

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

**THE EFFECT OF MARKETING MIX
ON CONSUMER BUYING BEHAVIOR
TOWARDS IDEMITSU LUBRICANT IN YANGON**

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EMBA II- 63

EMBA 16th BATCH

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ACADEMIC YEAR (2017-19)

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

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Marketing Mix on Consumer Buying Behavior Towards Idemitsu Lubricant in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

This paper aims to study the effect of marketing mix on consumer buying behavior towards Idemitsu lubricant in Yangon from lubricant industry perspectives. This study uses systematic random sampling and collects the data from customers at sixty automobile service centers in Yangon. According to the study, it is found that product, place and promotion have the positive effect on attitude component of planned behavior of the customers. Product and people factors have the positive effect on subjective norms component of planned behavior. Product, price and place variables have positive effect on perceived behavior control of planned behavior. The study highlights that product factor is mainly determinant of all components; planned behavior, subjective norms and perceived behavior control. Finally, it is found that perceived behavior control and attitude have positive effect on buying behavior of customers and attitude of customers. These results confirm that Idemitsu lubricant should manage its positioning and branding strategy wisely by using marketing mix components effectively, especially focusing on product factor to win the hearts of targeted customers.

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TABLE OF CONTENTS

			Page
ABSTRACT			i
ACKNOWLEDGEMENTS			ii
TABLE OF CONTENTS			iii
LIST OF TABLES			v
LIST OF FIGURES			vi
LIST OF ABBREVIATION			vii
CHAPTER 1	INTRODUCTION		1
	1.1	Rationale of the Study	3
	1.2	Objectives of the Study	4
	1.3	Scope and Method of the Study	5
	1.4	Organization of the Study	5
CHAPTER 2	THEORETICAL BACKGROUND		6
	2.1	Marketing Mix	6
	2.2	Theory of Planned Behavior	11
	2.3	Buying Behavior	16
	2.4	Previous Studies	18
	2.5	Conceptual Framework of the Study	19
CHAPTER 3	PROFILE AND MARKETING MIX ACTIVITIES OF IDEMITSU LUBRICANT IN YANGON		21
	3.1	Profile of Idemitsu Lubricant	21
	3.2	Marketing Mix Activities of Idemitsu Lubricant	23

CHAPTER 4	ANALYSIS ON CONSUMER BUYING BEHAVIOR OF IDEMITSU LUBRICANT IN YANGON	27
4.1	Demographic Profile of Respondents	27
4.2	Consumer Perception on Marketing Mix Activities	29
4.3	Analysis on Effect of Planned Behavior on Buying Behavior	42
CHAPTER 5	CONCLUSION	46
5.1	Findings and Discussions	46
5.2	Suggestions and Recommendations	48
5.3	Needs for Further Research	50

REFERENCES

APPENDIX

LIST OF TABLES

Table No.	Description	Page
Table 3.1	Focus Products of Idemitsu	23
Table 4.1	Demographic Profile of Respondents	27
Table 4.2	Product Factors of Idemitsu Lubricant	30
Table 4.3	Price Factors of Idemitsu Lubricant	31
Table 4.4	Place Factors of Idemitsu Lubricant	32
Table 4.5	Promotion Factors of Idemitsu Lubricant	33
Table 4.6	People Factors of Idemitsu Lubricant	34
Table 4.7	Planned Behavior of Idemitsu Lubricant	35
Table 4.8	Influencing Factors on Attitude Component of Planned Behavior	37
Table 4.9	Influencing Factors on Subjective Norms Component Of Planned Behavior	39
Table 4.10	Influencing Factors on Perceived Behavior Control Of Planned Behavior	40
Table 4.11	Buying Behavior of Idemitsu Lubricant	43
Table 4.12	Effect of Planned Behavior on Buying Behavior	44

LIST OF FIGURES

Figure No.	Description	Page
Figure 2.1	Theory of Planned Behavior	14
Figure 2.2	Conceptual Framework of the Impact Analysis of Social Marketing Mix on the Intention of Replacing Single-Occupant Vehicles with Urban Public Transport	19
Figure 2.3	Conceptual Framework of the Study	20
Figure 3.1	Organization Structure of Idemitsu (STT)	22
Figure 3.2	Business Flow Structure of Idemitsu (STT)	25

LIST OF ABBREVIATION

TPB: Theory of Planned Behavior

STT: Shwe Taung Tet Myanmar Co., Ltd

CHAPTER (1)

INTRODUCTION

Consumer behavior nowadays has been especially focused on the product features and prices that can offer what the consumer prefers. Behavior is defined as the systematic approach consumers follow when entering the purchase process and making buying decisions. The step-by-step consumer decision-making process, along with common modes of decision-making is both useful when developing marketing strategies. In the real business world, purchase intention is an important indicator of actual purchase behavior. Perceived quality is essential for developing a positive evaluation of a product or brand in customer's memory. Customers are more emphasized upon emotional value, such as closeness with products and involvement with products when the consumers are making purchase decisions.

Automotive lubricant market in Myanmar has recorded significant changes during a decade, with the emergence of mid and high-end segments. The end of international sanctions against Myanmar has relaxed import procedures including lubricants as it has increased the number of vehicles, leading to more products segmentation in the market. Mid and High-end lubricant sales have grown driven by the positive outlook of Passenger car market that increase gradually double digit during a decade. However, customers have no enough knowledge on lubrications and are often tempted by promotion and sales incentives. This kind of situation makes the competition fiercer among lubricant companies with more than 200 lubricant brands including locals, Asians and internationals.

Ever since of the relaxation of import car procedures between 2010 - 2012, the number of vehicle ownership rose to 7 million as of December 2018 - along with increasing imported cars, which accounted for 92% compared to locally produced units. Japanese brands are mainly preferred as it is perceived to have higher durability, taking up to 80% of the total car circulation in the country, particularly dominated by Toyota. The Myanmar subsidiary "Suzuki Myanmar Motors" (SMMC) of Suzuki has started the production of seven seater passenger car "Ertiga" at the company's factory in 2015. The production of "Ertiga" in Myanmar will be the third production country in Asia after India, Indonesia. Volkswagens has opened a service center in November 2013 at Yangon, its first in Myanmar. Announced business partnership with Yoma Strategic Holding. Yoma has invested 70% in German Car

Industries Company (GCI) through which it will provide maintenance, and repair services for Volkswagen models, and sell genuine components to VW owners.

In 2015, General Motor (GM) has opened a large 3S center (service, sales, and spares) of Chevrolet in Yangon. This service center has a technical training academy for the employees and is said to be the largest store in Southeast Asia. Pacific Alpine, the joint venture of Alpine Group of Singapore and AA Medical Group of Myanmar manages Chevrolet Myanmar. Mazda Myanmar under Cycle & Carriage Automotive Myanmar (CCAM) has started their first showroom of Mazda and Mercedes Benz in October 2014, the first showroom of the Mazda car dealer in Myanmar started operations. The showroom was established in Yangon, and Mazda now sells cars to all ten countries of ASEAN.

Capital Automotive is Myanmar's authorized sole distributor and dealer for Ford, Jaguar vehicles, John Deere tractors and Land Rover and agriculture equipment. It is a joint venture company between CDSG and RMA Group since 2013. The partnership has also commenced assembly of Ford Ranger Double Cab & Ford Everest SUV vehicles in Myanmar.

Mitsubishi Motor Cars Myanmar Limited is a joint venture company with Mitsubishi Corporation and Yoma Nominee Limited, founded in 2013 under the umbrella of the SPA Group both holding 50%. Mitsubishi Motor Cars Myanmar Limited will be the distributor for Mitsubishi Motors with showrooms, service centers, and a warehouse for spare parts in Yangon and import and sell finished cars and spare parts manufactured by Mitsubishi Motors, and also provide after-sales service.

In Myanmar, the Myanmar's subsidiary of a Malaysian multi-national, Tan Chong Motor has the sole right to assemble and sell Nissan vehicles. In 2013, the firm received approval from the Myanmar Investment Commission to manufacture and assemble Nissan cars. The first locally assembled model, the Nissan Sunny, was launched on January 17. The fact that it is assembled locally matters for Myanmar customers, who face burdensome restrictions on importing new cars from abroad. In Myanmar, the Nissan Sunny is produced using a semi-knocked down system. By using this system, some parts are manufactures in one country or region, and then exported to another country or region for final assembly. However, Nissan started automobile sales at Myanmar in 2013.

Accounting for 65% of total lubricant consumption in Myanmar, the automotive lubricant market is now considerably a lucrative target segment. Outnumbering consumption

in the industrial segment, this is due to sharp increase of vehicles import over the last few years. The increase of number of vehicle ownership as well as imported cars led to a positive growth of automotive lubricant market and products segmentation in the market. Low-grade lubricant accounts for 60%, medium grade 35%, and high grade 5% - a significant change compared to 90% market share by low-end tubes before 2010.

End of international sanction against Myanmar, which have made easier procedures of imports, including lubricant products. Lubricants market is driven by an increase of vehicles in circulation. Surge of commercial vehicle and passenger cars imports thanks to new regulation 2010, 2011 and 2012. The replacement car policy is favoring import of newer vehicles. The transaction of vehicle registration of past ten year, the total number of commercial and passenger vehicles was approximately 290,000 units in year 2008 that nearly trebled in 2018 to 830,000 that represent the lubricants consumption volumes approximately of 10,000 KL per annum without counting two wheelers and others. 60% of total commercial and passenger vehicles have been registered in Yangon and consumption of lubricant can be estimated about 6,000 KL.

Unfortunately, the customers remain lacking of knowledge on lubricants and their purchasing habit tends to be determined by car workshops and retail shops. Myanmar's price-sensitive customers are often lured by the promotion and sales incentives in the market. However, only 25%+ out of 200+ registered lubricant brands are currently active in promoting and advertising their high-grade auto lube products.

1.1 Rationale for the Study

Nowadays, automobiles have become an integral part of human daily life and personal transportation across the globe. Today's lubricants market is highly competitive and manufacturers constantly compete to be able to achieve superior competitive edge by differentiating themselves in different ways to attract consumers to select their brand instead of a competitor's brand. Consumers pay more attention to the brand while choosing the products (Knapman, 2012). Many lubricants brands that are popular among the users include Shell, Castrol, Liquid Moly, Caltex, PTT, Kixx, Motul, Gulf, Mobil, Enos and Idemitsu have entered into Myanmar recent years. Among these brands, Shell and Castrol gain the highest market share in the market.

The automotive lubricant market in Myanmar has changed significantly over a decade, Lubricant technologies are energetic expansion day to day and industry is highly competitive in terms of innovations and promotions to get more market share in country. After becoming highly use in automobile, heavy machine and booming industrial zone, many lubricant brands are incoming to Myanmar and try to get more market share.

Customers purchase decision are greatly influenced by many different factors and purchase behavior is important for marketers because it can help market segmentation and support their decision making like where product should be launched and how, to get companies maximize profit.

Automotive industry is very competitive in terms of innovations and promotions to get more market share in the country. Vehicles owners found throughout the world are greatly influenced by different factors influencing on buying behavior in lubricants. To predict consumer behavior on lubrications purchase, most of the marketers focus on consumer behavior. This is important for marketers, because it can help them in market segmentation and support their decision making like where the product should be launched. Besides that, future demand can be predicted by using buying behavior (Armstrong, Morwitz, & Kumar, 2000). This study is to explore future potential in consumption of future Idemitsu lubricants in Yangon. It is important to know which factors influence the choosing lubricants in Yangon. This study can help on the effective management policy of Idemitsu and local distributor, Shwe Taung Tet Myanmar Co., Ltd, after determining of the Marketing Mix. This study also contributes to examination of the customer needs and wants as well as the behavior of purchase decision of Idemitsu Lubricants at Yangon.

1.2 Objectives of the Study

The main objectives of the study are:

- To examine the effect of marketing mix activities on planned behavior of customers towards Idemitsu lubricant in Yangon.
- To analyze the effect of planned behavior on customers buying behavior towards Idemitsu lubricant in Yangon.

1.3 Scope and Method of the Study

This study only focuses on customer buying behavior. This study is also limited to the Idemitsu lubricant in Yangon and focuses on the customer perspective. This survey is conducted on customers of Idemitsu lubricant in Yangon area and the customers from other areas or regions are excluded from this survey research due to time limitation. In this study, theory of planned behavior is used in order to analyze customer's buying behavior on Idemitsu lubricant. Other external factors that influence on planned behavior of consumers are excluded in this paper. The study period of this research is from July to November 2019.

The descriptive and analytical research method is used in this study. It is a quantitative study where the structured questionnaires are given out to the respondents. It needs to be used both primary and secondary data. Primary data is especially meant for making a survey to total 120 respondents. The sampling method is systematic random sampling and collects the data from customers at 60 motorcar workshops from Yangon. Data collection time is two days (one weekday and one weekend) in a week. Secondary data are collected from company's reports, relevant textbooks, international research papers, internet websites and other related information resources.

1.4 Organization of the Study

This paper is composed of five different chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope and method of the study. Chapter two consists of the theoretical background of the study. Chapter three presents company profile, marketing mix activities and profile of respondents in Yangon. Chapter four analysis on buying behavior of consumer on Idemitsu lubricant in Yangon. Chapter five covers conclusion that is described by the findings and discussions, suggestions, recommendations and needs for further research.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter focuses on the theories and empirical studies associated with buying behavior, marketing mix(5Ps) such as product, price, place, promotion & people and conceptual framework of the study.

2.1 Marketing Mix

A consumer's buying behavior is influenced by the marketing mix such as product, price, place, promotion and people. Marketing mix can be defined as a very useful business tool that can be used by the management of firms which make them survive in global competitive business environment. Marketing mix is an essential element of marketing management. The main of every business organization is to earn and maximize its profit. Therefore, the marketing mix is the elements of marketing that are mutually bound, mixed, organized and used properly, so that companies can achieve marketing objectives effectively as well as satisfy the needs and desires of consumers.

Kotler (2005) noted that marketing mix is the set of controllable tactical marketing tools; product, price, place and promotion. Then, the firm combines and applies those tools to achieve the response it wants in the target market. Everything the firm can do to influence the demand for its product is under the heading of marketing mix. Mc Carthy (1964) classified marketing mix into four broad groups that he called four Ps of marketing: product, price, promotion and place. He defined that market mix is the foundation of every business organizations. Therefore, marketing mix is a framework that firms use to pursue their marketing goals in the target markets.

In today's business environment, organizations try to integrate marketing mix more into organizations with a wider variety of products and markets. Although some theorists have attempted to extend from 4Ps to 7Ps adding physical evidence, people and process, the main theme of marketing mix is based on the 4Ps (Product, Price, Place and Promotion). The remaining three elements (People, Physical Evidence, and the Process) are often integrated

into the four key elements (Nguyen, 2011). Although there are some limitations, because of its simplicity, many marketing textbooks mostly use and refer this framework; 4P.

The competitive business landscape drives organizations to provide a quality product that satisfies customer needs, offer reasonable price, and provide wider distribution coverage with effective promotion strategy. Thus, the marketing mix is the combination of marketing activities that an organization engages in so as to best meet the needs of its targeted market.

2.1.1 Product

Product is something tangible like cars and intangible like services of banking, which offers to the market for the satisfaction of need or wants. According to Kotler (2005), product can be defined as anything that can be offered to a market for attention, acquisition, use or consumption that can satisfy a want or need of customer. Ferrell (2005) stated that the product is the core factor for the marketing mix strategy because the firms can offer consumers representative and observed attributes by differentiating their products from competitors. However, he highlighted what the product means to the consumer. Attributes of a company's products, including brand name, quality, newness, and complexity, can affect consumer behavior. The physical appearance of the product, packaging, and labeling information influence on consumers to notice a product in-store, examine it, and purchase it.

Product is a key element in the market selling and firms should not develop a product or service that no one wants to buy. Thus, successful company first find out what customers need and want and then develop the right product with the right level of quality to meet those needs now and in the future. The perfect product must give value for the customer. There are many elements which can influence customer satisfaction; purity, lawfulness, deliverability, price determination, cleanliness, certain feature, certain scent, certain color and warranty that effect on customer buying decision.

2.1.2 Price

Kotler (2005) stated that price is the actual or rated value of a valuable product which is up for exchange. According to some theorist, price is the amount of money paid for product. The price of product or service plays a large role in its marketability. According to Jones (2007), pricing for products or services that are more commonly available in the market

is more elastic. Unit sales increase or decrease more responsively because of price changes especially for price-sensitive products. Thus, prices are perhaps the easiest element of the marketing program to adjust; product features, channels, and even communications take more time. Price also communicates to the market that the company's intended value positioning of its product or brand.

Zeithaml (1988) viewed that monetary cost is one of the factors that influence on consumer's perception of a product's value. Price decisions are based on how customers perceive prices and what they consider the current actual price to be- not on the marketer's stated price. In some cases, customers perceive that low price brings low quality. However, upper price can also prohibit customers from making purchase decisions seeing that product appears not worth the money. Thus, products are only worth what customers are prepared to pay for it. The price also needs to be competitive, but this does not necessarily mean the cheapest or most expensive.

There are different strategies to choose from depending on the situation, timing and nature of the activity instead of simply having a fixed price. Some strategy adapting the price; discount and allowance, promotional pricing, pricing level such as price skimming, seasonal pricing, price discrimination and price flexibility, and payment terms. The strategy of pricing of a product depends on buying power of customer. Hence, price is a one of major factor behind satisfaction and product loyalty because a customer carefully perceives if he is getting the most benefit from the product or service against his spending (Cravens. & Piercy, 2007).

2.1.3 Place

Kotler and Armstrong (2010) stated place or distribution as a set of interdependent organizations included in the process of making a product available for use or consumption by consumers. According to Jones (2007), place is any way that the customer can obtain a product or receive a service. As another name for place, distribution can be used according to Bowersox and Closs (1996). They proposed that place included open market, merchant houses, institutional houses and direct delivery. Therefore, a place or distribution channel is a way of transporting the product to the customer and the level of accessibility of the product to customers.

Kotler and Keller (2009) indicated that the distribution involves the distribution channel, distribution coverage, outlet locations, inventory levels and transportation. The

product must be available at the right place, at the right time and in the right quality while keeping storage, inventory and distribution cost to an acceptable level. Management also simplify the electronic aspect of distribution through internet communication and embark on high orientation for customers. It helps make the product more available to the consumers. In the marketing mix component, distribution serves as a vehicle for the other elements of marketing (product, price, and promotion). Without place, the customer cannot have access to products.

Inconvenience to the customer leads to dissatisfaction among the customers which further influence the organization in negative way. Therefore, to keep the customers in their comfort zone and provide them goods on the more relevant place suits to them and create satisfaction among them. And helpful in increase the sales of the firm as well. In short, provide goods at the consumer place for providing various benefits like easy approach, less transportation cost and less time consumption.

2.1.4 Promotion

Promotion refers to activities that communicate the merit of the product and persuade the target customers to buy it (Kotler & Armstrong, 2014). Promotion is a method of closing the information gap between well-considered sellers and well-considered buyers (Jones, 2007). For every business, to be able to reap profit through high sales level, effective communication is vital. Businesses need to inform customers of the products and services they provide in order to facilitate the firm's survival in the very competitive business environment.

According to Kotler (2007), promotion is a critical element in the marketing mix. Under the umbrella of promotion, advertising, personal selling, sales promotion, public relations and direct marketing tools are included and that the company uses promotion element to pursue its advertising and marketing objective. Zeithaml, Parasuraman & Berry, (1985) described promotion as part of specific effort to encourage customers to tell others about their services. Therefore, promotion represents many aspects of marketing communication. In other words, the communication of information about the product with the goal of generating a positive customer response can be seen as promotion.

To perform promotion activities, firms need to research their market, understanding customer's needs and make the promotional activities, media and create a closed relationship

with customers. Promotion represents all of the communications that a marketer inserts into the marketplace. It is said that a product is completed when customers know it exists, know its quality and features, react to it positively, and buy it. Without knowledge there cannot be demand. Promotion enables product awareness, positive attitude and buying decisions.

2.1.5 People

The organization's contact personnel form an integral part of the process of service delivery. In the services industry all the staff act as marketers of the organization's offering because their actions have a direct effect on the output received by customers (Palmer, 1998). If the customer feels comfortable with the particular service provider, and has trust and rapport with the service provider, it is a relationship that a competitor would find hard to break into. This makes the entire task of people planning extremely important in a service organization. Beyond the basic product offering, people add value and a dimension to the marketing package.

Under the marketing mix, people variable for services consists of an internal and external component. The internal people component includes various staff aspects such as training, discretion, commitment, incentives, appearance, interpersonal behavior and attitudes. The external component includes customers who may be asked to participate/interact actively in the process of service creation, delivery and consumption. (Lovelock, 1996)

According to Booms and Bitner (1981), under the heading of service marketing mix, people refer to people who are directly or indirectly involved in the trade of the product or service. Good examples of those people include contact center employees, representatives, account managers, customers, personnel and management. They are the face of the organization and they translate the quality into a service as the 'service' providers on account of their occupation or entrepreneurship. They include for instance stylists, hair dressers, coaches, trainers, gardeners, lawyers, contact center employees, etc. They deliver a physical service with a result that is able to be seen. (Booms and Bitner, 1981)

Service providers nowadays are becoming more aware that they must effectively manage the customer contact employees by not only monitoring service quality but also paying attention on attitudes and behavior of employees. The reason is that there can have a large difference in the performance of the customer contact employees in relation to the

results of the services delivered. In addition to other important factors, the quality of a service between service companies and customers (hospital intake, having a meal in a restaurant or accountancy or management consultancy services) can vary very strongly. The lack of homogeneity in services creates difficulties for service companies. During an interaction between a customer and contact employees, service delivery can be found. Attitude and behavior of an employee create a perception of the service as experienced by the customer (customer perception). This perception may be either positive or negative and can influence customer satisfaction and in turn the customer's purchase intentions.

2.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) introduced by Icek Ajzen (1988, 1991) is to understand how the marketer can change the behavior of the consumers. The TPB is a theory that predicts deliberate behavior, because behavior can be deliberative and planned.

The TPB is the success of another theory named Theory of Reasoned Action introduced by Ajzen and Fischbein (1975, 1980). According to the theory, it was learnt that behaviors are demonstrated not totally in voluntary but under control, which resulted in the addition of perceived behavior control. With this addition, the theory was called Theory of Planned Behavior.

The Theory of Planned Behavior (TPB) proposed that the three kinds of considerations can guide human actions. The three kinds of considerations are behavioral beliefs which is the beliefs about the likely consequences of the behavior, normative beliefs which is the beliefs about the normative expectations of others and; control beliefs which is the beliefs about the presence factors that may facilitate or impede performance of the behavior.

In 1985, Ajzen proposed the Theory of Planned Behavior to explain the behavior of individuals. This theory emphasizes that attitude and behavior of individuals are determined by their beliefs. According to this theory, three constructs affect the behavioral intention of people: attitude toward behavior, subjective norm, and perceived behavioral control. This intention affects individuals' actions and behavior (Ajzen, 1988).

2.2.1 Behavioral Beliefs

Attitude toward behavior is determined by behavioral beliefs. Behavioral belief is related to results of a particular behavior. That is, they are related to advantages and disadvantages of performing a particular behavior. *Personal attitude* is usually defined as permanent mental or neural willingness gained from the experience, making the directive or dynamic influence on an individual's response to objects and situations that he comes into contact with (Allport, 1935). When the attitude towards a certain behavior is taken into account, each belief connects the behavior with a specific outcome, consequence, or some other attribute (such as the cost of undertaking a specific behavior). Since each attribute is assessed in advance as positive or negative (emotional component of the attitude), the behavior is spontaneously perceived as desirable (if it has predominantly positive outcomes) or undesirable (if it is linked with the predominantly negative outcomes). Kim & Hunter (1993) stated that the relationship between attitude and intention is stronger than the relationship between intentions and actual behavior. They considered that external factors influence on the relationship of intentions and behavior.

2.2.2 Normative Beliefs

Subjective norm an individual's perception related to a specific behavior is determined by normative beliefs. Normative beliefs include perceptions about social pressures. They are related to other people such as parents, teachers and school principals who motivate or encourage the exhibition of a particular behavior. *Subjective norms* can be defined as the belief that an important person or group of people will approve and encourage a particular behavior. Subjective norms are determined by the perceived social pressure from others for an individual to behave in a certain manner and their motivation to comply with those people's views. In previous studies, the influence of subjective norms on forming intention proved to be generally weaker than the influence of attitude. Moreover, Krueger, Reilly, & Carsrud (2000) argued that subjective norms are not related with the intention of individuals to establish their own businesses. As a result, the authors tried to find out further research and improvement on the used measures. One likely reason for the inconsistencies in the note-worthy of the subjective norms variable comes from the reality that a part of information that this variable contains is already occurred in the attractiveness of tackling a particular behavior variable.

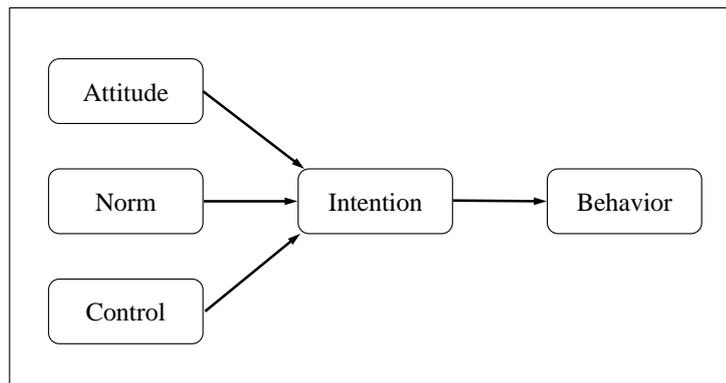
2.2.3 Control Beliefs

Control beliefs influence perceived behavioral control and control beliefs include external factors that facilitate or impeded the performance of behavior (Fishbein & Ajzen, 2010). *Perceived behavioral control* includes the perception of one's own abilities and sense of control over the situation and is defined as a combination of locus of control (the degree to which people believe that they have control over the outcomes of the events in their life) and self-efficacy (perceived ability to execute the task) (Ajzen,2002). This variable refers to the presence of the necessary resources and opportunities for a particular behavior and is influenced by a number of factors. Some examples of those factors include perceived monetary barriers, previous experiences related to the purchase of organic food, convenience perceptions, perceived time barriers, and other factors, that increase or decrease the perceived level of feasibility of this behavior.

Ajzen's three considerations are crucial in circumstances, projects, and programs when changing behavior of people. The behavioral beliefs create a favorable or unfavorable attitude towards the behavior. And, normative beliefs produce perceived social pressure or subjective norm. Finally, control beliefs cause perceived behavioral control. In combination, attitude toward the behavior, subjective norm and perception of behavioral control lead to formation of behavioral intention. Generally, it was proposed that the more favorable the attitude and subjective norm, the greater the perceived control and the stronger intention to perform the behavior could be found.

Then, in 2002, Ajzen found out Residual Effects of Past on Later Behavior and concluded that this factor remains but cannot be presented to habituation as many people think. After a review of existing evidence, it is found out that the residual impact of past behavior is weakened when measures of intention and behavior are harmonious and disappears and then, when intentions are strong, expectations are realistic and detail plans for implementing intentions have been developed.

Figure (2.1) Theory of Planned Behavior



Source: Ajzen, I. (1991).

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. However, rest 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). Perceived behavioral control was originally defined as perception of the ease or difficulty to perform the behavior of interest (Ajzen, 1991). Referring to Conner and Sparks (2005), perceived behavioral control is modeled by the combination of the likelihood of occurrence of a control factor and the perceived power of that control factor. Control beliefs refer to perceptions of various control factors that may facilitate or inhibit performance of the behavior, whereas perceived power refer to the likelihood that a control factor may prevent an individual from performing behavior.

Fishbein & Ajzen (1975) defined behavior as the obvious, noticeable reaction in a given situation concerning assigned target, and intention is a signal of an individual's readiness level to carry out a given behavior. The relationship suggests that individuals are likely to perform behavior if they intend to do so. The relationship between perceived behavioral control and behavior indicates that individuals will engage in behavioral when they perceive that they have control over the given behavior and they will be prevented from performing the behavior if they have no control. The control factor includes internal factors such as information, personal deficiencies, skills, abilities and emotions, and external factors such as opportunities, dependence on others and barriers (Conner & Norman, 2005).

The individual's intention to carry out a given behavior is the main factor in the TPB. In the earlier studies of TRA and its extension, the TPB, has been used to examine a wide

variety of different behaviors (Armitage & Conner, 1999). Several of examination includes food related areas. Examples can be seen in skimmed milk consumption (Raats, Shepherd & Sparks, 1995), organic food buying (Tarkiainen & Sundqvist, 2005), organic vegetable consumption (Sparks & Shepherd, 1992), reduction in fat intake (Paisley & Sparks, 1998, Armitage & Conner, 1999), skimmed milk consumption (Raats, Shepherd & Sparks, 1995) and healthy eating (Povey, Conner, Sparks, James & Shepherd, 1998). Other areas of application include intentions to buy environmentally friendly products (Kalafatis, Pollard, East & Tsogas, 1999), smoking cessation (Norman, Conner & Bell, 1999) and exercise (Godin, Valois, Jobin & Ross, 1991). However, a new application of the method is the use of TPB to explore the determinations of nutrition field, especially in dietary supplements.

Several meta-analyses have reviewed TPB in different constructs and those analyses confirmed the relationships identified by the TPB approach. Significant findings indicated that attitudes and perceived behavioral control have positive and strong relationship with intentions and intention may be affected by subjective norms. Moreover, intentions and perceived behavioral control are positively related to behaviors. TPB components accounted for 39% and 27% of the variance in intentions and behaviors respectively.

One major assumption of the TPB is that attitudes behavior. It assumed that human behavior is reasoned and that individual considers the likely consequences of performing or not performing that behavior. Intentions are conceived of as plans to act in a particular way and represent the motivation toward the behavior. Attitudes generally represent the behavioral assessment as positive or negative for that individual. Subjective norms evaluate the perceived social pressures to carry out or not to carry out a particular behavior, it involves an individual's perception of what significant others believe about his or her ability to perform the behavior. Meanwhile the perceived behavioral control is the individual's perception of the extent to which performance of the behavior is easy or difficult. These three variables, attitudes, subjective norms and perceived behavioral control are held together to determine intentions to performance. Therefore, simple conclusion can be made that individuals are more likely intend to perform behavior if they have a positive attitude towards it, perceive social pressure from others to perform the behavior and perceive that performance of the behavior is within their control.

2.3 Buying Behavior

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

Buying behavior has been defined as “a process, which through inputs and their use through process and actions leads to satisfaction of needs and wants” (Enis, 1974). Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers.

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

- a) According to Blackwell et al (2006) consumer buying behavior is itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying behavior has been defined in different ways by different researchers.
- b) The definition formed by Solomon et al (2006) describes consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Similar definition of consumer buying behavior is offered by Schiffman and Kanuk (2000) in which they describe it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.
- c) Consumer buying behavior is defined by Stallworth (2008) as a set of activities which involves the purchase and use of goods and services which resulted from the customers’ emotional and mental needs and behavioral responses. It is further stated the process may contain different activities and stages.

Although the definitions given above are various, they all lead to common view that consumer buying behavior is a process of selecting, purchasing and disposing of goods and

services according to the needs and wants of the consumers. However, there is a general consensus among the researchers and academics that this process is subject to continual change over time as the purchase characteristics of the customers change due to their physical and psychological needs.

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

Another valuable argument is provided by Egen (2007) on the importance of understanding the consumer behavior. According to the author, better awareness of consumer buying behavior is a positive contribution to the country's economic state. The author further argues that the quality of goods and products are exceptionally good in countries where buying behavior of consumers is well understood. This in turn increased the competitiveness of the products and services in international market increasing the export potential of the country. Meanwhile, high quality of domestic products and services lead to sophisticated domestic customers' base (Blackwell et al, 2006).

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

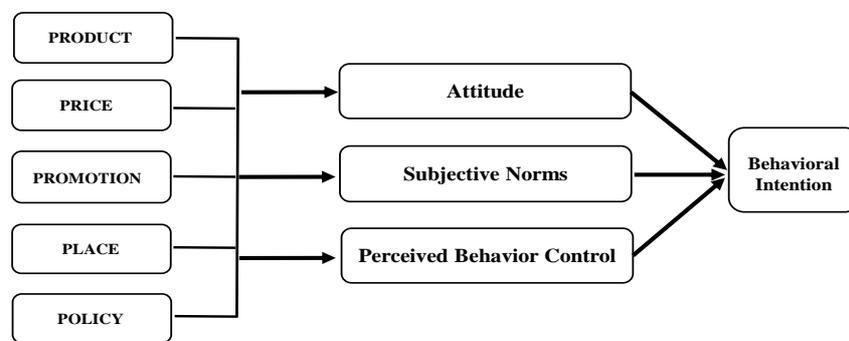
To sum up all the arguments stated above, it is clear that better understanding the consumer buying behavior through studying and identifying their needs leads to huge long-term benefits to the businesses. However, it is essential to mention that despite the great efforts to learn and understand the buying behavior of consumers, it is very difficult to identify the exact reasons why a consumer purchases and prefers one product or service over another one. This is because consumers sometimes make purchasing decisions based on their emotional beliefs which they even themselves are not well aware of.

2.4 Previous Studies

The Theory of Planned Behavior (TPB) is an individual level that aims to explain and predict behavior, and has been widely applied to studies exploring buying decision. The 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. According to Azjen (1985), an attitude toward a behavior is a positive or negative evaluation of performing that behavior. Attitudes are informed by beliefs, norms are informed by normative beliefs and motivation to comply, and perceived behavioral control is informed by beliefs about the individual's possession of the opportunities and resources needed to engage in the behavior (Azjen, 1991).

Previous study (Dolatabadi, H. R., & Parhizgar, M. M., & Aghcheh, M. T., (2013) shows the effect of Marketing Mix on attitude, subjective norms, and perceived behavioral control were the major contributors on intention of replacing single-occupant vehicles with urban public transport. Figure (2.2) was the model of study.

Figure (2.2) Conceptual Framework of the Impact Analysis of Social Marketing Mix on the Intention of Replacing Single-Occupant Vehicles with Urban Public Transport



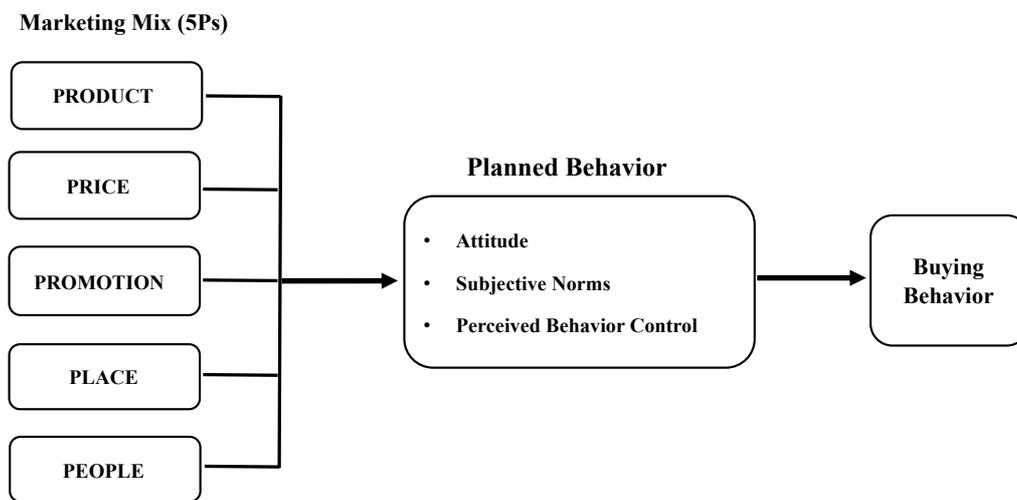
Source: Hossein Rezaie Dolatabadi, Mohammad Mehdi Parhizgar, Marjan Teymouri Aghcheh, 2013.

The result of this study show that significant positive between the dimensions of the social marketing mix is a perfect tools to encourage gas consumers to reduce consumption means that the application of the marketing mix in reducing domestic gas is quite effective. In addition, according to the result obtained, costs adjustment compared to other aspects of social marketing mix has a greater impact on the desire behavior, and other dimensions designed to be able to cover this aspect as well.

2.5 Conceptual Framework of the Study

Conceptual framework is formed based on the research objectives and research questions. It displays both dependent variables and independent variables. These variables are connected and linked to form a test on this study. Figure 2.2 is the conceptual framework that focuses on five dimensions that determines the buying behavior of customers towards lubricant brand. The five dimensions of independent variables include product, price, promotion, place and people whereas the consumers buying behavior towards Idemitsu lubricant will be the dependent variable.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2019)

Figure (2.3) is structured based on the concept and theory of planned behavior. In the influencing factors 4Ps, such as product, price, promotion and place factors are main things to study. Nowadays people are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it. Most of customer can think of a situation where the personal service offered by individuals has made or tainted a tour, vacation or restaurant meal. Remember, people buy from people that they like, so the attitude, skills and appearance of all staff need to be first class. Moreover, STT believe that Idemitsu staffs are well trained in marketing skill and they play an important role in Idemitsu product service delivery, they are relied upon to deliver and maintain transactional marketing. Idemitsu mechanic are also drive an important part in customer relationship. Therefore, people factor become to study in this paper. In these consumers buying behavior model, attitude, subjective norms and perceived behavior control are

included but multi-attribute model and decision-making process exclude consideration in this study. Therefore, buying behavior of Idemitsu lubricant is made by these three components.

CHAPTER (3)

PROFILE AND MARKETING MIX ACTIVITIES OF IDEMITSU LUBRICANT IN YANGON

This chapter describes the profile and marketing mix activities of Idemitsu lubricants in Yangon and local distributor, Shwe Taung Tet Myanmar Co., Ltd.

3.1 Profile of Idemitsu Lubricant

Idemitsu is the leading lubricant manufacturer from Japan, established in 1911 through over 100 years of experience. As the visionary of eco-friendly lubricants, Idemitsu is committed to finding effective solutions that cater both their customers and their environment. Idemitsu is a supplier of petroleum and petrochemical. The Company operates in three business segments. The Petroleum Product segment is engaged in the import, refining, transportation, storage and wholesale of petroleum products and service station (SS)-related products, the transportation and storage of crude oil and petroleum products, the manufacture and sale of lubricant. The Petrochemical Product segment manufactures and sells petrochemical products. The Resource segment is involved in the research, exploration, development and sale of petroleum resources, coal, uranium and geothermal resources. The Company is also engaged in the import, purchase and sale of liquefied petroleum (LP) gas, the manufacture and sale of electronic materials, the provision of insurance agency and credit card services, among others

Idemitsu takes pride in being on the forefront of innovation. Their state of the art laboratories have stringent quality controls in place to ensure that their comprehensive range of premium products surpasses the Original Equipment Manufacturer (OEM) quality requirements for most Japanese car manufacturers. Idemitsu landed their products in Myanmar in 2012 through their appointed local distributor but didn't work out well. Therefore, they appointed their new distributor, Shwe Taung Tet Myanmar Co., Ltd (STT) in June, 2016 to develop their branding and sales.

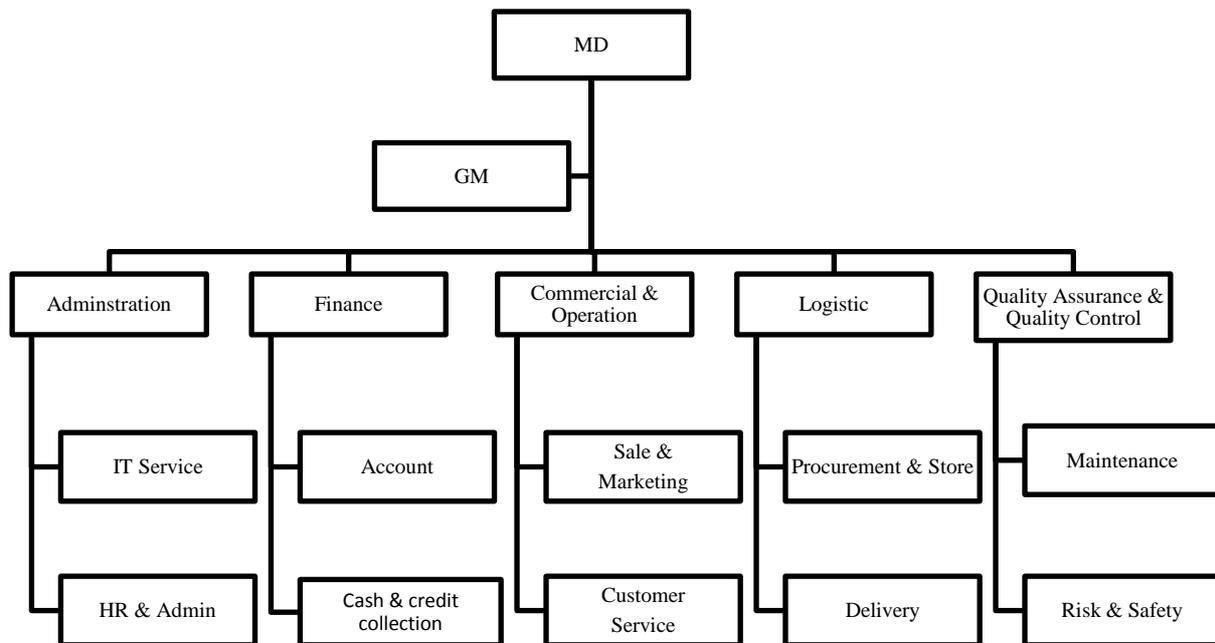
STT was founded in April 2013 and they focus on distribution of automotive products over the country. STT started their first business with MOTUL brand lubricant on distribution of heavy-duty lubricants in Myanmar especially for fishing trawlers and cargo trucks before taken over to distribute Idemitsu lubricant within the country. Within three years of STT's distribution through their strong networks' sales platform, Idemitsu sales is

extremely growth and brand awareness are sustainably higher. Up to now, 32 of different lubricants products are serving in Myanmar. STT appointed 13 sub- distributors (Wholesalers) in large cities around the Myanmar as stated in Figure 3.1. They are in Mandalay, Mawlamyine, Naypyidaw, Hmaw Bi, Bago, Pyay, Pathein, Taunggyi, Monywa, Dawei, Myeik, Pathein, Pyin Oo Lwin and Tachileik. STT’s head office is located in Yangon and one branch office in Lashio.

3.1.1 Organization Structure of Idemitsu (Shwe Taung Tet Myanmar Co., Ltd)

Idemitsu team has a proper organization structure which is stated in figure (3.1).

Figure (3.1) Organization Structure of Idemitsu (STT)



Source: Shwe Taung Tet Myanmar Co., Ltd (2019)

Managing Directors lead the whole operations and link directly to all department directly. Operation department, logistic department, finance department, and all departments are under the direct management of Managing Director of STT. Idemitsu team has 32 staffs and 75% is sales. Idemitsu train their employees and staffs of each department to be skillful and knowledgeable people.

3.2 Marketing Mix Activities of Idemitsu Lubricant

Idemitsu (STT) is one of the hundred percent Myanmar local owned leading distribution chain in Myanmar automotive industry. The growth of the company is very depending on the it's strategies of marketing mix. There are five dimensions of service marketing mix practicing in Idemitsu (STT). They are product, price, place, promotion and people.

3.2.1 Product

It is the main core the customers care about quality. Idemitsu is a leading brand in Japan which specializes in motor-oil for cars, trucks etc. The products of Idemitsu such as engine oil, gear oil, transmission oil, OEM oil, grease, brake fluid and coolant target for 2-wheeler, 4-wheeler, heavy automotive like Tractor and buses. The entire Idemitsu product portfolios in its marketing mix come with some variety that allows a customer to choose from a range of options. The biggest issue with Engine oil is the knowledge available with the potential customer and the existing customer by making enlightenment about the benefits of using good engine oil that allows the engine to last a longer duration. Every category offered by Idemitsu is divided into the type of vehicle, viscosity of the oil. Table 3.2 show focus products of Idemitsu (STT).

Table (3.1) Focus Products of Idemitsu

Focus Products			
Technology	Viscosity	Standard Approval	Packaging
Fully Synthetic	0W20	API-SN, ILSAC GF-5	IL/ 4L/ 200L
Fully Synthetic	5W30	API-SN, ILSAC GF-5	IL/ 4L/ 200L
Fully Synthetic	5W40	API-SN/CF	4L/ IL
Fully Synthetic	5W30	API C14, JASO- DH2	5L
Semi- Synthetic	5W30	API-SN, ILSAC GF-5	IL/ 4L/ 200L
Semi- Synthetic	10W40	API-SN/CF	4L/ IL
Mineral	10W30	API-SN/CF	4L/ IL
Mineral	15W40	API C14, JASO- DH1	IL/ 5L/ 7L/ 20L
Hydro craft	ATF	JASO	4L/ IL
Hydro craft	CVT	JASO	4L
Ethyl Glyco	Coolant		0.5L
Glycol Based	Brake Fluid	DOT 4	0.5L

Source: Shwe Taung Tet Myanmar Co., Ltd (2019)

Motor Oils are specially designed and formulated to cover extra distance. It is available as high-mileage, conventional and synthetic oils for vehicles running on diesel and gas. Gear lubricants offers protection to hardworking parts and is designed to both protect and extend the life of differential gears, rear axle and transaxle in extreme conditions. Two types of Automatic Transmission fluids cover & meet 99 % of Japan, Continental, America, Korea, Chinese cars and truck makers. Idemitsu provide warranty policy on any range of their lubricants.

3.2.2 Price

Pricing is one of the most important dimensions in marketing mix. Most organizations determine the price of a product or service based on all the investments and costs during the preparation of that product or service. There are different strategies for adapting the price: geographical pricing, price discount, and allowance, promotional pricing and differentiate pricing.

As the company's cooperate strategy is differentiation, the pricing level is a bit higher than the similar competitors. As mentioned above, every product category of Idemitsu has different variations within them. Each has different offerings and subsequently come in different sizes and quantities that make prices vary accordingly. For a more rugged use, for example a truck, would need a different sort of oil that keeps the engine smooth even on longer travel durations. However, only low quality oil is needed for Motorcycles. Therefore, prices are not same and hence offer affordability through choices. The competition in this segment derives the prices. Idemitsu uses competitive pricing strategy by sharing higher margin for workshop owners (dealers, mechanic) but also worth to use regarding between price and quality. Another strong point is that Idemitsu set and control their pricing in all level. One more different from their competitors is Idemitsu and STT control to stable their price minimum one year of period without any fluctuation.

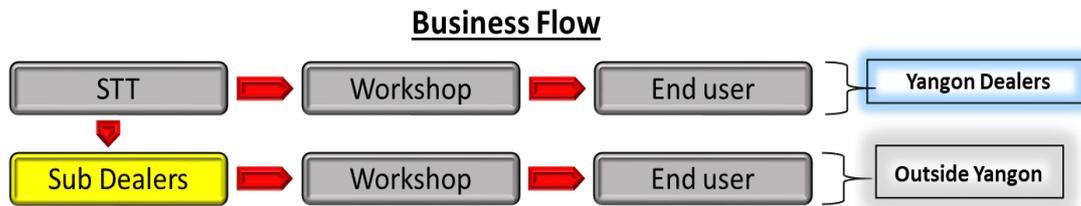
3.2.3 Place

Getting in the wrong location can have a significant impact on profits, service and for long run survival. Different organization has dissimilar location strategy and policies.

Idemitsu is a well renowned and trusted brand. A number of customers prefer Idemitsu over any other brand. This therefore Idemitsu leads to maintaining a brand presence

across the country to serve its customer base. Idemitsu and STT allow to sell only to workshop and automotive service provider (e.g. car wash, tyre repair) and they have to follow Idemitsu pricing policy.

Figure (3.2) Business Flow Structure of Idemitsu (STT)



Source: Shwe Taung Tet Myanmar Co., Ltd (2019)

Idemitsu serves its customers by placing their products at workshops, automotive services and online orders. Idemitsu products are easily available in most parts of Yangon. Their distributor, Shwe Taung Tet company has a strong and widespread distribution network that helps in product availability to customers via works shops and automotive service providers.

3.2.4 Promotion

Promotion enables product awareness, positive attitudes and buying decisions. The objective of market promotion is to tell the customer that the product is released into the markets already and trying to persuade customers to buy and remind the customers about their brand.

Idemitsu offers several promotion programs such as lucky draw, special occasional offers such as seasonal festival promotion activities and other creative promotion programs though out the years.

Idemitsu makes use of its Urban and Rural network to market itself. A lot of direct marketing is also put into use to gain the trust of a vehicle owner that would potentially use the Idemitsu engine oil someday. Word of mouth is also impactful in various areas to attract customers to the point of sale.

3.2.5 People

People can be said as the most valuable capital and all companies need to rely on the front line staff to the Managing Director. The business nature is human intensive service organization. Delivering a good service is the most important and core deliverable for the business. Human resource is the greatest assets of the Company. Sales staffs always have interactions with the customer all time. The services delivered by these all staffs largely effect on customer satisfaction. It means that employees can generate both of customer satisfaction and dissatisfaction.

Employees in Idemitsu (Shwe Taung Tet Company) are trained to be good in personal hygiene, well known about product knowledge. Idemitsu (Shwe Taung Tet company) spends a lot on training and developing programs such as about customer relationship management, marketing management, time management, respectful workplace and risk management so on. Also, quarterly made product knowledge upgrading training & reward system for their employee's motivation and commitment. All managers are responsible to give presentation about etiquette of the employees and the briefing to their subordinates and sharing products knowledge to their dealers. The feedbacks from the customers are important for the improving of service quality.

CHAPTER (4)

ANALYSIS ON CONSUMER BUYING BEHAVIOR OF IDEMITSU LUBRICANT IN YANGON

This chapter is arranged into three main sections. In this first part, the profiles of respondents are presented. The second section is influencing factors on planned behavior of consumer is presented. The last section is analysis on effect of planned behavior on consumer buying behavior of Idemitsu lubricant in Yangon are presented.

In the analysis of influencing factors on consumer buying behavior, descriptive survey method is mainly used. In this measure, it focuses on the variables of firm's marketing and supporting activities on consumer attitudes which are measured by five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree).

4.1 Demographic Profile of the Respondents

In this survey, 120 of motor car users are asked at 60 motorcar workshops from different location in Yangon. The questions are designed to multiple-choice questions on marketing mix activities and customer buying behavior, out of which the respondents have to choose the most relevant answer. The respondents' demographic profiles are shown in Table 4.1.

Table (4.1) Demographic Profile of Respondents

Demographic Profiles		Number of Respondents	Percentage (%)
Total		120	100
Gender	Male	109	91
	Female	11	9
Age Group	20 or younger	2	2
	21 -30 Years	25	21
	31 - 40 Years	51	43
	41- 50 years	33	28
	51- 60 years	6	5
	Older than 60 Years	3	3
Education Level:	Under graduate	22	18
	Bachelor's degree	80	67
	Master's degree	15	13

	Ph D	3	3
Monthly Income:	300,000 Kyats or less	2	2
	300,001 – 600,000 Kyats	18	15
	600,001 – 900,000 Kyats	25	21
	900,001 – 1,200,000 Kyats	21	18
	1,200,001 – 1,500,000 Kyats	45	38
	> 1,500,000 Kyats	9	8
Occupation:	Student	6	5
	Private company employee	83	69
	Government staff	9	8
	Business owner	12	10
	Freelance	6	5
	Retired	3	3
	Unemployed	1	1
Brand of Motorcar	Toyota	64	53
	Suzuki	22	18
	Honda	14	12
	Nissan	5	4
	Ford	2	2
	Mercedes	2	2
	BMW	2	2
	Mazda	5	4
	Mitsubishi	3	3
	KIA	1	1
	Type of Motorcar	Sedan	63
Wagon		34	28
SUV		18	15
MPV		4	4
Truck		1	1
Manufacture date (Model Year)	2000 or Less	7	6
	2001 to 2005	22	18
	2006 to 2010	45	38
	2011 to 2016	35	29
	2017 and above	11	9
Engine Power	1000 CC or Less	2	2
	1001 CC to 2000 CC	57	48
	2001 CC to 3000 CC	42	35
	> 3000 CC	19	16

Source: Survey Data (2019)

As shown in Table 4.1, most respondents are male. Most of the respondents in this

study are between 31 and 40 years old and which is about 43% of the total respondents, and then follow by 41 to 50 years old. Therefore, motor car drivers or owners are tended to the choice of middle age group. Most respondents are bachelor's degree holder and it is about 67% of the total respondents and earning monthly income is between 600,000 to 900,000 MMK. Company staffs are the majority of respondents. According to the demographic characteristic of the respondent, Toyota brand, Sedan Type of car. Majority of motor car are manufactured on between 2006 to 2010 and 1001-2000CC engine power.

4.2 Consumer Perception on Marketing Mix Activities

This section is influencing factors on planned behavior of consumers. There are five influencing factors on planned behavior. They are product, price, place, promotion and people which influence on attitude, subjective norms and perceived behavior control.

4.2.1 Product

Product of the consumers could influence on the consumers' choice on lubricant. In order to find out the important of product factor on Idemitsu lubricant in Yangon, structured questionnaire was used. In this study to find out the effect of product in Yangon, 120 customers have been surveyed. The results are shown Table (4.2) based on survey findings.

Table (4.2) Product factors of Idemitsu Lubricant

Sr. No	Product	Mean	Std Deviation
1	Idemitsu lubricant is quality product.	3.83	0.87
2	Attractive packaging is important.	3.86	0.77
3	Superior quality products.	3.82	0.90
4	World-wide well- known brands.	3.68	0.81
5	Full ranges to all type of vehicles.	3.78	0.88
6	Clear warranty policy.	3.73	0.77
7	Packaging size is important.	3.45	0.78
Overall Mean		3.74	

Source: Survey Data, 2019

In order to find out the important of product factor on Idemitsu lubricant in Yangon, structured questionnaires were used. The mean scores of the product factors are presented in

the study based on findings. In this study to find out the effect of product in Yangon, 120 customers have been surveyed. The results are shown Table (4.2) based on survey findings.

According to the product feature survey data, product features can affect consumers buying decision on Idemitsu lubricant. Attractive packaging or superior quality most influence on the intention of consumers to acquire Idemitsu lubricant. Those factors can support consumers are more likely to purchase a lubricant while there is quality product. Especially, most of the middle age of (31-40) years apply product technology widely and they want to use Idemitsu because of Idemitsu attractive and easy-to-use packaging. Besides, warranty policy and ranges of lubrication products are other factors that influence consumers purchase decision towards Idemitsu lubricant. According to the overall mean score, the above-mentioned facts can moderately influence on Idemitsu lubricant in Yangon.

4.2.2 Price

Price is important factor that leads toward planned behavior of customer buying decision. In order to find out the importance of price on Idemitsu lubricant in Yangon, structured questionnaires were used. The mean scores of the price factors are presented in the study based on findings.

In this study to find out the effect of price in Yangon, 120 customers have been surveyed. The results are shown Table (4.3) based on survey findings. According to Table (4.3), the price that consumers pay for a product is the amount they are willing to exchange in order to obtain with price and quality derived from the particular product.

Even Idemitsu is reasonable price than other, consumers are willing to pay. Furthermore, price is the main factor that affects the income generated by the particular product. The price of the product is a main factor in generating sales and inducing consumer purchase decision.

Table (4.3) Price factors of Idemitsu Lubricant

Sr. No	Price	Mean	Std Deviation
1	Prices are relevant to the quality.	3.71	0.67
2	Price is reasonable than other.	3.76	0.61
3	Price maintains the same with all shops.	3.71	0.69

4	Price is stable compare to others.	3.78	0.69
5	Worth to use with price & quality.	3.66	0.65
6	Cheap lubricant may have some risks.	3.82	0.72
Overall Mean		3.74	

Source: Survey Data, 2019

On the other hand, some consumer perceive products with higher price contains a high quality are willing to pay higher price to purchase for it. This is due to the fact that certain consumers positively perceive high priced products are of a high quality. This clearly signifies to us that price is a variable that has a direct impact on the purchase decision of consumers. According to the overall mean scores, pricing is effective factor on Idemitsu lubricant in Yangon.

4.2.3 Place

Place is important that influencing towards buying behavior. In order to find out the important of place on Idemitsu lubricant in Yangon, structured questionnaires were used. The standard deviation, percentage and mean scores of the place factors are presented in the study based on findings.

In this study to find out the effect of place features in Yangon, 120 customers have been surveyed. The results are shown Table (4.4) based on survey findings.

Idemitsu product are available on most of Automobile services and selling in Yangon area. According to the survey results, place factor can impact on consumers buying decision of Idemitsu lubricant is moderately effect.

Table (4.4) Place Factors of Idemitsu Lubricant

Sr.No	Place	Mean	Std Deviation
1	Can buy from online market.	3.72	0.65
2	Can deliver products in time.	3.71	0.73
3	Available on most of Automobile services.	3.83	0.64
4	Most of car service center are selling.	3.73	0.77
5	Visible on product display counter.	3.69	0.63

Overall Mean	3.74	
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Source: Survey Data, 2019

4.2.4 Promotion

Promotion also is important factor that influencing towards buying behavior. In order to find out the important of promotion factor on Idemitsu Lubricant in Yangon, structured questionnaires were used. The standard deviation, percentage and mean scores of the promotion factors are presented in the study based on findings.

In this study to find out the effect of promotion in Yangon, 120 customers have been surveyed. The results are shown Table (4.5) based on survey findings.

Table (4.5) Promotion Factors of Idemitsu Lubricant

Sr.No	Promotion	Mean	Std Deviation
1	Mechanic's Recommendation on Idemitsu	3.84	0.67
2	Offering promotion of Idemitsu	3.67	0.67
3	Giving useful suggestions by Salesmen	3.85	0.72
4	Availability of Communicate in many ways.	3.84	0.66
5	Advertisement and campaigns are attractive.	3.92	0.67
6	Visibility of Branding	3.83	0.71
Overall Mean		3.82	

Source: Survey Data, 2019

According to the mean score of survey data, one reason for selecting the Idemitsu lubricant brand by customers is because of attractive advertisement and campaigns. Idemitsu sale staffs also give useful suggestions and car mechanics also recommend to use Idemitsu lubricant. According to the overall mean score, the above-mentioned facts can moderately influence on Idemitsu lubricant in Yangon.

4.2.5 People

People are important influencing factors towards purchase behavior. In order to find out the importance of people factors on Idemitsu lubricant in Yangon, structured

questionnaires were used. The standard deviation, percentage and mean scores of the people factors are presented in the study based on findings.

In this study to find out the effect of people in Yangon, 120 customers have been surveyed. The results are shown Table (4.6) based on survey findings.

Table (4.6) People Factors of Idemitsu Lubricant

Sr.No	People	Mean	Std Deviation
1	Product knowledge competency of staffs and mechanic	3.81	0.87
2	Paying attending to enquires by staffs and mechanic	4.06	0.74
3	Courteous and friendly staffs and mechanic	3.99	0.77
4	Ability of staffs and mechanic to resolve issues.	3.90	0.75
5	Mechanic's knowledge of where Idemitsu is selling.	3.97	0.84
6	Providing after sales service.	3.81	0.79
Overall Mean		3.92	

Source: Survey Data, 2019

According to the people survey data, Idemitsu marketing staffs and automobile mechanics attend to customer enquiries. People will seek out a product or service with extra information like this in order to get the most out of their needs. Idemitsu well-trained staffs and mechanic are courteous and friendly and they explain about the strength of Idemitsu products. Idemitsu staff and mechanic have ability to resolve product issues. According to the overall mean score, the above-mentioned facts can influence on Idemitsu lubricant in Yangon.

4.2.6 Planned Behavior

Customer's behaviors are very important in making the purchase decision. Customers usually select the lubricant not only on the factors relating to the product and services but also on their behavior.

Table (4.7) Planned Behavior of Idemitsu Lubricant

Sr.No	Planned Behavior	Mean	Std Deviation
Attitude			
1	No chance to save fuel cost without using Idemitsu	3.83	0.80

2	Experiences about Idemitsu.	3.83	0.93
3	Engine care using Idemitsu is a wise idea.	4.06	0.81
4	Good relation with automobile mechanic.	3.94	0.91
5	Improving engine life by using Idemitsu.	3.88	0.75
Overall Mean (AT)		3.91	
Subjective Norms			
1	Influencer's force to use Idemitsu	3.65	0.71
2	Influence of important people to use Idemitsu	3.70	0.69
3	Support of service centers to use Idemitsu	3.74	0.77
4	Recommendation of sources recommend to use Idemitsu	3.75	0.71
5	Referral of professional mechanics to use Idemitsu	3.99	0.74
Overall Mean (SN)		3.77	
Perceived Behavior Control			
1	Affordability to use Idemitsu	3.80	0.72
2	Enough knowledge to use Idemitsu	3.69	0.66
3	Suitability with vehicle.	3.71	0.68
4	Decision of using good lubricant from market.	3.73	0.71
5	Trying to buy not even in urgent need	3.77	0.72
Overall Mean (PBC)		3.74	

Source: Survey Data, 2019

In order to analyze the planned behavior of the customers, 120 customers are surveyed. The results of the attitude, subjective norms and perceived behavior control of them are shown in Table (4.7).

Regarding to the attitude, consumer is using the Idemitsu product for engine care and maintenance. The reason is that the consumers have already had product knowledge and know benefits of Idemitsu products before purchase. Most of respondents are private company employees and they choose automobile workshop that has good relationship with them to do motor car service as they will get good ideas and so many benefits concern with their car. Good communication with mechanics can be a great source of product knowledge,

servicing and maintenance but the consumers understand the impact of using quality product on mental health. According to the overall mean score, many customers have attitude components that can moderately influence on Idemitsu lubricant in Yangon.

Concerning with Subjective Norms Component, customers make the casual talk about the entire experience after purchasing users. Thus, Word of Mouth is most effective here and professional person and people around who had purchasing experiences can influence people’s buying decision on Idemitsu lubricant. People can accept professional person as automobile mechanics of recommendation. According to the overall mean score, many people have the subjective norms which moderately influence on Idemitsu lubricant customers.

Regarding to the perceived behavior control component, most people buy Idemitsu because of affordability. Consumers want to take investigation about the first lubricant they think in mind. Most of customer learns product knowledge from internet by themselves. Consumers known that Idemitsu product have good quality and that is suitable with Myanmar vehicle situation. Many customers perceive that Idemitsu lubricant make them affordable and convenient at moderate level. Most of respondents also buy Idemitsu lubricant even if it is not urgent need for them. According to the overall mean score, most customers have perceived behavior control component that can moderate influence on Idemitsu lubricant customers.

4.2.7 Influencing Factors on Planned Behavior

In this research, linear regression model is used in order to find out the analysis on product, price, promotion, place and people by surveying 120 customers from Yangon area. Table (4.8) shows the effect of marketing mix (5Ps) such as product, price, promotion, place and people on Attitude Component of the Customers.

Table (4.8) Influencing Factors on Attitude Component of Planned Behavior

Variable	Unstandardized Coefficients		β	T	Sig	VIF
	B	Std Error				
(Constant)	.527	.323		1.631	.106	
product	.167***	.060	.169	2.790	.006	1.345
Price	.167	.117	.131	1.424	.157	1.069
Place	.351***	.104	.277	3.389	.001	2.440

Promotion	.435***	.107	.377	4.066	.000	1.134
People	.056	.057	.053	.976	.331	1.095
R Square	.688					
Adjusted R Square	.674					
F value	50.175***					
Durbin-Watson	1.458					

Source: Survey Data, 2019

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

According to Table (4.8), the specified model could explain well about the variation of the attitude component of the respondents in Yangon since the value of R^2 is almost 69 percent. The model can explain 67 percent about the variance of the independent variable and dependent variable because Adjusted R square is .674. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid.

Product variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in product factors lead to the effect on customers who have attitudes component of the customers. An increase in product by 1 unit will also raise the effect on customers who have attitudes of the customers by .167 units.

Place variable has the expected positive sign and is significant coefficient value at 1 percent level. The positive relationship means that the increase in place leads to increase effect on customers who have attitude component of the customers. The increase in place by 1 unit will also increase the effect on customers who have attitudes components of the customers by .351 units.

Promotion features variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in promotion feature factors lead to the effect on customers who have attitudes component of the customers. An increase in promotion features by 1 unit will also raise the effect on customers who have attitudes component of the customers by .435 units.

The standardized coefficient (Beta) of promotion factor has the largest value (.435) among five explanatory variables indicating that promotion factor has the greatest

contribution to the effect on customers who have attitudes component of the customers when the variance explained by other variables is controlled for.

The overall evaluation reveals that models explain the variation in component variable of the customers well because the estimation produced expected signs and significant coefficients for most variables. The increases of the product, place and promotion have the positive effects on customers who have attitudes component of the customers. On the other hand, price and people could not effect on customers who have attitudes component of the customers.

In summary, the results show that most factors have significant value and the main determination of attitudes component of the customers to be the promotion feature. Most customers who have attitudes component mainly focus on promotion activities while they choose Idemitsu lubricant in Yangon.

Today, the consumers who use the lubricant are widely exposed to various types of motor cars and machines. Each of them races to innovate products with different types and technology. The lubricant has diverse usages to different engine type in accordance with their necessities. With the dramatic increase in automobile & machine usage in recent years, people take into account various factors while they decide to purchase lubricant.

In this research, Table (4.9) shows the effect of marketing mix (5Ps) such as product, price, promotion, place and people on subjective norms component of the customers.

Table (4.9) Influencing Factors on Subjective Norms Component of Planned Behavior

Variable	Unstandardized Coefficients		β	T	Sig	VIF
	B	Std Error				
(Constant)	2.006	.354		5.667	.000	
Product	.114*	.066	.148	1.727	.087	1.345
Price	-.098	.129	-.098	-.761	.448	1.069
Place	-.168	.113	-.171	-1.480	.142	2.440
Promotion	.105	.117	.117	.895	.373	1.134
People	.498***	.062	.618	7.992	.000	1.095
R Square	.378					

Adjusted R Square	.351
F value	13.846***
Durbin-Watson	1.854

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 well about the variation of the subjective norms component of the respondents in Yangon since the value of R^2 is almost 38 percent. The model can explain 35 percent about the variance of the independent variable and dependent variable because Adjusted R square is .351. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid.

Product features variable has the expected positive sign and significant coefficient value at 10 percent level. The positive relationship indicates that the increase in product feature factors lead to the effect on customers who have subjective norms component of the customers. An increase in product feature by 1 unit will also raise the effect on customers who have subjective norms of the customers by .114 units.

People feature variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in people factors has more effect on customers who have subjective norms component. An increase in people factor by 1 unit will also raise the effect on customers who have subjective norms component of the customers by .498 units.

The standardized coefficient (Beta) of people feature factor has the largest value (.618) among five explanatory variables indicating that people factor has the greatest contribution to the effect on customers who have subjective norms component of the customers when the variance explained by other variables is controlled for. The overall evaluation reveals that models explain the variation in component variable of the customers well because the estimation people expected signs and significant coefficients for most variables. The increases of the product feature and people have the positive effects on customers who have subjective norms component of the customers. On the other hand, price, promotion and place could not effect on customers who have subjective norms component of the customers.

In summary, the results show that most factors have significant value and the main determination of subjective norms component of the customers to be the people factor. Most

customers who have subjective norms component mainly focus on people features while they choose Idemitsu lubricant in Yangon. The people who are Idemitsu staffs and mechanics able to satisfy customer needs are one of the arguments that influence people's buying decision.

Table (4.10) Influencing Factors on Perceived Behavior Control of Planned Behavior

Variable	Unstandardized Coefficients		β	t	Sig	VIF
	B	Std Error				
(Constant)	.610	.388		1.569	.119	
Product	.201***	.072	.231	2.784	.006	1.345
Price	.286**	.141	.254	2.029	.045	1.069
Place	.223*	.125	.201	1.794	.075	2.440
Promotion	.076	.128	.075	.591	.556	1.134
People	.044	.068	.048	.638	.525	1.095
R Square	.416					
Adjusted R Square	.390					
F value	16.229***					
Durbin-Watson	2.158					

Source: Survey Data, 2019

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

Table (4.10) shows the effect of marketing mix (5Ps) such as product, price, promotion, place and people on Perceived Behavioral Control Component of the Customers.

According to Table (4.10), the specified model could explain very well about the variation of the attitude component of the respondents in Yangon since the value of R^2 is almost 41 percent. The model can explain 39 percent about the variance of the independent variable and dependent variable because Adjusted R square is .390. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid.

Product features variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in product feature factors lead to the effect on customers who have perceived behavioral control component of the customers. An increase in product features by 1 unit will also raise the effect on customers who have perceived behavioral control of the customers by .201 units.

Price feature variable has the expected positive sign and moderate significant coefficient value at 5 percent level. The positive relationship indicates that the increase in price factors has more effect on customers who have perceived behavioral control component. An increase in price by 1 unit will also raise the effect on customers who have perceived behavioral control component of the customers by .286 units.

Place variable has the expected positive sign and significant coefficient value at 10 percent level. The positive relationship indicates that the increase in place factor has more effect on customers who has perceived behavioral control component. An increase in place factor by 1 unit will also raise the effect on customers who have perceived behavior control component of the customers by .223 units.

The standardized coefficient (Beta) of price factor has the largest value (.254) among five explanatory variables indicating that price factor has the greatest contribution to the effect on customers who have perceived behavior control component of the customers when the variance explained by other variables is controlled for. The overall evaluation reveals that models explain the variation in component variable of the customers well because the estimation produced expected signs and significant coefficients for most variables. The increases of the product, price and place have the positive effects on customers who have purchase behavior control component of the customers. On the other hand, promotion and people could not effect on customers who have perceived behavior control component of the customers.

In summary, the results show that most factors have significant value and the main determination of perceived behavior control component of the customers to be the product factor. Most customers who have perceived behavior control component mainly focus on price features while they choose Idemitsu lubricant in Yangon. The perceived behavioral control has an influence on the individual's decision to perform certain behaviors; specifically, in the context of product information related topics indicated that perceived behavioral control on buying product is positively influences the behavior to buy products from the automobile service center. In addition, that perceived behavioral control has a direct positive influence on an individual's decision to perform lubricant brand.

4.3 Analysis on Effect of Planned Behavior on Buying Behavior

This section is analysis of planned behavior on customer buying behavior. There are three components on buying behavior. They are attitude, subjective norms, and perceived behavior control which influence on customer buying behavior.

4.3.1 Buying Behavior

In order to analyze the buying behavior of the customers, 120 customers are surveyed. The results of the buying behavior of they are shown in Table (4.11).

Regarding to the buying behavior Table (4.11), the only way for customers that wish to buy Idemitsu lubricant is good post purchase service. When they confront their environment and themselves, they will praise Idemitsu product if they are satisfied with the quality that Idemitsu product is able to provide and they will recommend to their friends that have not used Idemitsu product. Most of respondents are intention to buy Idemitsu product.

Table (4.11) Buying Behavior of Idemitsu Lubricant

Sr.No	Buying Behavior	Mean	Std Deviation
1	Buying because of perceived value in relation to price.	3.93	0.65
2	Buying after learning complete information	3.93	0.64
3	Buying because of high intention to buy Idemitsu.	3.95	0.72
4	Buying because of good post purchase service.	4.06	0.68
5	Buying because of good reputation lubricant.	3.88	0.63
6	Buying because of past and continuous experiences	3.96	0.68
Overall Mean		3.95	

Source: Survey Data, 2019

The evolution of lubricant market has affected the users especially the middle level generation in term of Myanmar motor car market situation. People choice the Idemitsu lubricant because their past and current experiences are contributing to buy Idemitsu

products. According to the overall mean score, most customers have purchase decision that can moderate influence on buying behavior.

4.3.2 Effect of Planned Behavior on Buying Behavior

In order to find out the effect of planned behavior on buying behavior of customer buying decision, this is important for Idemitsu how the customers make the buying decisions in order to get more competitive advantage and market share. In this study, linear regression is used to test the analysis between independent factors planned behavior and dependent variables buying behavior. Table (4.12) shows the effect of planned behavior on customer buying behavior.

According to Table (4.12), the specified model could explain well about the variation of the buying behavior the respondents in Yangon since the value of R^2 is almost 70 percent. The model can explain 69.5 percent about the variance of the independent variable (planned behavior) and dependent variable (buying behavior) because Adjusted R square is .695. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid.

Table (4.12) Effect of Planned Behavior on Buying Behavior

Variable	Unstandardized Coefficients		B	t	Sig	VIF
	B	Std Error				
(Constant)	.949	.254		3.743	.000	
PB Control	.172***	.062	.190	2.784	.006	1.819
Sub Norms	.056	.053	.054	1.059	.292	1.022
Attitude	.549***	.055	.689	10.029	.000	1.843
R Square	.703					
Adjusted R Square	.695					
F value	91.439***					
Durbin-Watson	1.885					

Source: Survey Data, 2019

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

Attitude variable has the expected positive sign and is significant coefficient value at 1 percent level. The positive relationship means that the increase in attitude leads to more affect customers' buying behavior. The increase in attitude by 1 unit will also raise the effect on customers' buying behavior by .549 units.

Perceived behavioral control variable has the expected positive sign and is significant coefficient value at 1 percent level. The positive relationship means that the increase in perceived behavioral control leads to more effect on customers' buying behavior. The increase in perceived behavioral control by 1 unit will also raise the effect on customers' buying behavior by .172 units.

The standardized coefficient (Beta) of attitude has the largest value (.689) among three planned behavior indicating that attitude have the greatest contribution to the effect on customers who have buying behavior of the customers when the variance explained by other variables is controlled for. The overall evaluation reveals that models explain the variation in attitude variable of the customers well because the estimation produced expected signs and significant coefficients for most variables. The increases of attitude and perceived behavioral control have the positive effects on customers' buying behavior.

In summary, the results show that most factors have significant value and attitude is the main determination of the customers' buying decision. The customer's buying behavior is influenced by attitude, which means a customer's behavior is influenced by what their feel on product and recommendation of the mechanic. Therefore, a customer should perform the behavior in question according to the opinion of his/her past experience on product.

The Planned behavior is an effective tool to predict buying process. Planned behavior may be change under the influence factors. This study has proposed five factors before deciding to purchase the product, which are, product, price, place, promotion and people. Basically, planned behavior represents to what customers think they will buy lubricant. Customers with behavior to buy certain products will exhibit higher actual buying rates than those customers who demonstrate that, they have no behavior of buying. Customer's plan of buying lubricant is the first step in developing demand for lubricant products. However, planned behavior is necessarily equating with actual buying behavior. The actual planned behavior in the lubricant products, it is significant to explore the consumer actual buying behavior in this study.

The data for these results is based on an analysis of 120 customers at 60 automobile service centers in Yangon. This assessment was limited in this way so as to correlate a fairly large sample of data for planned behavior and buying behavior of the Idemitsu lubricant users.

CHAPTER (5)

CONCLUSION

This chapter is organized with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the suggestions for the further study needs for Idemitsu lubricant.

5.1 Findings and Discussions

Lubricant (engine oil) industry is highly competitive and many new models come out to market. STT has many authorized resellers and this study is perfectly done by collecting structured questionnaires to 120 customers at sixty automobile service centers in Yangon area. Buying behavior and purchase decision can be developed through excellent product, price, place, promotion and people. Customer is the king of a business organization. Customer planned behavior is deeply interrelated with customer's buying behavior. In this study, the result found that product, promotion and people are the mediating construct which has strong relationship to planned behavior. The higher product feature level results in a higher planned behavior.

In this study, individual factor analysis includes demographic profile of respondent's analysis, frequency and characteristics of different types of influencing factors. In demographic profiles of respondents, according to the survey data, most of the respondents are males. Majority of the respondents are educated, mostly working adult and they are private company employees. Among the 120 respondents, below 20 years old respondents represent the least portion as they are not familiar with lubricant experience like young people. Majority are using Toyota brand, engine power 1000 CC to 2000 CC of sedan type motor car and model year from 2006 to 2010 manufactured.

Based on the analysis and the discussion in the previous chapter, it is clear to us that the price and people have not an impact on the attitude of planned behavior. The price and people of Idemitsu lubricant have an indirect influence on the planned behavior of middle age consumers in Yangon. From the survey done and the results obtained, the Idemitsu product has been positioned in consumers mind strongly in a positive manner. This strong perceived positive image of the brand has induced buying behavior. This is also likely to induce a

repeat purchase of the brand by the Idemitsu customers. Therefore, STT and its marketing team should to closely align their positioning methods to perfectly suit their respective targeted consumers segments. STT has to study and analyze the consumer perceived value on the Idemitsu product and alter its positioning if the need arises.

According to the survey findings regarding personality traits, many customers have few attitude component, subjective norms component and perceived behavioral control component can be moderately influence on customer as they learn about Idemitsu lubricant via motor car workshop, Facebook and society etc. In additions, they usually used to evaluate product quality, facility and they got recommended from workshop mechanics.

Regarding attitude component, most customers have good relationship with mechanics that can influence on customers purchase decision. They already have known good product quality of Idemitsu lubricant before they purchase it. Concerning with subjective norms component, many people have the subjective norms components which moderately influence on customers. Idemitsu lubricant has also good references from professional motor car service provider of their society. So, most respondents recommend Idemitsu lubricant to their friends as they also continue buying Idemitsu lubricant from this automobile oil industry.

According to the findings, among the five independent factors, product features, place and promotion factors have the greatest contribution that effect on customers who have Attitude components. On the other hand, pricing and people could not effect on customers who have attitude component.

Among the five independent factors, people and product factor has the greatest contribution to the effect on customers who have subjective norms components. The increases of the people and product have the positive effects on customer who have subjective norms components of the customers. On the other hand, price, place and promotion could not effect on customers who have subjective norms components of the customers.

According to the regression result, product features factors have the greatest contribution to the effect on customers who have perceived behavioral control components of the customers. The increases of the product, price and place have the positive effects on customers who have perceived behavioral control component of the customers. On the other

hand, promotion and people could not effect on customers who have perceived behavioral control component of the customers.

Finally, the most influential components among three components on the buying behavior of Idemitsu lubricant is Attitude component and perceived behavioral control is followed. Generally, the increases of attitude and perceived behavioral control components have the positive effects on customer buying behavior.

5.2 Suggestions and Recommendations

Based on the findings mentioned above, Idemitsu lubricant in Yangon should focus target on people between 31 and 40 years old who are usually get proper job and are affordable to use lubricant for their daily use motor car. Idemitsu lubricant should focus on local motor car distributor, service center and mechanics, mostly by offering B2B relationships as their customer usually buy with monthly maintenance and service package.

Relating to product factor, Idemitsu lubricant should also offer different categories levels in order to get more market shares like B2B business flow such as motorcar manufacturer, Taxi fleet, cargo fleet and travel & tours companies. Most respondents are business employees and graduate, they are willing to learn product information among the lubricant market. Thus, if the product offers should add product information updated such as quality, recommendation, classification levels to obtain more customer belief on Idemitsu products. Besides, the Idemitsu lubricant as a component mix is differentiated well as a king of chemical over the world, it offers different innovative features and design quality compared to its competitors for different customer segments. Idemitsu company should do product launching with product knowledge and powerful new innovative information and aggressive promotion is generating success for Idemitsu lubricant. Regarding product feature is one of the variables investigated in this research has a significant impact on the consumer buying behavior towards Idemitsu lubricant. According to the results, marketers and sales staffs should focus on product specification, user manual with Myanmar language to get better product awareness of consumers. And assuring product warranty such as wrong lubrication recommendation for any damages occur, company will compensate by replacing required parts and new products with free of charges.

Regarding price, Idemitsu lubricant price are standardized in whole country. Customer belief Idemitsu lubricant price is not cheap in market but they though reasonable

with the product quality and market price. Company should introduce promotions regularly so that regular customers will be satisfied when the promotions. Then, most of B2B customer will wait to buy when promotion occur. Moreover, Idemitsu lubricant should offer seasonal discount and other benefits such as FOC oil change service changes, FOC oil filter etc.

Regarding Place, Place refers to distribution or the methods and location company use for Idemitsu products to be easily accessible to the target customers. Company product dictates how it should be distributed. Currently Idemitsu is getting 80% of sales orders from B2B and other are B2C channel. In future, company should focus on end users to get more sale order from B2C by selling with direct selling method such as door to door selling, online selling etc. Moreover, company should focus to use computerize standard system such as ERP, SAP etc. to improve efficient and effective methods or system such as stock control, channel distribution, order taking, payment and debt collection so on.

Regarding promotion, Idemitsu lubricant should prepare updated packaging design and product information based on customer's need and want. Creating posts and online conversations such as motor car buys and sell groups and lead by influencers, endorsers and/or social media celebrities to influence consumers. Shwe Taung Tat Myanmar Company should give back to customers to display that appreciation, be it through free gifts, surprise sales, discount codes or something else. Because of promotional e mails, almost half of mail recipients will make a purchase. Those incentives can also attract them for future purchases.

Regarding people factor, Idemitsu lubricant team should understand that every customer touch point is an opportunity or vulnerability, and team should focus on post purchase service that customer considered as important as the pre-purchase experience. According to the people, most respondents sometimes ask others' experience before they buy the lubricant because they like to know quality and specifications of the products. Myanmar people are taking mechanics suggestions to buy the lubricant. Moreover, mechanics ideas are affected on buying behavior. Idemitsu lubricant should promote lubricant as a necessity within a social community such as motor car service groups. This can be achieved by initiating and spreading positive word-of-mouth through promotions via endorsement from effective reference groups that are at the center of attention among middle age level. This will allow people influencers to make positive recommendations and increase awareness about the Idemitsu lubricant functions, by giving them a greater encouragement to use lubricants.

5.3 Needs for Further Research

This study focuses only on influencing factors on consumer buying behavior toward Idemitsu lubricant. It does not include consumer buying behavior on other imported lubricant brands. Therefore, comparative study on consumer buying behavior in different lubricant brand will be worthwhile for designing marketing programs of lubricant distributor. Sample respondents are customers from sixty automobile service centers in Yangon area. If the research is countrywide, it can be faithful research. This study focuses only on the buying behavior of the lubricant users by using theory of planned behavior model. Thus, it is better if the further researches can be based on the other relevant model as well.

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APPENDIX I

Dear Respondent,

I'm an executive MBA student from Yangon University of Economics, and conducting an academic research paper on the effect of marketing mix on customer buying behavior towards idemitsu lubricant in Yangon as part of my MBA programme.

Your participation is voluntary and information provided by you during the research will not be attributed to you as an individual.

If you have read the above information and agree to participate in this study kindly proceed to fill in this questionnaire.

Your co-operation will be highly obliged.

Thank You.

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Survey Questionnaire: **The Effect of Marketing Mix on Customer Buying Behavior towards Idemitsu Lubricant in Yangon.**

SECTION (A) Demographic Factors

1. Gender:

- Male
 Female

2. Age:

- 20 or younger
 21-30 years
 31-40 years
 41-50 years
 51-60 years
 Older than 60 years

3. Education Level:

- Under graduate
 Bachelor's degree
 Master's degree
 Ph D

4. Monthly Income:

- 300,000 Kyats or less
 300,001 - 600,000 Kyats

9. What is your motorcar engine power (CC) used Idemitsu product?

1000 CC or Less

1001 CC to 2000 CC

2001 CC to 3000 CC

More than 3000 CC

SECTION (B)

Please write (1 to 5) end of the question that best fits your level of agreement with each statement. There is no right or wrong answer. What you think is the most important.

(1 = Strongly Disagree; 2 = Disagree; 3 = Ambivalent; 4 = Agree; 5 = Strongly Agree)

	Product	1	2	3	4	5
1	Idemitsu lubricant is quality product.					
2	It is important for the lubricants to be provided with attractive packaging.					
3	Idemitsu offers superior quality products than other Lubricants.					
4	The products' Idemitsu brand is world-wide well- known brands.					
5	Idemitsu offered full ranges of lubrication to all type of vehicles.					
6	Warranty policy of the products what should be given by Idemitsu Lubricant is very clear.					
7	The verity of packaging size of the Lubricant that important one of the people choose.					

	Price	1	2	3	4	5
1	Prices of the idemitsu products are relevant to the product quality.					
2	Idemitsu's price is more reasonable than other.					
3	Idemitsu's price maintain the same one to another automobile service centers.					
4	Idemitsu price is stable compare to others.					
5	I buy idemitsu products because they are worth to used regarding between with their price & quality.					
6	The cheapness of some lubricant brands suggests to me that they may have some risks, such as low quality.					

	Promotion	1	2	3	4	5
1	The car mechanics recommend Idemitsu lubricant.					
2	Idemitsu lubricant offers promotion items, extra features and other extra benefits.					

3	Salesmen of idemitsu give useful suggestions to me.					
4	I can communicate Idemitsu in many ways whenever I want. (Ph, SMS, web pages)					
5	Idemitsu's advertisement and campaigns is attractive to me.					
6	Idemitsu brand name, logo and posters are visible at most of the workshops.					

	Place	1	2	3	4	5
1	Idemitsu products are available to buy from online market.					
2	Idemitsu deliver products to my location in time when I want.					
3	Idemitsu products available and visible on most of Automobile service centers in Yangon.					
4	Most of car service center are selling Idemitsu products.					
5	Idemitsu products are visible on most of product display counter in Automobile service center.					

	People	1	2	3	4	5
1	Idemitsu Sales staff and workshop mechanic are competent in product knowledge.					
2	Idemitsu Sales staff and workshop mechanic attend to you enquires.					
3	Idemitsu Sales staff and workshop mechanic are courteous and friendly.					
4	Idemitsu staff and workshop mechanic have ability to resolve issues pertaining to products and services.					
5	Most of mechanic has important product knowledge of Idemitsu where idemitsu are selling.					
6	Idemitsu Sales staff provide after sales service support has met your expectation.					

Attitude		1	2	3	4	5
1	If I do not use idemitsu product, I don't have chance to save fuel cost.					
2	I have many experiences about idemitsu product.					
3	Using the idemitsu product for engine care is a wise idea.					
4	I think having good relation with idemitsu automobile mechanic is good beneficial.					
5	I believe that improve my car engine life, by using idemitsu updated technology product.					

Subjective Norms		1	2	3	4	5
1	People who influence my behavior think that I should use the idemitsu product.					
2	People who are important to me think that I should use the idemitsu product.					
3	Most of the automobile service centers have supported the use of the idemitsu product.					
4	If sources, (internet, mass media ...) that important to me recommend that I need to use idemitsu product.					
5	Most of Automobile professional mechanic support that good reference to use idemitsu product.					

Perceived behavioral control		1	2	3	4	5
1	I am affordable to use idemitsu product.					
2	I have the knowledge necessary to use the idemitsu product.					
3	The idemitsu product is suitable with the vehicle, I drive.					
4	I have the power to decide whether I want to use good lubricant from market.					
5	I will try to buy idemitsu product even it not urgent need for me.					

	Buying Behavior	1	2	3	4	5
1	I always purchase Lubricant with perceived value in relation to price.					
2	I will buy Lubricant just after learning complete information about the product.					
3	My intention to purchase Idemitsu product is very high.					
4	I like to buy Idemitsu product because of good post purchase service.					
5	I am going to buy Lubricant with good reputation in market.					
6	Past and current experiences contribute to a great deal in deciding the lubricant to be bought.					

APPENDIX II

Regression

Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.838 ^a	.703	.29607	.703	91.439	3	116	.000	1.885

a. Predictors: (Constant), AttiMean, SubNMean, PBControlMean

b. Dependent Variable: BBehaviorMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.046	3	8.015	91.439	.000 ^b
	Residual	10.168	116	.088		
	Total	34.214	119			

a. Dependent Variable: BBehaviorMean

b. Predictors: (Constant), AttiMean, SubNMean, PBControlMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.949	.254		3.743	.000	.447	1.451						
	PBConMean	.172	.062	.190	2.784	.006	.050	.295	.658	.250	.141	.550	1.819	
	SubNMean	.056	.053	.054	1.059	.292	-.048	.160	.172	.098	.054	.979	1.022	
	AttiMean	.549	.055	.689	10.029	.000	.441	.658	.825	.681	.508	.542	1.843	

a. Dependent Variable: BBehaviorMean

Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.829 ^a	.688	.38411	.688	50.175	5	114	.000	1.458

a. Predictors: (Constant), PeopleMean, Product Mean, Pro Mean, Price Mean, PlaceMean

b. Dependent Variable: AttiMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.015	5	7.403	50.175	.000 ^b
	Residual	16.820	114	.148		
	Total	53.835	119			

a. Dependent Variable: AttiMean

b. Predictors: (Constant), PeopleMean, Product Mean, Pro Mean, Price Mean, PlaceMean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	.527	.323		1.631	.106	1.168	.113					
ProductMean	.167	.060	.169	2.790	.006	.049	.286	.531	.253	.146	.743	1.345
Price Mean	.167	.117	.131	1.424	.157	-.065	.400	.715	.132	.075	.326	1.069
Pro Mean	.351	.104	.277	3.389	.001	.146	.556	.731	.303	.177	.410	2.440
PlaceMean	.435	.107	.377	4.066	.000	.223	.646	.769	.356	.213	.319	1.134
PeopleMean	.056	.057	.053	.976	.331	-.057	.168	.219	.091	.051	.913	1.095

a. Dependent Variable: AttiMean

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.615 ^a	.378	.351	.42068	.378	13.846	5	114	.000	1.854

a. Predictors: (Constant), People Mean, Product Mean, Pro Mean, Price Mean, Place Mean

b. Dependent Variable: SubN Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.252	5	2.450	13.846	.000 ^b
	Residual	20.175	114	.177		
	Total	32.427	119			

a. Dependent Variable: SubNMean

b. Predictors: (Constant), PeopleMean, Product Mean, Pro Mean, Price Mean, PlaceMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.006	.354		5.667	.000	1.305	2.708					
	ProductMean	.114	.066	.148	1.727	.087	-.017	.244	.127	.160	.128	.743	1.345
	Price Mean	-.098	.129	-.098	-.761	.448	-.352	.157	.114	-.071	-.056	.326	1.069
	Pro Mean	-.168	.113	-.171	-1.480	.142	-.393	.057	.026	-.137	-.109	.410	2.440
	PlaceMean	.105	.117	.117	.895	.373	-.127	.337	.089	.084	.066	.319	1.134
	PeopleMean	.498	.062	.618	7.992	.000	.374	.621	.590	.599	.590	.913	1.095

a. Dependent Variable: SubNMean

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.645 ^a	.416	.390	.46162	.416	16.229	5	114	.000	2.158

a. Predictors: (Constant), PeopleMean, Product Mean, Pro Mean, Price Mean, PlaceMean

b. Dependent Variable: PBControlMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.292	5	3.458	16.229	.000 ^b
	Residual	24.292	114	.213		
	Total	41.584	119			

a. Dependent Variable: PBControlMean

b. Predictors: (Constant), PeopleMean, Product Mean, Pro Mean, Price Mean, PlaceMean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	.610	.388		1.569	.119	-.160	1.379					
ProductMean	.201	.072	.231	2.784	.006	.058	.344	.478	.252	.199	.743	1.345
Price Mean	.286	.141	.254	2.029	.045	.007	.566	.577	.187	.145	.326	1.069
Pro Mean	.223	.125	.201	1.794	.075	-.023	.470	.547	.166	.128	.410	2.440
PlaceMean	.076	.128	.075	.591	.556	-.178	.330	.535	.055	.042	.319	1.134
PeopleMean	.044	.068	.048	.638	.525	-.092	.179	.187	.060	.046	.913	1.095

a. Dependent Variable: PBControlMean

Descriptive Statistics (Product)

	N	Mean	Std. Deviation
Product1	120	3.8333	.87287
Product2	120	3.8583	.77020
Product3	120	3.8167	.89802
Product4	120	3.6833	.80943
Product5	120	3.7833	.88102
Product6	120	3.7250	.76655
Product7	120	3.4500	.77622
Product Mean	120	3.7360	.68044
Valid N (listwise)	120		

Descriptive Statistics (Price)

	N	Mean	Std. Deviation
Price1	120	3.7083	.66605
Price2	120	3.7583	.60801
Price3	120	3.7083	.69083
Price4	120	3.7833	.68824
Price5	120	3.6583	.65460
Price6	120	3.8167	.72162
Price Mean	120	3.7387	.52563
Valid N (listwise)	120		

Descriptive Statistics (Promotion)

	N	Mean	Std. Deviation
Promotion1	120	3.8417	.67358
Promotion2	120	3.6667	.66526
Promotion3	120	3.8500	.71772
Promotion4	120	3.8417	.66099
Promotion5	120	3.9167	.66842
Promotion6	120	3.8250	.70607
Pro Mean	120	3.8235	.53081
Valid N (listwise)	120		

Descriptive Statistics (Place)

	N	Mean	Std. Deviation
Place1	120	3.7167	.65058
Place2	120	3.7083	.72640
Place3	120	3.8250	.64381
Place4	120	3.7333	.77496
Place5	120	3.6917	.63240
PlaceMean	120	3.7350	.58333
Valid N (listwise)	120		

Descriptive Statistics (People)

	N	Mean	Std. Deviation
People1	120	3.8083	.87251
People2	120	4.0583	.73674
People3	120	3.9917	.77238
People4	120	3.9000	.74923
People5	120	3.9667	.83950
People6	120	3.8083	.79172
PeopleMean	120	3.9222	.64787
Valid N (listwise)	120		

Descriptive Statistics (Attitude)

	N	Mean	Std. Deviation
Attitude1	120	3.8333	.80266
Attitude2	120	3.8250	.93181
Attitude3	120	4.0583	.81267
Attitude4	120	3.9417	.91022
Attitude5	120	3.8750	.75105
AttiMean	120	3.9067	.67260
Valid N (listwise)	120		

Descriptive Statistics (Subjective Norms)

	N	Mean	Std. Deviation
SubNorm1	120	3.6500	.70592
SubNorm2	120	3.7000	.69331
SubNorm3	120	3.7417	.77238
SubNorm4	120	3.7500	.71302
SubNorm5	120	3.9917	.73902
SubNMean	120	3.7667	.52201
Valid N (listwise)	120		

Descriptive Statistics (Perceived Behavior Control)

	N	Mean	Std. Deviation
PBControl1	120	3.8000	.71714
PBControl2	120	3.6917	.65844
PBControl3	120	3.7083	.67855
PBControl4	120	3.7250	.70963
PBControl5	120	3.7667	.71870
PBControlMean	120	3.7383	.59114
Valid N (listwise)	120		

Descriptive Statistics (Buying Behavior)

	N	Mean	Std. Deviation
BBehavior1	120	3.9250	.65031
BBehavior2	120	3.9333	.64474
BBehavior3	120	3.9500	.72006
BBehavior4	120	4.0583	.67731
BBehavior5	120	3.8750	.62929
BBehavior6	120	3.9583	.67855
BBehaviorMean	120	3.9498	.53621
Valid N (listwise)	120		

RELIABILITY (Product)

/VARIABLES=PR1 PR2 PR3 PR4 PR5 PR6 PR7 PRMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	8

RELIABILITY (Price)

/VARIABLES=PRI1 PRI2 PRI3 PRI4 PRI5 PRI6 PRIMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.909	7

RELIABILITY (Promotion)

/VARIABLES=PMO1 PMO2 PMO3 PMO4 PMO5 PMO6 PMOMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.907	7

RELIABILITY (Place)

/VARIABLES=PLA1 PLA2 PLA3 PLA4 PLA5 PLAMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	6

RELIABILITY (People)
 /VARIABLES=PEO1 PEO2 PEO3 PEO4 PEO5 PEO6 PEOMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.928	7

RELIABILITY (Attitude)
 /VARIABLES=AT1 AT2 AT3 AT4 AT5 ATMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.904	6

RELIABILITY (Subjective norms)
 /VARIABLES=SN1 SN2 SN3 SN4 SN5 SNMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.845	6

RELIABILITY (Perceived Behavior Control)
 /VARIABLES=PBC1 PBC2 PBC3 PBC4 PBC5 PBCMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	6

RELIABILITY (Buying Behavior)
 /VARIABLES=BB1 BB2 BB3 BB4 BB5 BB6 BBMean
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.922	7