their health advantages. The considered factors of price are high cost, reasonable price and for quality. The people accepted the price is health for the sake of health (Indumathi.N,2016). The usual habit of consumers is most likely to buy famous but better quality brands in the market instead less known one they also ready to spend a penny for renowned brand.

2.2.6 Place Factors

Place factors is concerned with the delivery of a product from the place of production to the final consumer. Place decision includes all activities that make products available to target customers (Kotler & Keller, 2009). As such, it aimed to provide shopping convenience sought by consumers in modern retail channels (Pan & Zinkhan, 2006). Both the manufacturer and wholesaler must consider how to distribute their products to target customers. A producer may sell directly or through intermediaries. The distribution system performs all the transactional, logistical, and facilitating functions between center men and retailer which brings them the fine offers and the most wonderful profit. For distribution decisions, market coverage, channel member selection, logistics, and levels of service are all included. Place factors also impact of purchase decision and convenience was the most important factor under place (Indumathi.N,2016). Because of

the consumptive habits, it is more likely to promote consumption if the edible bird's nest is provided in the locations where they prefer.

2.2.7 Promotion Factors

Promotion is one of the advertising activity that retailers use to bring traffic into stores and promote income by using communicating modern-day offerings to focused customers (Dunne et al., 2010, p. 392). Specifically, promotion can upward push sales through sales switched from different stores and double in consumption from current buyers (Ailawadi, Harlam, César, & Trounce, 2006). Dunne et al. (2010) suggest four primary types of promotion: advertising, sales promotions, publicity and personal selling. Advertising is a tool for marketing the goods and services to consumers. Specifically, advertising and marketing appeals are vital message that will affect the consumer's buying behavior (Hong-Youl Ha, et al, 2014). The advertisement ways such as the mass media, television, internet, and radio were among the fastest way for a marketer to attract a wide range of consumers. Consumer decision making commonly influenced by price, quality and advertisement (James J. Zboja Clay M. Voorhees, 2006).

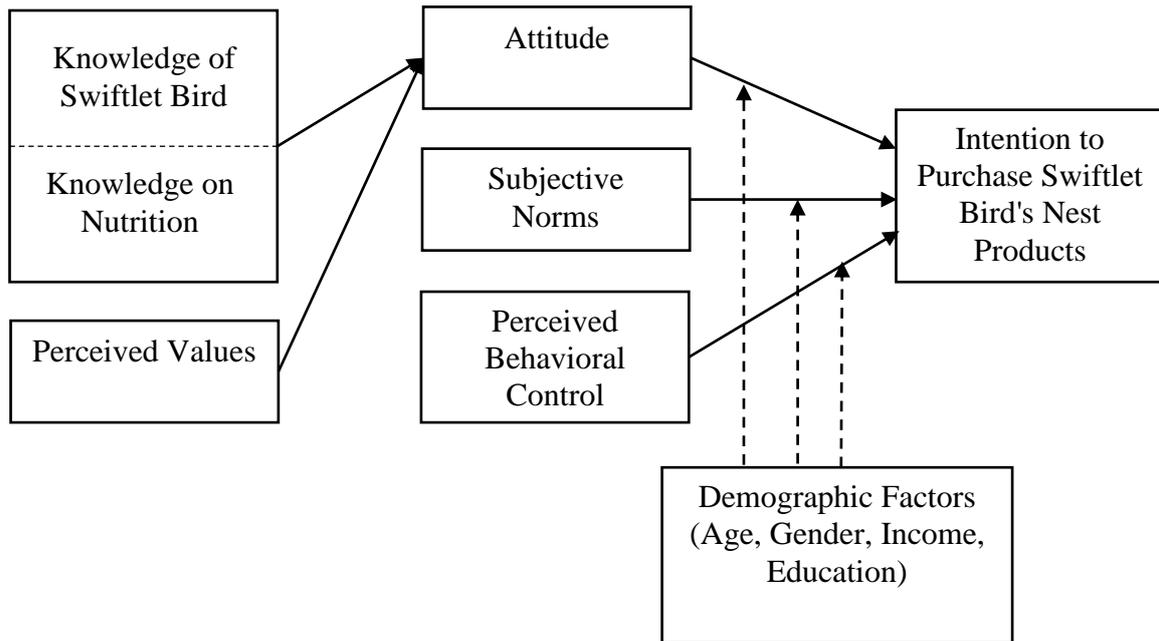
2.3 Findings of Previous Studies

The Theory of Planned Behavior (TPB) is an individual level theory that aims to explain and predict behavior, and has been widely applied to studies exploring eating. The TPB is developed from the previously formed Theory of Reasoned Action. Both TRA and TPB assume that intentions are in turn influenced by attitudes and subjective norms, while the TPB adds an additional construct of perceived behavioral control. The TPB has been used to study a wide range of behaviors, including many health behaviors such as smoking, drinking, exercise, and substance use. According to Azjen (1985), an attitude toward a behavior may be a positive or negative evaluation of acting that behavior. Attitudes are demonstrated by means of beliefs, norms are confirmed by using normative beliefs and motivation to comply, and perceived behavioral control is confirmed by using beliefs about the individual's possession of the opportunities and resources wished to meet in the behavior (Azjen, 1991).

Previous study (Sharifuddina.J, et al, 2014) shows that attitude, subjective norms, and perceived behavioral control are the major contributors to the consumer purchasing

intention toward edible bird’s nest products. This study identified the factors that lead to the positive purchasing intention of edible bird’s nest products, which can lead to purchasing behavior of edible bird’s nest products.

Figure (2.2) Conceptual Framework of Awareness and Purchase Intention of Swiftlet Bird’s Nest Products Among Malaysian Consumers



Source: Sharifuddina.J, et al, 2014, Factors Affecting Intention to Purchase Edible Bird’s Nest Products: The Case of Malaysian Consumers

There are also another findings of relationship between attitude, subjective norms, perceived behavioral control and buying behavior. Consumers with a positive attitude toward a product tend to buy the organic food product (Nasution et al., 2010). Some research has indicated that subjective norms have a significant and positive relationship with consumer purchasing behavior of food (Karimah et al., 2012; Smith & Paladino, 2010). In 2009 study, Aertsens et al., found that perceived behavioral control also leads to the consumption of organic food. Thus, the Theory of Planned Behavior (TPB) has been widely used in food studies that focus on attitudes, beliefs, and behaviors in alternative consumer practices and markets. In fact, even marketers applied theory of

planned behavior, incorporating it in predicting market consumption condition, as well as the performance of customers and competitors.

2.4 Conceptual Framework of the Study

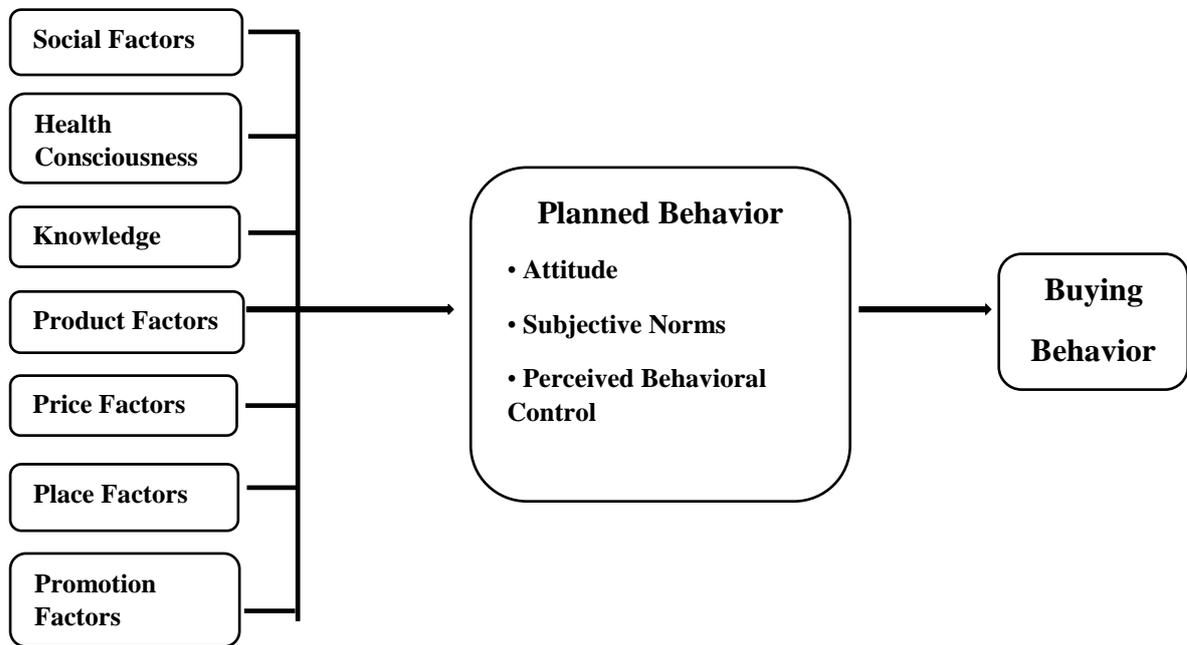
After the overview of the consumer behavior and influencing factors on the consumer buying, the conceptual framework is developed based on the research objectives and research questions. This model is mainly structured by three parts which are Influencing Factors on Consumer Attitude, Consumer Attitude and Buying Behavior of Bird's nests.

Whether it's a social issue or a health issue, TPB has found acceptable applicability. In election, political entities rely on this theory to predict voting behavior of electorates. Health care facilities, pharmacological companies, and even governments employ the key concepts of TPB in studying and predicting human behavior on matters such as disease prevention, birth control, and family planning, to name a few. That's why theory of planned behavior is used to study consumer buying behavior of dietary supplements, edible bird's nest.

However, various researchers of Carrington, Neville & Whitwell (2010) observed that certain kinds of intentions seldom lead to the actual enacting of the behavior: in the situation of buying ethical products or of practicing health promoting behaviors, such as reducing the sugar intake, taking regular exercise, consuming fresh, organic and seasonal food. Under this point of view, intention variable isn't a stable variable ready to be measured, but a very flexible one. Furthermore, bird's nest product is less price sensitive and buying decision may occur directly without intention. Thus, purchase intention is not included in this study framework.

The conceptual framework of this study is shown in the following figure.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2019)

To explain the complexities of consumer behavior, the theory of planned behavior (Ajzen, 1991) is the framework of analysis in this study. First part is the influencing factors on consumer attitudes to buy edible bird's nests. This model uses the independent factors such as social, health consciousness and knowledge and marketing factors of product, price, place and promotion. Study of social factor by family and reference groups. Health consciousness and knowledge about bird's nests are also studied as independent factors. Marketing factors of product, price, place and promotion are also carried out to study. All the attitudes are strongly affected by different situational factors in this study. The theory extracted the underlying factors of consumer behavior to three main topics which are attitudes, subjective norms and perceived behavioral control. These three factors will lead to actual buying behavior. By controlling at least one of these factors, marketing manager can influence consumer behavior and predict the result. In the buying behavior, attitude component, subjective norms and perceived behavior control are included but multi-attribute model and decision-making process exclude consideration in this study.

CHAPTER 3

CONSUMER BUYING BEHAVIOR ON MYEIK MAUNG TAIK BIRD'S NEST IN YANGON

This chapter firstly presents the background of edible bird's nest industry and bird's nest market in Myanmar. Then, it discusses about the Myeik Maung Taik Company Limited. Finally, profiles of the respondents of Myeik Maung Taik bird's nests in Yangon are presented.

3.1 Background of Edible Bird's Nest Industry

Nowadays, people consume bird's nests for so many reasons as dietary supplements. Edible bird's nests are composed of edible-nest swiftlets' saliva. For human consumption, Indian swiftlets, and other swiftlets are harvested using solidified saliva. Firstly, swiftlets bird's nests were consumed as unusual food, and then eaten as tonic and medicines. Due to rarity of swiftlet birds' nest, they are particularly prized in Chinese culture accepting high nutritional value, and flavor. Nearly 1,500 years ago, the eating habit of bird's nest can be traced back to China during the Tang Dynasty period (A.D. 618-907). It was believed that bird's nest had been brought back from the southern countries of 'Nan yang' by Chinese sailors, and introduced to the China's Emperor Court as a supreme delicacy. During that stage, only the generation of the Emperor and his court officials can consume the highly priced bird's nest. After the cycle of the Emperor rule, that the common people were introduced to bird's nest and the value and demand for bird's nest has since continued to increase due to its highest price and nutritional properties. The Chinese people consume bird's nest believe in promoting good health, especially for the skin. The nests also have been cooked, most often as bird's nest soup for over 400 years in Chinese culture.

Edible bird's nests are one of the kind of animal products harvested for consumption and also expensive marketable products due to many health benefits. Edible bird's nest is consumed in soup traditionally but now being turned into food and drink additives as well as put into cosmetics. The nests are composed of high nutritional and medicinal value, with effect of anti-aging and anti-cancer properties. The essential amino

acids are the most abundant constituent of the bird's nest. The hormones namely testosterone and estradiol are also present. The edible bird's nest also contains carbohydrates, ash and a small quantity of naturally occurring fats and lipids. Previous research has indicated that the nests also comprise elements that can stimulate cell division and growth, help tissue growth and regeneration which can inhibit influenza virus infections. There are also health benefits for pregnant women. In addition to its use for its medicinal purposes, Chinese restaurants also introduce bird's nests into desserts or drinks as a soup or a tonic at a premium price to prolong life, improve strength and health.

Nowadays, the global edible birds nest industry is estimated to be worth \$5 billion, mainly produced in Southeast Asia. In Asia, bird's nests industries are a multi-billions dollar business now. Indonesia is the leading bird's nest producer in Southeast Asia by exporting around 2,000 tons per year. Between 1992 and 1998, 985 tons valuing \$700 million of swiftlet nests was imported by Hong Kong. Not only Hong Kong but also the United States are the largest importers of nests. The Philippines is the smallest producer, harvesting around five tons per year. A large portion of it was transshipped to China and Hong Kong along underground channels. Followed by Thailand, Vietnam, Singapore, Myanmar, Malaysia, India and Sri Lanka, Indonesia is the country which is the biggest dealer of nests. As Asian became more prosperous, demand for bird nests increased 30 fold between the 1960s and the 1980s. The increase in demand lead to higher prices finally.

3.2 Edible Bird's Nest Market in Myanmar

In Myanmar, dozens of buildings committed to the tiny birds have bound up around Bokpyin in recent years. In Southern Myanmar, these buildings are mainly attracted for traders who are cashing in on rising demand for the edible nests from China's growing middle class. Also there are a growing numbers of consumers in Myanmar which are moving toward edible bird's nest that the market for bird's nest products will continues to grow in future.

Edible bird's nests have become one of the main industries in Southern part of Myanmar. With the rising price of edible birds' nests, the number of breeders of edible nest swiftlets has increased along Kanna Road in Myeik Township. By using bird-noise

techniques, edible nest swiftlets are induced into making nests at houses along the Myeik Strand Road. In recent days, this breeding business has become more popular in the region, and many breeders are thriving. Two types of nests are marketed: those from islands and those collected from breeding houses. On the islands, the edible nest swiftlets naturally make their nests without the use of imitated voice. The collecting period of bird's nest lasts around three months a year, up to the first week of November. Traders can charge around US\$2,000 per 1.63 kilograms (a Viss) for the tiny nests — more than the average earning of Myanmar person in a year. Myanmar's bird's nest exports have surged since 2011. China is the top buyer of bird nests from Myanmar and once across the border, and the bird's nests are transformed into one of the most expensive supplement foods.

In Tanintharyi, the market price for edible bird's nests recently shot a high of K3 million per viss (1.63 kg). According to a budget list published recently by the regional government and Asia Foundation, edible bird's nest producers contribute the largest amount of taxes to the Tanintharyi Region. This in turn leading to higher auction prices paid for working permits given to private companies to harvest the bird's nests. Working permits were auctioned for as high as K1.98 billion each in the 2017-18 harvest season. The firms in four locations of Ma Li island in Palaw township, Yay Aye Islands in Kyunsu township, Moscow Islands in Launglon township, and Kasai Hla and the Kaunt Ngar Islands in Kawthaung township are permitted to harvest and produce edible bird's nests.

Business has been booming in recent years resulting in rising number of businesses have emerged across the supply chain and more residents are making business from the edible bird's nest harvesting. This lead to mass production of edible bird's nests and then brings down prices in domestic markets in Myanmar. Although decrease in prices, demand for the bird's nests increased in recently and the market is still functioning due to an increase in the number of visitors. In Myeik, Kawthoung, and Bokpyin townships, there are nearly 150 birdhouses where swiftlets are induced into making nests at houses.

3.3 Profile of Myeik Maung Taik Company Limited

Myeik Maung Teik Company Limited is founded by U Maung Taik in 1995 and it is a privately owned company, a kind of family business. Myeik Maung Taik is established as Myeik traditional food restaurant at first. After that it started the business with edible bird's nests manufacturing and distribution in 2009, managed by MD, Daw Myint Myint Thwe. Ready to drink bird's nests bottle is introduced in 2012 as a small business at Bahan Township. A few years later, the business grew gradually and the factory was built at Hlaing Thar Yar township in 2015. The products were manufactured with GMP practices and got Myanmar FDA certificate in April 21, 2016. Then manufacturing was increased and the factory was transferred to North Dagon in 2018.

The head quarter is situated at No (135), Damazaydi Road, Bahan Township, Yangon. In addition, there are so many distribution centres throughout the country now, including Mandalay, Nay Pyi Taw, Mawlamyaing. The company has more than 100 employees in the headquarter and industry. Myeik Maung Taik Co. Ltd focuses on manufacturing, distribution, marketing and selling of ready-made edible bird's nests bottle and dry bird's nests bottle and boxes. It provides safe and quality products for consumers via updated continuous activities.

Myeik Maung Taik Company's vision is to be a top leading local made bird's nest products by delivering high value to the whole country. Their mission is to make and serve the natural, highest quality and nutritious pure bird's nest products for consumers. Objectives are to give a natural food as a gift, to create value and make a difference to consumers, to provide preservatives free and high nutritious food as well. Myeik Maung Taik produces three major products such as ready to drink pure bird's nest bottle, dry pure bird's nest bottle and dry pure bird's nest box.

Myeik Maung Taik Company Limited is a well-managed small organization. It is comprised of three departments, namely administration and finance department, operation department and sales and marketing department. The CEO is owner and in charge of the company. The general manager has to deal with the issues of every department and for reporting directly to the CEO. A general manager is responsible for controlling and monitoring of three departments. The senior manager of administration and finance department control administrative systems, human resource planning and financial health of the company. The senior operation manager responsible for purchasing raw materials,

storage, production and distribution of goods. The sales and marketing senior manager is responsible for managing marketing, advertising, promotion activities, events and trade fairs and he is also in charge of sales and distribution channels of the whole country. The senior managers of all three departments directly report to general manager.

Myeik Maung Taik Bird's Nests Company Limited has developed its promotion mix in order to inform the target segment about the products. Moreover, it intends to attract potential and existing consumers to purchase its products and to increase sales revenue.

Myeik Maung Taik Bird's Nests Company has set its promotion mix not only for consumers but also for other intermediaries such as wholesalers and retailers. Myeik Maung Taik Bird's Nests selects three major promotion tools such as direct marketing, advertising and promotion tools to meet its objectives.

3.4 Profile of Respondents

Demographic factor is the study of a population based on factors such as gender, age, education level, occupation and etc. According to this study, the demographic factor includes monthly income, annual purchasing frequency and purpose of buying bird's nest. All the respondents are consumers who bought Myeik Maung Taik bird's nest. For each questions, respondents are given multiple choices, out of which the respondents have to choose the most relevant one. The following table shows the numbers and percentages of respondents with different demographic factors.

Table (3.1) Profile of the Respondents

Particular		No. of Respondents	Percent
Total		120	100.00
Gender	Male	59	49.20
	Female	61	50.80
Age:	20 years or younger	12	10.00
	21-30 years	6	5.00
	31-40 years	52	43.30
	41-50 years	19	15.80
	51-60 years	12	10.00
	Older than 60 years	19	15.80
Education Level	High school	15	12.50
	Undergraduate	2	1.70
	Graduate	48	40.00
	Post graduate	55	45.80
Monthly Income	Under 150,000 Kyats	16	13.30
	150,000 - 300,000 Kyats	12	10.00
	300,001- 500,000 Kyats	26	21.70
	500,001 - 800,000 Kyats	8	6.70
	800,001 – 1,000,000 Kyats	15	12.50
	Over 1,000,000 Kyats	43	35.80
Occupation	Student	10	8.30
	Private company staff	55	45.80
	Government staff	17	14.20
	Business owner	23	19.20
	Freelance	5	4.20
	Retired	9	7.50
	Unemployed	1	0.80
Annual purchasing frequency	Never	6	5.0
	At least 1-2 times	50	41.70
	Moderate 3-4 times	30	25.00
	Maximum 5 times or above	34	28.30
Purpose of buying	To improve health	71	59.20
	To beautifying skin	6	5.00
	To improve brain	9	7.50
	Just feel like it	11	9.20
	To buy it for someone else	23	19.20

Source: Survey Data, 2019

SPSS software is used as an analysis tool. Using data collected from survey as an input, most respondents are females as females take more interesting buying edible bird's nest for beauty and health in Yangon. The most dominant age group among consumer is between 31- 40 years old. Because these age group have stress from work and they consume bird's nest frequently to combat fatigue, keep healthy, and slow down aging. Most of the respondents are post-graduate level, followed by graduate level. The number of respondents with over 1000,000 kyats income level is the most, who can effort to buy dietary supplements. Most are private company staffs while some respondents are business owners. This is explained by the fact that they are working at high working environment pressure and they would prefer to be cared for health.

In terms of ready to drink bird's nest purchasing frequency, respondents were asked to input the number of their annual purchasing frequency. Purchasing of one to two times per year were classified as low purchasing frequency, purchasing 3-4 times per year were classified as medium, and purchasing five times or above per year were classified as high purchasing frequency. 41% of respondents were classified as low purchasing frequency with only 28% of respondents were classified as high purchasing frequency. 5% of respondents also shared that they did not purchase any of ready to drink bird's nest during the past year.

By combining buying purposes together, the results are simplified and able to generate clearer result. New purpose of purchasing has been created by combining to improve health, to beautifying skin, to improve brain, just feel like it and to buy for someone else altogether. Among the respondents, they buy bird's nests is mainly for improving health counting 59.2% than other purposes. Researches mostly conducted in Singapore and Malaysia—suggested that the nests contain a significant amount of nutritional value and provide positive health benefits. In the modern society, many people falling sick and facing various health problems and getting diseases. Health problems also start to appear as early as 30 years old or even younger. For the reason of why most of the respondents bought to improve health is that edible bird's nest have high nutritional value.

CHAPTER 4

ANALYSIS ON CONSUMER BUYING BEHAVIOR OF MYEIK MAUNG TAIK'S BIRD'S NEST

This chapter is arranged into three main sections. The first section is influencing factors on planned behavior of consumer is presented. The second one is analysis of influencing factors affecting on planned behavior. The last one is the analysis of planned behavior on buying behavior of bird's nest.

There are seven influencing factors; social, health consciousness, knowledge and marketing factors of product, price, place and promotion in this study. The following tables show the mean and standard deviation of each variables and overall mean for each factor is also demonstrated. In the analysis of influencing factors on consumer buying behavior, variables are measured by five-point Likert scale as (1- strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree). If the mean score is higher than 3, it can be concluded that consumers have positive relationship towards on buying behavior. In the other hand, consumers have negative relationship if the mean score is less than 3.

4.1 Influencing Factors on Planned Behavior of Consumers

This section is influencing factors on planned behavior of consumers. There are social factors, health consciousness and knowledge factors, marketing factors including product, price, place, promotion which influence on attitude, subjective norms and perceived behavior control.

4.1.1 Social Factors

Social factors affect consumer behavior significantly. In buying decision, there has someone to influence every individual decision. Structured questions were carried out to find out the importance of social influence on Myeik Maung Taik bird's nests in Yangon. Table 4.1 show the mean, standard deviation and overall mean of social factors.

In this study, 120 consumers have been surveyed to find out the effect of social influence on planned behavior. The results are shown in table (4.1) based on survey finding.

Table (4.1) Social Factors on Planned Behavior

No.	Statements	Mean Score	Std. deviation
1	Identifying friends' purchase bird's nest	3.51	1.07
2	Ask the opinion from my friends	3.44	1.17
3	Popular bird's nest among top in the society.	3.96	0.88
4	Influence of social networks	3.84	0.93
5	Family members like the brand I'm consuming	3.71	0.87
Overall Mean		3.69	

Source: Survey Data, 2019

Based on the findings, overall mean score of 3.69 explained that the above mentioned facts can moderate influence on buying behavior of bird's nest. According to the all of the social factors mean results, Myanmar people prefer popular brand in the society and mostly rely on social media. The consumers care about brands more when they enhance their personal wellbeing and the wellbeing of the communities and societies they care about. The consumers are very in touch with product information from many sources of social networks so that the consumers already known popular brand among top in the society. Myanmar, as most of the Asian countries, is very close-knit families where the society is family and community oriented. Families are recognized to have a collective reputation. In this way, the act of individual can influence the perception of the entire family with the aid of others and the activity of the family supersede these of the individual. A consumer needs and wants are not only for individual purpose but also for the whole family's needs. Moreover, "word of mouth" is relatively more effective tool in the collectivism. Consumers tend to consult and ask friends, family or seniors advises before making purchase decision. It can be said that it is Myanmar culture that they do trust the closed person for advice and opinion.

4.1.2 Health Consciousness Factors

Nowadays, there is rise of the health conscious consumers and it is redefining the consumer markets. Health consciousness factor could influence on consumers' choice on bird's nest. In this study, 120 consumers have been surveyed to find out the effect of health consciousness on planned behavior. The results are shown in table (4.2) based on survey finding.

Table (4.2) Health Consciousness Factors on Planned Behavior

No.	Statements	Mean Score	Std. deviation
1	Concerning about the contents of taking food	4.13	0.73
2	Good for health	4.25	0.68
3	Can prevent influenza virus infection	3.78	0.89
4	Choosing bird's nests instead of other dietary supplements	3.83	0.88
5	Getting good conscience	3.74	0.73
Overall Mean		3.94	

Source: Survey Data, 2019

Based on the findings, overall mean score of 3.94 explained that the consumers' health consciousness factors can moderate influence on buying behavior of bird's nest. It is observed that consumers are making their physical and mental health a priority. They are better informed, better educated and more empowered than ever before, and this has transformed the way they engage with brands and business. Today, most of the consumers really care health when choosing food or beverages. People take dietary supplements to make sure they get enough essential nutrients and to maintain or improve their health. Regarding to results, consumers choose bird's nest than other dietary supplements. And they have believed that Bird's nest is good for health in preventing influenza virus infection.

4.1.3 Knowledge Factors

Health motivation factor spread by the product know-how is found to be considerable in figuring out the individual behavior towards the consumption of dietary food. In this study, 120 consumers have been surveyed to find out the effect of knowledge on planned behavior. The results are shown in Table (4.3) based on survey finding.

Table (4.3) Knowledge Factors on Planned Behavior

No.	Statements	Mean Score	Std. deviation
1	Knowing about bird's nest	3.74	0.85
2	Composed of many nutritional values	4.18	0.66
3	Having anti-ageing properties	3.91	0.94
4	Reading label is important	4.17	0.67
5	Having an expiry period	4.09	0.71
Overall Mean		4.01	

Source: Survey Data, 2019

According to overall mean score of 4.01, knowledge factors are effective factors on buying behavior. Edible bird's nest is derived from the saliva of certain types of swiftlets. In many parts of the world, it is consumed for its benefit of nutritional and medicinal values. In this study, people acknowledged that the bird's nest was composed of many nutritional values. Although they have many knowledge about bird's nest nutritional value, they have habit of buying of product after reading labels. The expiration date is the period up to which the food maintains its microbiological and physical stability, and the nutrient content described on the label. To get the most nutritional value from it, it's need to use that food before the expiry. From the finding, the consumers had awareness for checking the "best before" and "expiry date" labels on foods before buying them. Most of the respondents also pretty know of not only positive health benefits but also anti-ageing properties of edible bird's nests.

4.1.4 Product Factors

In this study, 120 consumers have been surveyed to find out the effect of product factors on planned behavior.

Table (4.4) Product on Planned Behavior

No.	Statements	Mean Score	Std. deviation
1	Brand image is attracting to purchase	3.97	0.94
2	Safe to consume and contain less health risk	3.73	0.77
3	More nutritional than other brands	3.62	0.76
4	Taste is better	3.73	0.83
5	Choosing the brand without preservatives	4.00	0.84
Overall Mean		3.81	

Source: Survey Data, 2019

In this study, according to overall mean value of 3.81, most of the respondents are taking into consideration of the product factors. Product features is vital that influencing towards on buying decision. In choosing one product versus another consciously or subconsciously, consumers weigh a variety of factors. Food safety is crucial as it helps to protect consumer from the risk of food borne illnesses and disease. It also helps to prevent consumers from danger of health –related conditions such as allergy, cancer and even death. Food preservatives play important roles in many products people use every day and people aware of permitted and non-permitted preservatives. In this study, consumers mostly choose the bird’s nest with free from preservatives. This means that consumers know well the harmful effects of preservatives. Besides that, consumers also focus on brand image and products quality in making buying decision. The way the brand name sounds and the images it evokes both impact the buying decision. That’s why arise with good company images is such a crucial task when launching a brand or product. People will look at the product, recall what others have said, and choose positive reputation brand in the market. Present-day consumers make more informed purchasing decisions through their own research evaluating available alternative solutions rather than being

overly reliant on the information provided by a sales representative. In addition, consumers are also value safety and quality credentials.

4.1.5 Price Factors

In this study, 120 consumers have been surveyed to find out the effect of price factors on planned behavior.

Table (4.5) Pricing on Planned Behavior

No.	Statements	Mean Score	Std. deviation
1	Price is an important factor	3.86	0.99
2	Comparing prices	3.8	1.10
3	Making purchase regardless of the price	3.99	0.95
4	Willing to pay a higher price	3.61	1.13
5	Cheapness brand may have some risks	3.83	0.90
Overall Mean		3.82	

Source: Survey Data, 2019

The actual pricing will have a moderate influence in buying decision making based on the overall mean of 3.82. Unlike the other elements of the marketing mix (product, place & promotion), pricing decisions affect revenues for business and consumers. When examining decision maker motivation, buying decisions of consumers revolved around optimizing price, quality and durability. Price remain standing the major decision driver with 50% of consumers acknowledging it. But for food, quality of food was an important decider, along with price. Myanmar people are mostly price sensitive but they made purchase the product of their favorite, regardless of price If the product provide good value for the price, the consumers are willing to pay higher price.

4.1.6 Place Factors

In this study, 120 consumers have been surveyed to find out the effect of place factors on planned behavior.

Table (4.6) Place Factors on Planned Behavior

No.	Statements	Mean Score	Std. deviation
1	Ready-made are easily available	4.11	0.70
2	Easily find in a super market	4.16	0.72
3	Stock in many Stores	3.38	0.93
4	Prefer to buy at convenience stores.	3.72	0.81
5	Prefer to buy at nearest shop.	3.76	0.80
Overall Mean		3.83	

Source: Survey Data, 2019

Based on the findings, overall mean score of 3.83 explained that the above mentioned facts can moderate influence on buying behavior of bird's nest. In retail environments, product placement is extensive important. Place, the distribution of a product is a main influencer on consumers' buying decisions. The traditional Myanmar shopping experience was visiting their local small shops and markets nearly every day. These days, consumers shop smart and seamlessly. As a result of rising middle class in Myanmar, there is changes in the way people shop and the products they want. Supermarkets are positioned throughout Yangon and all products can be available there. Yet the consumers know that they can easily get ready to drink bird's nest products on the shelves of supermarket. As Myanmar consumers are also high-frequency shoppers, often buying food on a daily basis, they prefer to buy at convenience store and nearest shop according to result.

4.1.7 Promotion Factors

In this study, 120 consumers have been surveyed to find out the effect of promotion factors on planned behavior.

Table (4.7) Promotion Factors on Planned Behavior

No.	Statements	Mean Score	Std. deviation
1	Promotion plays a major role	3.74	0.87
2	Purchase decision based on sales and marketing activities	3.92	0.91
3	Buy due to promotion program of giving present based on purchase amounts	3.8	0.88
4	Buy due to the promotion program of coupon redemption	3.64	0.97
5	Buy due to personal selling as promotion program	3.55	1.07
Overall Mean		3.73	

Source: Survey Data, 2019

Based on the findings, overall mean score of 3.73 explained that the above mentioned facts can moderate influence on buying behavior of bird's nest. Sales promotion plays in influencing the consumer buying behavior. Sales promotion is one of the most commonly used promotional tools which provides incentives to customers or to the distributor channel to increase demand for a product. Sales promotion is a kind of communication activities that give added value or incentives to end consumers, wholesalers, retailers or other organizational customers. Consumer buying behavior however is the process by which the individual search for, selects, purchase, use and dispose of goods and services, to meet their needs and wants. Thus, consumers do purchase decision based on sales and marketing activities. In this study, most of the respondents like sales and marketing promotion activities. The use of promotional products is widespread like presents, coupon or discount etc. The consumer makes a purchase decision by examining promotion alternatives before making the purchase. Among these ways, they pick the present giveaways that they find the most useful. This is because these products are useful in consumers' daily lives. But, little consumers choose personal selling promotion. So being in the retail business, promotional items can attract consumers' interest by different ways.

4.1.8 Planned Behavior

Consumers usually choose edible bird's nest not only the factors relating to the products but also on their behavior. The role of attitude, subjective norm, and perceived behavioral control is important in determining buying behavior of consumers toward edible bird's nest products.

In order to analyze the planned behavior of the consumers, 120 consumes are surveyed and the results are shown in Table (4.8).

Table (4.8) Planned Behavior

No.	Planned Behaviors	Mean Score	Std. deviation
Attitude			
1	Consuming bird's nest products is beneficial.	3.94	0.69
2	Consuming bird's nest products is useful	3.96	0.68
3	Consuming bird's nest products is healthy.	3.97	0.62
4	Consuming bird's nest products is favorable	3.89	0.74
5	Consuming bird's nest products is very good.	3.92	0.73
Overall Mean		3.94	
Subjective Norms			
1	People important think to consume	3.65	0.90
2	People's opinion approve consumption	3.68	0.79
3	Family thinks to consume	3.62	0.99
4	Friends persuade to consume	3.33	1.18
5	Internet, mass media sources recommend to use	3.58	0.89
Overall Mean		3.57	
Perceived Behavior Control			
1	Confident to purchase	3.79	0.77
2	The decision is under own complete control	3.93	0.81
3	Purchase certainly if the society is in favor	3.79	0.82
4	Favor of purchasing the product.	3.89	0.81
5	Purchase products with more promotion	3.73	0.86
Overall Mean		3.83	

Source: Survey Data, 2019

Attitude is one of the most important variables in consumer behavior. Attitudes consistently lead to the same behaviors. Regarding to the attitude, edible bird's nest is well known dietary supplements. According to traditional Chinese medicine, bird's nest is good for health. And even in western medicine system, they acknowledge that the bird's nest is nutritious. The 'Epidermal augment factor' inside the nest can also help skin regrow and remove wrinkles. Even though a lot of dietary supplements come into the minds, the consumers mostly choose edible bird's nest for a variety of benefits. Considering that they truly contain some nutrition, it's the main reason why Myanmar people show their favor in edible bird's nests. Not only people believe the bird's nest is beneficial for health, but also people use bird's nest as a precious gift for each other. And also bird's nest is expensive and hard to get, then the bird's nest is become more and more popular. According to overall mean score, many consumers have few attitude components that can moderately influence on consumer's buying behavior.

Concerning with subjective norms component, normative beliefs are individuals' beliefs about the extent to which other humans who are important to them suppose they ought to or ought to not operate particular behaviors. Normative beliefs refer to the perceived behavioral expectations of such essential referent individuals or agencies as the person's spouse, family, friends, and their admired ones. In Myanmar culture, consumers also make causal talk about entire experience with after purchasing users. Thus, word of mouth and various sources of internet, media are most effective here and role person and people around who had purchasing experiences can influence consumers' buying decision on edible bird's nest. People can accept their valued person's opinion for buying of bird's nest. According to overall mean score of subjective norms, many consumers have few components that can moderately influence on consumer's buying behavior.

Regarding to perceived behavior control, it refers to people's perceptions of their ability to perform a given behavior. Individuals believed that they have control over their buying behavior which is likely to engage in healthy behavior. Myanmar people learn food information and kind of varieties to choose from internet by themselves. In this study, individuals had own judgment about their capabilities to engage in a particular buying behavior. And society favor also stipulates an individuals' self-efficacy in obtaining the product. According to overall mean score, many consumers have few perceived behavioral control components that can moderately influence on consumer's buying behavior.

4.2 Analysis of Influencing Factors on Planned Behavior of Myeik Maung Taik Bird's Nest in Yangon

The effects of the independent variables (social factors, health consciousness and knowledge factors and marketing factors) on the dependent variables (attitude, subjective norms and perceived behavior control) of Myeik Maung Taik Bird's Nest analysis are conducted. In this research, linear regression model is used in order to find out the relationship between social factors, health consciousness and knowledge factors, product, price, place and promotion factors by surveying 120 consumers in downtown area of Yangon.

4.2.1 Influencing Factors on Attitude

Table (4.9) shows the effect of social factors, health consciousness factors, knowledge factors, product, price, place and promotion factors on Attitude Component of the consumers.

Table (4.9) Influencing Factors on Attitude Components of Planned Behavior

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std. Error			
(Constant)	-0.186	0.278		-0.0669	0.505
Social Factors	-0.194	0.063	-0.221	-3.0086	0.003
Health Consciousness	0.328***	0.090	0.285	3.634	0.000
Knowledge	0.329***	0.099	0.303	3.328	0.001
Product	0.177**	0.080	0.170	2.224	0.028
Price	0.165**	0.063	0.193	2.619	0.010
Place	0.085	0.084	0.081	1.004	0.318
Promotion	0.159***	0.057	0.194	2.774	0.006
R Square	0.831				
Adjusted R Square	0.672				
F value	35.841***				

Source: Survey Data, 2019

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

According to Table (4.9), the specified model could explain very well about the variation of the attitude component of the respondents in Yangon since the value of R square is almost 83 percent. This model can explain 83.1 percent about the variance of the independent and dependent variables because adjusted R square is .672. According to the value of adjusted R square 67.2 percent, it reflects the goodness of fit of the model to the population taking into account the sample size and the number of predictors used. Since the value of F test and the overall significance of the model are highly significant at 1 percent level, the relationship was deemed to be linear and the model is valid.

Health consciousness variable had the expected positive sign and the coefficient of health consciousness was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in health consciousness factors lead to the effect on consumers who have attitudes components. The result indicates that an increase in health consciousness by 1 unit will also raise the effect on attitude by .328 units.

Knowledge variable had the expected positive sign and the coefficient of knowledge was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in knowledge factors lead to the effect on consumers who have attitudes components. The result indicates that an increase in knowledge by 1 unit will also raise the effect on attitude by .329 units.

Product variable had the expected positive sign and the coefficient of product was deemed to be highly significant at 5 percent level. The positive relationship indicates that the increase in product factors lead to the effect on consumers who have attitudes components. The result indicates that an increase in product factors by 1 unit will also raise the effect on attitude by .177 units.

Price variable had the expected positive sign and the coefficient of price was deemed to be highly significant at 5 percent level. The positive relationship indicates that the increase in price factors lead to the effect on consumers who have attitudes components. The result indicates that an increase in price factors by 1 unit will also raise the effect on attitude by .165 units.

Promotion variable had the expected positive sign and the coefficient of promotion was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in promotion factors lead to the effect on consumers who have attitudes components. The result indicates that an increase in promotion by 1 unit will also raise the effect on attitude by .159 units.

The standard coefficient (Beta) of knowledge factor has the largest value among seven explanatory variables. This indicates the knowledge factors by consumers have the greatest contribution to the effect on attitudes components when the variance explained by other variables is controlled for. The overall evaluation reveals that model can explain the variation in every variable well, by demonstrating expected signs and significant coefficients for all. The increase of social factors, health consciousness factors, knowledge factors, product, price, place and promotion factors have the positive effects on consumers who have attitudes components of the consumers.

In summary, the results show that most factors have significant value and the main determination of attitude components of the consumers to be health consciousness and knowledge factors. Nowadays, food choice, like any complex human behavior, is influenced by many interrelating factors, including various social factors, health consciousness, knowledge factors and these need to be taken into account when considering dietary interventions. As dramatic increase in any food born disease especially cancer cases due to any food preservatives, and these bundles of information and knowledge about foods and nutrient contents play important part in consumer buying behavior. Individual dietary choices are also influenced by product features and nutritional value of foods, promotion activities and price. With the increase consumption pattern of edible bird's nest in worldwide for health and beauty purposes, people take into account various factors at the time of deciding to buy edible bird's nest.

4.2.2 Influencing Factors on Subjective Norms

Table (4.10) shows the effect of social factors, health consciousness factors, knowledge factors, product, price, place and promotion factors on Subjective Norms Component of the consumers.

Table (4.10) Influencing Factors on Subjective Norms Components of Planned Behavior

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std. Error			
(Constant)	-0.446	0.455		-0.980	0.329
Social Factors	-0.085	0.103	-0.078	-0.825	0.411
Health Consciousness	0.396***	0.148	0.277	2.675	0.009
Knowledge	-0.201	0.162	-0.150	-1.244	0.216
Product	0.141	0.131	0.109	1.080	0.282
Price	0.157	0.103	0.147	1.516	0.132
Place	0.445***	0.138	0.344	3.217	0.002
Promotion	0.198**	0.094	0.195	2.110	0.037
R Square	0.462				
Adjusted R Square	0.428				
F value	13.723***				

Source: Survey Data, 2019

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

According to Table (4.10), the specified model could explain very well about the variation of the subjective norms component of the respondents in Yangon since the value of R square is almost 46 percent. This model can explain 46.2 percent about the variance of the independent and dependent variables because adjusted R square is .428. According to the value of adjusted R square 42.8 percent, it reflects the goodness of fit of the model to the population taking into account the sample size and the number of predictors used. Since the value of F test and the overall significance of the model are highly significant at 1 percent level, the relationship was deemed to be linear and the model is valid.

Place factor variable had the expected positive sign and the coefficient of place factor was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in place factors lead to the effect on consumers who have subjective norms components. The result indicates that an increase in place factor by 1 unit will also raise the effect on subjective norms by .445 units.

Health Consciousness factor variable had the expected positive sign and the coefficient of health consciousness factor was deemed to be highly significant at 1

percent level. The positive relationship indicates that the increase in health consciousness factors lead to the effect on consumers who have subjective norms components. The result indicates that an increase in place factor by 1 unit will also raise the effect on subjective norms by .396 units.

Promotion variable had the expected positive sign and the coefficient of promotion factor was deemed to be highly significant at 5 percent level. The positive relationship indicates that the increase in promotion factors lead to the effect on consumers who have subjective norms components. The result indicates that an increase in promotion factor by 1 unit will also raise the effect on subjective norms by .198 units.

The standard coefficient (Beta) of place factor has the largest value among seven explanatory variables. This indicates the place factors by consumers have the greatest contribution to the effect on subjective norms components when the variance explained by other variables is controlled for. The overall evaluation reveals that model can explain the variation in every variable well, by demonstrating expected signs and significant coefficients for all. The increase of health consciousness factors, product, price, place and promotion factors have the positive effects on consumers who have subjective norms components of the consumers. On the other hand, social factors and knowledge factors could reveal reverse effect on consumers who have subjective norms component of consumers.

In summary, marketing factors of place, health consciousness and promotion have the significant relationship with subjective norms. Consumers choose foods for consumption within the context of their own and their family preferences and available resources. When considering food choices, food consumption requires both money expenditures for purchasing food and time expenditures for purchasing. Because of the value of the time requirements, access to food outlets for purchase are considered as the influence that defines whether one's major needs could be satisfied. The effects of marketing incentives on food choice are also particularly help to shape consumer choices.

4.2.3 Influencing Factors on Perceived Behavior Control

Table (4.11) shows the effect of social factors, health consciousness factors, knowledge factors, product, price, place and promotion factors on Perceived Behavior Control Component of the consumers.

Table (4.11) Influencing Factors on Perceived Behavioral Control Components of Planned Behavior

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std. Error			
(Constant)	-0.019	0.321		-0.059	0953
Social Factors	-0.019	0.073	-0.021	-0.257	0.798
Health Consciousness	0.214**	0.105	0.179	2.047	0.043
Knowledge	0.164	0.114	0.146	1.434	0.154
Product	-0.104	0.092	-0.097	-1.134	0.259
Price	0.121*	0.073	0.137	1.664	0.099
Place	0.326***	0.098	0.302	3.338	0.001
Promotion	0.295***	0.066	0.348	4.457	0.000
R Square	0.615				
Adjusted R Square	0.591				
F value	25.537***				

Source: Survey Data, 2019

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

According to Table (4.11), the specified model could explain very well about the variation of the perceived behavior control component of the respondents in Yangon since the value of R square is almost 62 percent. This model can explain 61.5 percent about the variance of the independent and dependent variables because adjusted R square is .591. According to the value of adjusted R square 59.1 percent, it reflects the goodness of fit of the model to the population taking into account the sample size and the number of predictors used. Since the value of F test and the overall significance of the model are highly significant at 1 percent level, the relationship was deemed to be linear and the model is valid.

Health consciousness variable had the expected positive sign and the coefficient of health consciousness was deemed to be highly significant at 5 percent level. The positive relationship indicates that the increase in health consciousness factors lead to the effect on consumers who have perceived behavior control components. The result

indicates that an increase in health consciousness by 1 unit will also raise the effect on perceived behavior control by .214 units.

Price variable had the expected positive sign and the coefficient of price was deemed to be highly significant at 10 percent level. The positive relationship indicates that the increase in price factors lead to the effect on consumers who have perceived behavior control components. The result indicates that an increase in price by 1 unit will also raise the effect on perceived behavior control by .121 units.

Place variable had the expected positive sign and the coefficient of place was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in place factors lead to the effect on consumers who have perceived behavior control components. The result indicates that an increase in place by 1 unit will also raise the effect on perceived behavior control by .326 units.

Promotion variable had the expected positive sign and the coefficient of promotion was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in promotion factors lead to the effect on consumers who have perceived behavior control components. The result indicates that an increase in promotion by 1 unit will also raise the effect on perceived behavior control by .295 units.

The standard coefficient (Beta) of promotion factor has the largest value among seven explanatory variables. This indicates the promotion factors by consumers have the greatest contribution to the effect on perceived behavior control components when the variance explained by other variables is controlled for. The overall evaluation reveals that model can explain the variation in every variable well, by demonstrating expected signs and significant coefficients for all. The increase of health consciousness factors, price, place and promotion factors have the positive effects on consumers who have perceived behavior control components of the consumers. On the other hand, social factors and product factors could reveal reverse effect on consumers who have perceived behavior control component of consumers.

In summary, the results show that place and promotion factors are the most factors those have significant value and the main determination of perceived behavior control component of the consumers. Most consumers who have perceived behavior control component mainly focus on place and promotion factors while they choose Myeik Maung Taik edible bird's nest. Perceived behavioral control included opportunities to try new

foods without concern about food waste, the ability to incrementally introduce healthy foods into family meals and learning how to choose the right one. Individuals with access to ease shopping experience and promotion activities also increased participants' perception of their ability to engage in the product. There is evidence of health conscious about bird's nests influence on consumers' perceived behavior. The cost of food may also have been the most important factor affecting food decisions of these individuals, more so than taste or nutritional value of the food. Certainly the novelty of having promotion tools and accessible place that have bought for consumers likely influenced their buying behavior.

4.3 Analysis on Effect of Planned Behavior on Buying Behavior of Myeik Maung Taik Bird's Nest in Yangon

In this study, regression model is used in order to find out the effect of planned behavior (Attitude, Subjective Norms, Perceived Behavior Control) on buying decision by surveying 120 consumers in Yangon.

4.3.1 Buying Behavior

In order to analyze the buying behavior of the consumers, 120 consumers are surveyed. The results of the buying behavior are shown in Table (4.12).

Table (4.12) Buying Behavior

No	Statements	Mean Score	Std. deviation
1	Purchasing with perceived value in relation to price	3.92	0.89
2	Buy bird's nest after learning complete information	3.98	0.87
3	Buy bird's nest with good reputation in market	4.20	0.75
4	Choosing Myeik Maung Taik bird's nest	3.71	1.07
5	Sure to buy Myeik Maung Taik Bird's nests in the future	3.76	1.02
Overall Mean		3.91	

Source: Survey Data, 2019

According to results shown in able (4.12), buying edible bird's nest is not based on single reason. There are a number of local made edible bird's nest in the Myanmar market to choose. Nowadays consumers are aware of the food safety in the market buy food from. If food standards are poor, the customer will know, leading to a bad reputation and loss of product's market share. In this study, most of the respondents are likely to buy edible bird's nest with good reputation in market as food is essential for living and also important for health status. Reading food information and labels will make it much easier for consumers to compare foods and find the foods that have the nutritional value they need and the preservatives they don't like. Respondents make healthy choices about edible bird's nest they are buying. Consumers also overlooks the price of a product, because of the benefits that impact them specifically. So, consumers not only consider good reputation brand but also perceive valued in buying the edible bird's nest.

4.3.2 Effect of Planned Behavior on Buying Behavior

It is needed to find out the relationship between three components of planned behavior and buying decision.

Table (4.13) Effect of Planned Behavior on Buying Behavior

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std. Error			
(Constant)	0.323	0.296		1.092	0.277
Attitude	0.543***	0.093	0.479	5.831	0.000
Subjective Norms	0.127*	0.076	0.139	1.673	0.097
Perceived Behavior Control	0.262***	0.095	0.239	2.768	0.007
R Square	0.569				
Adjusted R Square	0.558				
F value	50.980***				

Source: Survey Data, 2019

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

According to Table (4.13), the specified model could explain very well about the variation of the buying behavior of the respondents in Yangon since the value of R square is almost 56 percent. This model can explain 56.9 percent about the variance of the independent (planned behavior) and dependent variables (buying behavior) because adjusted R square is .558. The value of F test and the overall significance of the model is highly significant at 1 percent level, so that the specified model can be said valid.

Attitude variable had the expected positive sign and the coefficient of attitude was deemed to be highly significant at 1 percent level. The positive relationship shows that the increase in attitude lead to the effect on consumers' buying behavior. The result indicates that an increase in attitude by 1 unit will also raise the effect on consumers' buying behavior by .543 units.

Subjective Norms had the expected positive sign and the coefficient of subjective norms was deemed to be highly significant at 10 percent level. The positive relationship shows that the increase in subjective norms lead to the effect on consumers' buying behavior. The result indicates that an increase in subjective norms by 1 unit will also raise the effect on consumers' buying behavior by .127 units.

Perceived behavior control had the expected positive sign and the coefficient of perceived behavioral control was deemed to be highly significant at 1 percent level. The positive relationship shows that the increase in perceived behavioral control lead to the effect on consumers' buying behavior. The result indicates that an increase in perceived behavioral control by 1 unit will also raise the effect on consumers' buying behavior by .262 units.

The standard coefficient (Beta) of attitude has the largest value among three planned behaviors. This indicates the attitude by consumers have the greatest contribution to the effect on buying behavior when the variance explained by other variables is controlled for. The overall evaluation reveals that model can explain the variation in evaluation of attitude of the consumers well because the estimation produced expected signs and significant coefficients for most variables. The increase of attitude, subjective norms and perceived behavior control have the positive effects on consumers' buying decision.

In summary, the results show that most factors have significant value and the main determination is attitude of the consumers' buying behavior. Participants' attitudes, subjective norms and perceived behavioral control are antecedents to behavior change

because these constructs are directly associated with buying behavior. In this study, the consumers' buying behavior is influenced by attitude which means beliefs about the outcomes of behaviors and the value of these outcomes affect the intention to perform behaviors. In concept of beliefs, it is an organized patterns of knowledge that an individual accepts as true about his or her world. Therefore, consumers have tendency to develop a set of beliefs about a product's nature and attributes and then should perform the behaviors in question through those beliefs. In conclusion, attitude have the capacity to influence consumers' buying behavior of edible bird's nest.

CHAPTER 5

CONCLUSION

The first part of this chapter includes findings and discussion, the second part is suggestion and recommendation and the third part is describing of need for further study. This research focuses on the consumer buying behavior of edible bird's nest from consumer's perspective.

5.1 Findings and Discussions

The edible bird's nest is one of the most expensive animal products and consumed as huge health benefits. Edible bird's nest industry is considered a profitable industry in many countries, especially in Southeast Asia. The nests are supposedly rich in nutrients, which are traditionally believed to provide health benefits and that's why demand of edible bird's nest are high in every country.

This study is mainly to find out which factor is the most influence on consumer planned behavior and buying behavior of Myeik Maung Taik Bird's Nest in Yangon. Regarding overall mean analysis of influencing factors influence on consumer planned behavior, health consciousness and knowledge factor is the highest influence on consumer planned behavior. And attitude and perceived behavioral control have significant relationship with consumer buying behavior. The questionnaire consists of demographic factors, social factors, health consciousness factors, knowledge factors, product, price, place, promotion factors, planned behavior and buying behavior. Apart from demographic factors, the rest are measured on five-point Likert scale.

According to survey data, in demographic profile of the respondents, most of the respondents are female. This is explained by the fact that women tend to be the primary food shoppers of family and they are more aware of health and beauty issues. They are between 31-40 years old and mostly are working adult of private company staffs. Most of the respondent age group would prefer to be cared for health as they age. Majority of the respondents are educated and can earn more than 1,000,000 MMK. Mostly purchase bird's nest at least 1-2 times annually for improving health status. That's why issues

regarding health are more likely to be taken into consideration in carrying out dietary supplements buying behavior.

Based on analysis and the discussion in the previous chapter, it is clear that to us that social influence is the least influence factor because the family and friends influence is very low in there. The more clarity that the respondents can have about what they want and take the time to learn, figure out, or discover exactly what they want. Although Myanmar people have culture of consulting with family and peers' opinion in buying of product or service, this habit is not useful in health supplement buying. As health and food is important for vital, people don't ask other's suggestion as afraid of wrong recommendation. Therefore, bird's nests industry and its marketing team should to closely align their knowledge sharing methods to perfectly suit their respective targeted consumer segments.

The analysis of factors influencing consumer buying behavior shows that most of the factors are above "Average" which leads to "Agree". Interestingly, health consciousness and knowledge factors are given the highest score among other factors. It reveals that consumers' health consciousness and the necessity for supplement foods are significantly correlated. Additionally, the ever-rising awareness of gaining knowledge is mostly attribute of health consciousness determined by consumers. Health consciousness lead changes to consumer preference, therefore influencing buying behavior of supplement food. Global consumption and the market for dietary supplement foods pertain to, in large, consumers' health consciousness and their awareness, as well as knowledge. For this reason, providing information regarding nutritional value and health benefit are important and vendors are increasingly becoming aware, and providing quality food that has high nutritional value. Hence, health consciousness influences attitude, and thus bird's nest buying behavior.

Regarding marketing factors of product, price, place and promotion, place factor is more significant impact on the consumer buying behavior towards Myeik Maung Taik Bird's Nest. According to results, most consumers put a lot of thought into where they buy and live from considering proximity to shops, work etc. Geographic access to food is important dimension in the busy lifestyle nowadays. Residents don't want to travel to outlying supermarkets to acquire food or products. The transportation cost increases the overall expense of acquiring a wholesome diet. For those who do no longer very own a car, or who are no longer on a convenient public transportation line, the value in out-of-

pocket expense, as nicely as in time, can be substantial. That's why, place factor is high consideration in buying behavior.

The question that is raised is whether attitude, subjective norms and perceived behavioral control can lead to a positive buying behavior toward edible bird's nest products by consumers. According to survey findings regarding personality traits, attitude component, subjective norms and perceived behavioral control can be moderately influence on consumers as they learn about health journal, Facebook, society etc. Regarding attitude, most consumers have affection on edible bird's nest that can influence on consumer buying behavior. The respondents perceived social pressure especially their admired person's opinion to comply with expectations about engaging in the buying behavior, which should influence the individual to perform or not to the behavior. The respondent's own complete control has the strongest direct influence on purchasing behavior. Perceived behavioral control also leads to the consumption of a product. Among the human behavior models, the theory of planned behavior is the one that is most frequently utilized, and it is widely regarded as being effective when used for predicting behavior in general. For this reason, this theory was successfully utilized in order to better understand consumer decisions regarding food, a phenomenon which explains, in turn, why consumer food choices have become a topic of substantial interest.

According to the results of the analysis of influencing factors on theory of planned behavior, health consciousness, knowledge and all of marketing factors have the significant relationship with attitude. The respondents change their consumer behaviors or consumption patterns due to changes taking place in their individual life such as health-conscious preferences in Myanmar. As such, understanding the relationships between consumers' nutritional knowledge and health-conscious correlates on the edible bird's nest is important. Marketing factor of place and promotion have the significant relationship with subjective norms and perceived behavior control. The component of place issues with the factors that go into the distribution of a product, whereas merchandising is involved with the devoted conversation activities. Thus, it is need to make products available in anywhere at the right time in the right quantities. A company may also seek to enhance its sales through promotion. In other instances, to increase sales further at certain times of the year such as near a major holiday, free coupons, presents or special deals may be used. While company can understand it's human nature

to appreciate receiving a “gift”, understanding why people hang onto these products so long takes some deeper insight into the consumer psyche.

Finally, attitude and perceived behavioral control have significant relationship with consumer buying behavior. Behavioral decisions are the result of attitudes, and perceived behavioral control. In the other hand, consumers do not base their decisions purely on their preferences for the product when they purchase products. That’s why, the increase of subjective norms component has also the positive effect on consumer buying behavior.

5.2 Suggestions and Recommendations

In Myanmar, edible bird’s nest product is becoming entrenched well and could see further growth in the future. This industry can eventually become bigger and introducing additional brands, flavor and mix-products will speed up the process. It has become an expanding industry and becoming highly competitive market. Consumer buying behavior can be developed through consumer’s health consciousness and knowledge, social influences and marketing activities.

From the obtaining results of the study, Myeik Maung Taik bird’s nest should target on people of age between 31 and 40 years and most are private company staff who are usually get proper work and are affordable to invest in health supplement food. As the bird’s nest has anti-ageing and beauty benefit, most of the respondents are female also. Most ladies are curious about, and most of the advantages that they know of are in all likelihood hearsay. So, Myeik Maung Taik should focus mostly on female by female social influencer or female celebrities’ endorsement by letting aware or sure of the benefits of consuming bird’s nest.

Regarding social influence, most of the consumers take information about edible bird’s nest in the society in the highest mean score. Marketers should emphasize with low cost and effective ways to get popular top brand in the society. Company should also give special promotion rates to retail stores that have standard prices so that bird’s nest could be more sales and retail stores also offer competitive price for consumers.

Regarding health consciousness and knowledge factors, the producers are suggested to provide more nutritional and health benefit information in order to attract targeted consumers. Suggestion for bird’s nest sellers are to increase consumer’s knowledge of natural bird’s nest health supplement food by boosting information that

natural bird's nest differs from other dietary supplement and educate consumers about the reasons for charging a premium price. It is also essential to promote an awareness of the nutrients contained in foods in relation to their roles in body maintenance, growth, reproduction, health, and disease prevention in humans.

Regarding marketing factor of product, price, place and promotion, the main thing is where the products can be bought. From survey analysis, most of consumers like to buy edible ready-made bird's nest from nearby places with their home. Thus, marketers should increase the availability of their products by distributing their products into supermarkets, convenience stores, medical stores and food specialty stores. Businesses that sell products need to access their target market and place their shop front or office in a location that can be easily reached by public transport. City locations offer the best area in phrases of transport accessibility and location awareness. Bird's nest sellers can take advantage of selling channels such as city mart and convenience stores, since the main way for consumers to know about supplement product is by shopping in these places.

As mentions previous chapter, attitude is a positive evaluation of buying behavior of edible bird's nest products. Subjective norm is the perceived social pressure that influences the individual to buy or not to buy the edible bird's nest products. The ease or the difficulty of buying safe to eat bird's nest products is recognized as perceived behavioral control. From the results of survey, the positive attitude and buying behavior of edible bird's nest can be seen among consumers. Health benefit is the most important reason for them to purchase edible bird's nest. So, marketers should provide reliable and honest information about bird's nest to prevent nutrition-related diseases through a diet containing the right amount of food constituents, such as carbohydrates, proteins, fats, vitamins, minerals, and water, required for body building and defense, energy supply, and regulatory functions and should promote edible bird's nest in terms of health benefits.

Lastly, there are very few local made products. This point out that there are market opportunities for new corners of domestic manufacture and distributors. There is competition from other countries products and so threatening at the moment. So the local industries should penetrate the market with wide product range, more new varieties, upgrade product quality with differentiated marketing strategies. By building a strong branding and addition of new products may help to overcome some of other competitors.

5.3 Needs for Further Research

This study only focuses on influencing factors of buying behavior on consumer buying behavior towards Myeik Maung Taik bird's nest. It does not include consumer buying behavior on other local made products and imported edible bird's nests. Therefore, comparative study on consumer buying behavior in different bird's nest brand will be worthwhile for designing marketing strategy. Again, this study is only investigated some factors (social, health conscious, knowledge, marketing factors of product, price, place, promotion) of bird's nest and consumers. Further research can focus on more factors and find the relationship between them. It could be more useful for manufactures to make some strategies. In addition, this study only focuses on the buying behavior of the bird's nest by utilizing theory of planned behavior. There are many consumer behavior theories and further research should be cover other kinds of consumer behavior models and theories.

REFERENCES

- Aertsens, J., Verbeke, W., Mondelaers, K., & Huylenbroeck, G. V. (2009). Personal determinants of organic food consumption: A review. *British Food Journal*. 111, 1140–1167
- Ailawadi, K. L., Harlam, B. A., César, J., & Trounce, D. (2006). Promotion Profitability for a Retailer: The Role of Promotion, Brand, Category, and Store Characteristics. *Journal of Marketing Research*.43(4). 518-535.
- Ajzen, I (2011) *Knowledge and the Prediction of Behavior: The Role of Information Accuracy in the Theory of Planned Behavior*. Retrieved from [https:// www.researchgate.net/publication/232941314KnowledgeandthePredictionofBehaviorTheRoleofInformationAccuracyintheTheoryofPlannedBehavior](https://www.researchgate.net/publication/232941314KnowledgeandthePredictionofBehaviorTheRoleofInformationAccuracyintheTheoryofPlannedBehavior)
- Ajzen, I. (1991) *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*.50:179–211. University of Massachusetts at Amherst
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs. NJ: Prentice Hall.
- Belch, G. E., & Belch, M. A. (2001). *Advertising and promotion: An integrated marketing communications perspective*. Boston, Mass: Irwin/McGraw-Hill.
- Blackwell, R., Miniard, P. and Engel, J. (2006) *Consumer behavior*, Mason.Thompson
- [Blendon RJ](#). (2001) *Americans' views on the use and regulation of dietary supplements*. Retrieved from [https://jamanetwork.com /journals /jamainternalmedicine /article abstract /647749](https://jamanetwork.com/journals/jamainternalmedicine/article-abstract/647749)
- Carrington, M.; Neville, B. & Whitwell, G. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between ethical purchase intentions and actual buying behavior of ethically minded consumers. *Journal of Business Ethics*, 139-156.

- Chaudhuri, A., & Ligas, M. (2009). Consequences of Value in Retail Markets. *Journal of Retailing*, 85(3). 406-419
- Conner, M., & Sparks, P. (2005). *The theory of planned behavior and health behaviors, in M. Decision Processes*. New York. NY: Two Penn Plaza.
- Cook, A. J., Kerr, G. N., & Moore, K. (2002). Attitudes and intention towards purchasing GM food. *Journal of Economic Psychology*.23, 557–572.
- Dick, A. and Basu, K, (1994). Customer loyalty: toward an integrated conceptual framework, *Journal of the Academy of Marketing Science*.22 (2), 99-113
- Dunne, P., Lusch, R., & Carver, J. (2010). *Retailing* (7th ed.). Cengage Learning.
- Egan, J. (2007). *Marketing communications*. (1st ed). London: Thomson.
- Gould, S.J. (1988). Consumer attitudes toward health and health care: A differential perspective. *Journal of Consumer Affairs*. 22. 96–118
- Hong-Youl Ha, Raphaël K. Akamavi, Phillip J. Kitchen, Swinder Janda. (2014). Exploring key antecedents of purchase intentions within different services. *Journal of Services Marketing* .28(7).595-606
- Htin Lynn Aung. (2018). *Edible bird's nest production highest tax generator in Tanintharyi*. Retrieved from <https://www.mmtimes.com/news/ediblebirdsnestproductionhighesttaxgeneratortanintharyi.html>
- Huang, C.-H. (2014) Relationships between Consumers' Nutritional Knowledge, Social Interaction, and Health-conscious Correlates toward the Restaurants. *Journal of International Management Studies*. 9.59–67
- Indumathi.N. (2016), Impact of Marketing Mix on Consumer Buying Behavior in Organic. *International Journal of Research in Finance and Marketing*. 6(10), 43-54
- James J. Zboja Clay M. Voorhees. (2006). *The impact of brand trust and satisfaction on retailer repurchase intentions*. *Journal of Services Marketing*. 20 (6).381 – 390
- Jintana Panyaarvudh. (2018). *An economic nesting ground*. Retrieved from <https://www.nationthailand.com/business/30356222>

- Kapoor, D.; Munjal, A. Functional Foods: The New Secret of the Health Conscious Indian Women. *Journal of Global Business Review*. 2017.18(3).750-765
- Karimah, I., Sarasvathi, V., Wafa, K., & Syed, K. A. J. (2012). Evaluating consumer purchase intentions for genetically modified food in Malaysia: A comparative study of Muslim and non-Muslim consumers. *Research Journal of Applied Sciences, Engineering and Technology*.4.466–474.
- Kasem Jandam, (2009-2011), *Ethnicity and Birds' Nest Resources in Southeast Asia*, (research paper). Retrieved from <https://travelwirenews.com/aneconomicnestingground1123753>
- Kiezel, M. (2010). *Role of individual customers in development of banking products in the context of open innovation concept and demand approach to innovations*. Retrieved from <https://www.researchgate.net/publication/327885079Roleofindividualcustomersindevelopmentofbankingproductsinthecontextofopeninnovationconceptanddemandapproachtinnovations>
- Klerck, D.; Sweeney, J.C. (2007), The effect of knowledge types on consumer perceived risk and adoption of genetically modified foods. *Journal of Psychological and Marketing*, 24(2).171–193
- Kotler, P. & Armstrong, G. (2009). *Principles of Marketing*. Pearson Education. (13th ed.). New Jersey.
- Kotler, P., & Keller, K. L. (2011). *A Framework for Marketing Management*. (5th ed.). Prentice Hall.
- Kotler, P. and Keller, K. (2006). *Marketing Management*. (12th ed.). Prentice Hall. Upper Saddle River.
- Kotler, P. and Keller, K. (2006). *Marketing Management*. (14th ed.). Pearson Education. London.
- Kumar, (2010). *Consumer Behavior*. New Central Book Agency Pvt Ltd
- L. Tyagi, Arun Kumar. (2004) *Consumer Behaviour*. Atlantic Publishers & Dist.
- Myanmar's edible bird nest industry comes home to roost*. (2017). Myanmar Times. Oct 17-2019.

- Myo, N.N.L (2019). *A study of Consumer Buying Behavior of Mi (Xiaomi) Smartphone in Yangon*. EMBA 14th Batch. Yangon University of Economics. Yangon
- Nasution, R. A., Tarigan, M. M., & Dhewanto, W. (2010). *Consumer attitude and intention to buy organic food as a result of brand extension*. Retrieved from <https://www.researchgate.net/publication/224221745ConsumerattitudeandintentiontobuyOrganicFoodasaresultofbrandextensionAnexperimentalapproh>
- Ooi, S. K. (2009). *Factors Influencing Consumer Purchase Intention of Dietary Supplement Products in Penang Island*. (Master's thesis). Universiti Sains Malaysia. Penang. Retrieved from <http://eprints.usm.my/id/eprint/28883>
- Pan, Y., & Zinkhan, G. M. (2006). Determinants of retail patronage: A meta-analytical perspective. *Journal of Retailing*. 82(3), 229-243.
- Piyasiri and Ariyawardana. (2002). Market Potentials and Willingness to Pay for Selected Organic Vegetables in Kandy. *Sri Lankan Journal of Agricultural Economics*. 4(1).107-119.
- Pratap. (2019). *Effect of Demographic Factors on Consumer Behavior: Age, sex, Income and Education*. Retrieved from <https://notesmatic.com/2017/07/effectofdemographicfactorsonconsumerbehavioragesexincomeandeducation>
- Rajagopal, R. (2014). Role of Consumer Knowledge in Developing Purchase Intentions and Driving Services Efficiency across Marketing Channels in Mexico.
- Robin B. DiPietro, Daniel Remar & H. G. Parsa, (2016). Health consciousness, menu information, and consumers' purchase intentions: An empirical investigation. *Journal of Foodservice Business Research*. 19- 5
- Schiffman L. G., L. L. Kanuk. (2004). *Consumer behavior*. (8th ed.). Pearson Prentice Hall. New Jersey.
- Sharifuddin, J., Ramalingam, L., Mohamed, Z. & Rezai, G. (2014). *Factors Affecting Intention to Purchase Edible Bird's Nest Products: The Case of Malaysian Consumers* (Master Thesis). University Putra. Malaysia

- Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal*, 18, 93–104.
- Solomon M., Bamossy G.J., Askegaard S., Hogg M.K.(2006). *Consumer Behaviour. A European Perspective*. (3rd ed.). Prentice Hall. London.
- Stallworth, P. (2008). *Consumer behaviour and marketing strategic*. Retrieved from <http://research-methodology.net/abriefliteraturereviewonconsumerbuyingbehaviour>
- T. H. Al-Gahaifi, J. Světlík, (2011). *Factors influencing consumer behaviour in market vegetables in Yemen*. Retrieved from <https://www.researchgate.net/publication/270702797FactorsinfluencingconsumerbehaviourinmarketvegetablesinYemen>
- Thiha (2018). *Mass production of edible bird's nests brings down prices in Myanmar*. Reterieved from <https://consult-myanmar.com/2018/02/14/massproductionofediblebirdsneestsbringsdownpricesinmyanmar>
- Tompkins, DM., (1999). *Imapct of nest- Harvesting On The Reprodcustive Success Of Black- nest Swiftlets* (Research Paper). University of Stirling. UK
- Vella, M.N.; Stratton, L.M.; Sheeshka, J.; Duncan, A.M. (2014). *Functional food awareness and perceptions in relation to information sources in older adults*. Retrieved from <https://nutritionj.biomedcentral.com/articles/10.1186/1475-2891-13-44>
- Win, P.P.P (2019). *A study of Factors Influencing Consumer Purchase Decision of Used Cars in Yangon*. EMBA 14th Batch. Yangon University of Economics. Yangon
- Zakersalehi, M., & Zakersalehi, A. (2012, May). *Consumers' attitude and purchasing intention toward green packed foods; A Malaysian perspective*. 2012 International Conference on Economics Marketing and Management. Singapore

APPENDIX A

Survey Questions for Consumer Buying Behavior of Myeik Maung Taik Bird's Nests in Yangon

Part (A) Demographic Factors

(1) Gender:

Male Female

(2) Age:

under 20 years 21-30 years 31-40 years
 41-50 years 51-60 years over 60 years

(3) Education Level:

High school Undergraduate
 Graduate Post graduate

(4) Monthly Income:

Under 150,000 Kyats 150,001 - 300,000 Kyats
 300,001- 500,000 Kyats 500,001 - 800,000 Kyats
 800,001 – 1,000,000 Kyats Over 1,000,000 Kyats

(5) Occupation:

Student Private company staff
 Government staff Business owner
 Freelance Retired
 Unemployed

(6) Annual purchasing frequency:

Never At least 1-2 times
 Moderate 3-4 times Maximum 5 times or above

(7) What is your purpose of buying?

To improve health To beautifying skin
 To improve brain Just feel like it
 To buy it for someone else

No	Description	Strongly disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
Knowledge						
18	I know pretty much about bird's nest					
19	I know that bird's nests composed of many nutritional values					
20	I know that bird's nests have anti-ageing properties					
21	Reading label is one of ways to decide about bird's nest to be bought					
22	Aware that ready-made bird's nests have an expiry period					
Marketing Factors						
Product						
23	Brand image is an attraction for me to purchase bird's nest					
24	This brand is more safety to consume and contain less health risk					
25	This product is more nutritional than other brands					
26	This product tastes better					
27	If two bird's nests had the same nutritional values, I would choose the brand that is free from preservatives					
Price						
28	Price is an important factor when purchasing bird's nest					
29	I compare prices of other brands before I choose one.					
30	I will make my purchase according to my favorite's bird's nest brand, regardless of the price					
31	I am willing to pay a higher price for this brand					
32	The cheapness of some bird's nests brand suggests to me that they have some risks, such as low quality					

No	Description	Strongly disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
Place						
33	Ready to drink bird's nests are easily available					
34	I easily find ready to drink bird's nests in a super market					
35	Compared to competing brands, this brand is stocked in more stores.					
36	I prefer to buy at convenience stores.					
37	I prefer to buy at nearest shop.					
Promotion						
38	Promotion plays a major role in my choice of bird's nest					
39	Purchase decision based on sales and marketing activities					
40	Buy due to promotion program of giving present based on purchase amounts					
41	Buy due to the promotion program of coupon redemption					
42	Buy due to personal selling as promotion program					

Part (C) Consumer attitude

Attitude						
43	Consuming bird's nest products is beneficial.					
44	Consuming bird's nest products is useful					
45	Consuming bird's nest products is healthy.					
46	Consuming bird's nest products is favorable tome.					
47	Consuming bird's nest products is very good.					

No	Description	Strongly disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
Normative Beliefs						
48	Most people who are important to me think that I should consume swiftlet bird's nest products.					
49	The people in my life whose opinions I value would approve my consumption of swiftlet bird's nest products.					
50	My family thinks that I should consume swiftlet bird's nest products.					
51	My friends can persuade me to consume swiftlet bird's nest products.					
52	If sources, (internet, mass media ...) that important to me recommend that I need to use swiftlet bird's nest products.					
Control Beliefs						
53	I am confident that I can purchase swiftlet bird's nest products if there are more varieties of the product available in the market.					
54	The decision to eat bird's nest products is under my complete control					
55	I will certainly purchase bird's nest products if the society is in favor of consuming these products.					
56	If I get exposed to more swiftlet bird's nest information by the media, I'll be in favor of purchasing the product.					
57	I will purchase swiftlet bird's nest products if there is more promotion for it.					

Part (D) Buying Behavior

No	Description	Strongly disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
58	I always purchase bird's nest with perceived value in relation to price.					
59	I buy bird's nest just after learning complete information about the bird's nest					
60	I am going to buy bird's nest with good reputation in market					
61	I always choose Myeik Maung Taik bird's nest among other products					
62	I am sure to buy Myeik Maung Taik bird's nests frequently in the future					

APPENDIX B

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.691	.672	.34699

- a. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge
- b. Dependent Variable: Attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.208	7	4.315	35.841	.000 ^b
	Residual	13.485	112	.120		
	Total	43.693	119			

- a. Dependent Variable: Attitude
- b. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.186	.278		-.669	.505
	Social Factors	-.194	.063	-.221	-3.086	.003
	Health Consciousness	.328	.090	.285	3.634	.000
	Knowledge	.329	.099	.303	3.328	.001
	Product	.177	.080	.170	2.224	.028
	Price	.165	.063	.193	2.619	.010
	Place	.085	.084	.081	1.004	.318
	Promotion	.159	.057	.194	2.774	.006

- a. Dependent Variable: Attitude

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679 ^a	.462	.428	.56888

a. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge

b. Dependent Variable: Normative Beliefs

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.087	7	4.441	13.723	.000 ^b
	Residual	36.245	112	.324		
	Total	67.332	119			

a. Dependent Variable: Normative Beliefs

b. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.446	.455		-.980	.329
	Social Factors	-.085	.103	-.078	-.825	.411
	Health Consciousness	.396	.148	.277	2.675	.009
	Knowledge	-.201	.162	-.150	-1.244	.216
	Product	.141	.131	.109	1.080	.282
	Price	.157	.103	.147	1.516	.132
	Place	.445	.138	.344	3.217	.002
	Promotion	.198	.094	.195	2.110	.037

a. Dependent Variable: Normative Beliefs

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.615	.591	.40152

- a. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge
- b. Dependent Variable: Control Beliefs

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.818	7	4.117	25.537	.000 ^b
	Residual	18.056	112	.161		
	Total	46.875	119			

- a. Dependent Variable: Control Beliefs
- b. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.019	.321		-.059	.953
	Social Factors	-.019	.073	-.021	-.257	.798
	Health Consciousness	.214	.105	.179	2.047	.043
	Knowledge	.164	.114	.146	1.434	.154
	Product	-.104	.092	-.097	-1.134	.259
	Price	.121	.073	.137	1.664	.099
	Place	.326	.098	.302	3.338	.001
	Promotion	.295	.066	.348	4.457	.000

- a. Dependent Variable: Control Beliefs

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.606	.43107

- a. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge
 b. Dependent Variable: Buying behaviors

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.327	7	5.047	27.159	.000 ^b
	Residual	20.812	112	.186		
	Total	56.139	119			

- a. Dependent Variable: Buying behaviors
 b. Predictors: (Constant), Promotion, Product, Social Factors, Health Consciousness, Price, Place, Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.283	.345		-.820	.414
	Social Factors	.022	.078	.022	.285	.777
	Health Consciousness	.167	.112	.128	1.485	.140
	Knowledge	.345	.123	.281	2.812	.006
	Product	.514	.099	.435	5.198	.000
	Price	.248	.078	.255	3.163	.002
	Place	-.162	.105	-.137	-1.543	.126
	Promotion	-.057	.071	-.062	-.805	.423

- a. Dependent Variable: Buying behaviors

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.569	.558	.45688

- a. Predictors: (Constant), Control Beliefs, Attitude, Normative Beliefs
 b. Dependent Variable: Buying behaviors

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.925	3	10.642	50.980	.000 ^b
	Residual	24.214	116	.209		
	Total	56.139	119			

- a. Dependent Variable: Buying behaviors
 b. Predictors: (Constant), Control Beliefs, Attitude, Normative Beliefs

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.323	.296		1.092	.277
	Attitude	.543	.093	.479	5.831	.000
	Normative Beliefs	.127	.076	.139	1.673	.097
	Control Beliefs	.262	.095	.239	2.768	.007

- a. Dependent Variable: Buying behaviors