

**MEANS USED TO ATTRACT TO CUSTOMERS  
IN BOGYOKE AUNG SAN MARKET IN  
YANGON, MYANMAR**

**MRes (THESIS)**

**ZAM SAN CIIN**

**DEPARTMENT OF ANTHROPOLOGY  
UNIVERSITY OF YANGON  
MYANMAR**

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## ABSTRACT

The title of this thesis is “Means used to attract to customers in Bogyoke Aung San Market, Yangon Myanmar.” It studied the relationship between the customers and the shopkeepers of the Bogyoke Aung San Market and also about the interaction among the shopkeepers. Bogyoke Aung San Market is situated in Pabedan Township, Yangon Region. It is also in down town area. The main purpose of the study is to find how the shopkeepers attract their customers and understand why Bogyoke Aung San Market is still popular despite new modern shopping malls opened in its near vicinity. This thesis was conducted with qualitative research method. To get data Focus Group Discussion (FGD), Key Informant Interview (KII), In-depth Interview (IDI), Direct Participant Observation (DPO) methods were used. Sixty-two informants were involved in this study. It is found out that shopkeepers who own their shops rather than rent from others have competitive advantages. It is also discovered that shopkeepers in Bogyoke Aung San Market is catering more to tourists and foreigners rather than locals. Since the Bogyoke Market has become tourist-oriented, it is highly recommended that it keeps its historical building intact with good maintenance. It is found that Bogyoke Aung San Market has great potential to provide income to a great number of people and also increase tourism in the country.

**Key words:** customers, attract, structure, function, strategies, tourists, income, advantages