

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

FACTORS INFLUENCING CONSUMER ATTITUDE
TOWARDS ONLINE SHOPPING IN YANGON

SITHU KYAW

OMBA-161009

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Supervised By:

Submitted By:

Dr. Hla Hla Mon

Sithu Kyaw

Professor

OMBA-161009

Department of Management Studies

Online MBA

Yangon University of Economics

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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)

Supervised By:

Dr. Hla Hla Mon

Professor

Department of Management Studies

Yangon University of Economics

Submitted By:

Sithu Kyaw

OMBA-161009

Online MBA

ACCEPTANCE

This is to certify that the thesis prepared by **Sithu Kyaw**, entitled “**Factors Influencing Consumer Attitude towards Online Shopping in Yangon**↔has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

.....

(Chairman)

Dr. Tin Win

Rector

Yangon University of Economics

.....

(Supervisor)

.....

(Examiner)

.....

(Examiner)

.....

(Examiner)

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ABSTRACT

The purposes of this study are to explore the influencing factors on consumers' attitude towards online shopping and repurchase intention in Yangon. The result of the study indicates that there is no difference in consumers' attitude towards online shopping based on demographic factors such as sex, age group, education attainment and monthly income. However, the factors such as convenience, time saving, selections freedom and trust influence the consumers' attitude towards online shopping. Furthermore, there is a positive effect of consumers' attitude towards online shopping on repurchase intention. The influencing factors cause positive attitude towards online shopping and thus, the attitude towards online shopping positively results in repurchase intention. This study strongly recommends online marketers to enhance trust with the online shoppers in order to increase their repurchase intention.

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LIST OF ABBREVIATION

ANOVA	-	Analysis of Variance
IT	-	Information Technology
PEOU	-	Perceived Ease of Use
PU	-	Perceived Usefulness
SPSS	-	Statistical Package for Social Science
TAM	-	Technology Acceptance Model
TRA	-	Theory of Reasoned Action

CHAPTER 1

INTRODUCTION

In recent years, Myanmar's economy has been rapidly developed with the achievements of the Internet facilities and mobile technology. The local and foreign telecom companies have distributed the inexpensive SIM cards with the Internet to public. With the fall of SIM cards prices with Internet, people have become more and more connected. Moreover, the Internet penetration has also been rapidly growing, which had led to the development of new sectors in the countries' economy. Among them, online shopping was one of the major changes in the countries' economy.

Since 2013, online shopping trend in Myanmar has been developing day after day, and the trade volume has also been obviously increasing. It has become an alternative shopping channel that is more convenient and useful than the traditional shopping pattern. Moreover, it attracts more and more people to trade more and more products and services online. With the rise of online sellers, the competition among them on the Internet has also become more intense.

As an alternative way of purchasing goods, online shopping has become more and more common and inevitable among people who want to avoid the hassles of traffic and crowded roads. Traditionally, consumers have to go physically to stores to buy what they want. The distinctive characteristics between online shopping and traditional shopping is that consumers do not need to go out for a buying something, but they can make their choices of goods or services by comparing and contrasting the items shown on the Internet websites. These situations have led to the influencing factors that can affect the consumer purchasing behavior.

Consumer behavior has long been of interest to researchers and marketers. For 300 years ago, the economists have started to examine the basis of consumer decision making (Richarme, 2007). Via online, consumers can buy faster, can order products and services with comparative lowest price, and can be offered more alternatives (Cuneyt and Gautam, 2004). On consumers' perspective, online shopping provides low and transparent prices, comprehensive assortment of goods and services and a much more convenient shopping alternative. On the other hand, marketers see it as a huge business

opportunity to grab. Therefore, researchers and marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and they have spent millions of dollars to facilitate all the demographics of consumers, the online shoppers.

1.1 Rationale of the Study

Consumers' attitude and behavior towards online shopping refers to their psychological state in terms of making purchases over the Internet. The process of online shopping behavior consists of five steps and it is very similar to the traditional shopping pattern (Liang and Lai, 2000). A consumer, for example, recognizes their needs or wants to buy some product or service, they refer to the Internet to buy online and start to search for the information and compare the alternatives, and finally make a purchase which best fits with their needs and wants. Before making a final decision, a consumer was attacked by several factors that limited and influenced them for their final decision. The main theme of this study is to find out the factors that influence the consumers' attitude and behavior towards online shopping. On the other hand, this helps marketers to formulate their strategies towards online shopping.

According to Liao and Cheung (2002), an increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet. With the rise of virtual shopping over the Internet, the interest of marketers is also increasing in studying on what actually motivates consumers to shop online. Fierce competitions among marketers have forced them to gain the competitive advantage in the field of virtual shopping online. In order to gain this competitive edge, marketers need to know consumers purchasing behavior in the field of online shopping. Therefore, to learn the consumers' purchasing behavior towards online shopping has become a prerequisite for marketers who aim to sell their products online.

Consumers attitude and behavior towards online shopping are also pretty diverse in comparison of traditional buying practice, as online shopping is a new medium for consumers. Therefore, it is equally important to identify what factors influence consumers to shop online and to analyze the effects of the consumers attitude towards online shopping. In order to reach consumers behavioral intention towards online shopping, the relationship between consumers' attitude and their behavioral intention towards online

shopping needs to be analyzed so that marketers can promote their products and services more compatible.

1.2 Objectives of the Study

This study is about consumer attitude and purchasing behavior related with online shopping. This study intended to find out which factors are influencing on attitude of shopping online and whether consumers have intention to use online to do shopping. The main objectives of the study are as follows.

1. To examine the influencing factors on consumers' attitude towards online shopping;
2. To analyze the effect of consumers' attitude towards online shopping on repurchase intention

1.3 Method and Sources of Data

This study is intended to explore consumer attitude towards online shopping in Yangon. The study is done by descriptive and analytical methods. Quantitative research methodology is used for this study. Based on the seven online shopping sites, the sampling frame is constructed from the list of online shoppers who have shopped in those shopping sites during 2019. Thirty online shoppers are randomly selected from each of the shopping sites, by using simple random sampling method. Total 210 sets of questionnaires are distributed by using Google survey form and the response rate is 86%. Therefore, data from 180 respondents are analyzed in this study.

Data are collected with survey to the respondents by using structured questionnaire. The questionnaire is used to find out the demographic profile of the respondents, consumers' attitude and behavioral intention towards online shopping. Five-point Likert Scale method is used in questionnaire to find out the influencing factors, attitude and repurchase intention towards online shopping. Mean values of each variable are described in the study. The strength of relationships is measured by multi-linear regression using SPSS software package.

1.4 Scope and Limitations of the Study

The main purpose of this study is to identify and analyze the factors influencing Yangon consumers to shop online. Besides the factors influencing, the study focused on the demography of the consumers. The respondents of the study were the adult people between 15 and 70 years old, who have experienced shopping online in the listed shopping sites in Yangon.

Almost every study has some limitations. This study also has some limitations. One of the limitations of this study is time limitation. One-time period was used in this study. Moreover, there might have some possibilities of having biased answers since the respondents answered the questionnaire via Gmail, not face-to-face interview. Lastly, this study is only based on list of online shoppers from the seven online shopping sites during 2019. Therefore, the result of the study does not cover and represent all online shopping sites in Yangon.

1.5 Organization of the Study

This study is divided into five chapters. The introduction, which consists of the rationale of the study, the objectives of the study, the methodology and source of data, scope and limitation of the study as well as the organization of the study, is presented in the first chapter. Theoretical background related to consumer attitude, structural model of attitudes, technology acceptance model, relationship between consumer attitude and behavioral intention, previous studies as well as the conceptual framework of the study are described in the second chapter. Consumers' characteristics towards online shopping in Yangon is described in the third chapter. Analysis on the effect of consumer attitude towards online shopping in Yangon is presented in the fourth chapter. The last chapter, chapter 5 (Conclusion), consists of the findings, suggestion and recommendation, as well as the needs for further study.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter represents the literatures related to this study and provides the theoretical framework regarding consumer attitude towards online shopping and repurchase intention. In this chapter, theories and concepts of influencing factors on consumer attitude towards online shopping and repurchase intention as well as the relationship between them will be described as a theoretical background of this study.

2.1 Consumer Attitude

Consumers' attitude is an explicit influenced factor that affects the consumers' purchasing willingness. An individual with a positive attitude towards a product or service offering is more likely to make a purchase, and this, in turn, makes the study of consumer attitudes highly important for a marketer. Fishbein and Ajzen (1975) describe that attitude towards a behavior as a person's evaluation of a specified behavior involving an object or outcome. For instance, a person may hate to use the computer to play online games, where using the computer is the behavior and the person's feeling is the attitude. Instead of using the computer, he or she might find the alternative way to play online games such as using tablets.

According to Alsmadi (2006), an attitude is also defined as a crucial notation that researchers are frequently employed to learn and predict the response of people who have an objection or a change and how this can influence their behavior. The attitude has been perceived as the powerful determinants of behavior. Marketers usually consider that a person who has a positive attitude towards a product is more likely to buy this product. Therefore, Fill (2009) said that the attitude is the best way to predict the behavior of people's intention to purchase a product because it impacts a consumer's decision-making.

Schiffman and Kanuk (2010) defined the consumer attitude as "a learned predisposition to behave in a consistently favorable or unfavorable way based on feelings and opinions that result from an evaluation of knowledge about the object". Consumer

attitude is also defined as a disposition where one responds in favorably or unfavorably to an object, person, institution, or event (Ajzen, 2005, as cited in Palani, S., & Sohrabi, S. 2013). Attitude has also been perceived as a powerful determinant of behavior. Vantomme et al., (2005) said that an individual having a positive view towards a product is likely to buy the product.

Consumer attitudes are formed as a result of direct experience with the product, word-of-mouth information acquired from others, exposure to mass media advertising, the Internet and various forms of direct marketing. Although attitudes result from behavior, they are not synonymous each other. Instead, they reflect a favorable or unfavorable evaluation of the object. As learned predispositions, attitudes have a motivational quality because it propels a consumer toward a particular behavior or repels away from it.

No one was born with an attitude, but it gradually goes on and forms in a person's life according to their experiences. People initially formed their attitude towards things in this way. Attitudes towards a product might come from an advertisement of it or a brand. They might also mode from a friend's behavior. There are many internal and external factors which influence attitudes towards a product such as word-of-mouth information acquired by others, exposure to mass-media, and various forms of direct marketing. Moreover, social and cultural environment as well as demographic situations may also shape the consumer behavior. Therefore, understanding consumer attitude is a prerequisite for a marketer because the marketer needs to know it in advance so that they can make a right decision for their products.

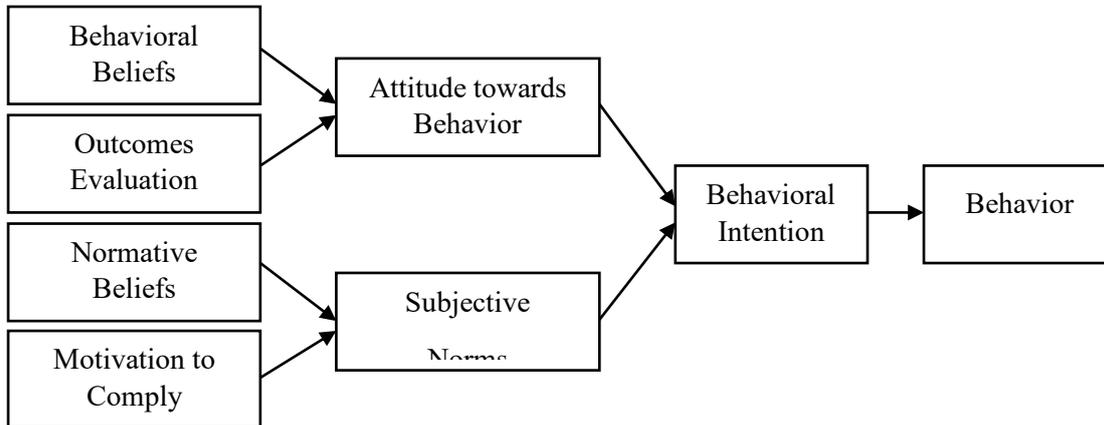
Consumers are motivated by a drive to understand the relationship between the attitude and intention. There are many models that capture the underlying dimensions of attitude. Attitudes theoretical models provide a different perspective on how many component parts of an attitude are organized or interrelated. The models have been studied in a variety of ways, and various authors have suggested numerous variations.

2.2 The Theory of Reasoned Action

According to Fishbein and Ajzen (1975), a consumer's intention to engage in actual behavior is a better predictor of actual behavior than sole their attitude towards an object. Intention represents a person's conscious plan to exert effort to carry out a behavior (Eagly and Chaiken, 1993 in Albarq & Alsughayir, 2013). However, Fishbein

and Ajzen later found that attitudes do in fact influence a consumer's intention, which in turn influences their behavior. As such, the Theory of Reasoned Action (TRA) model was developed by Fishbein and Ajzen (1975) by combining attitudes and intentions in a quest to predict behavioral intentions.

Figure (2.1) A Framework of Theory of Reasoned Action



Source: Fishbein and Ajzen (1975)

The theory's main objective is to predict and understand the causes of behavior (Ajzen & Fishbein, 1980). This reflects a systematic integration of components of attitude into a system designed to lead to better explanation as well as better behavioral predictions. The main predictor of actions is motive that can be regarded as a conative aspect of the construct of attitude (Kothandapani, 1971), following the attitude hypothesis of the tri-component (Breckler, 1984). The theory of reasoned action model also claims that the motivational components regarding the behavior are included in the intention construct, so that no particular integrative variable is needed to account for motivational processes. Hence, the model is assumed to be self-contained and requires no additional variables or relationships for the explanation of behavior. The theory applies only to the behaviors in which no external or internal impediments exist to prevent performance of a behavior, once an intention to do so is established.

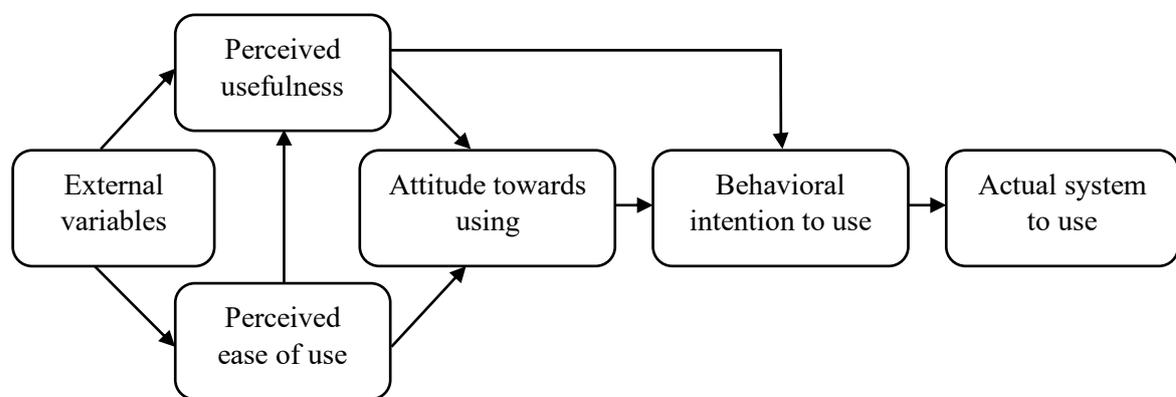
Bentler & Speckart (1979, 1981) challenged the premises of adequacy and inner completeness, hypothesizing a direct influence of past behavior on actions and current behavior and clear pathways from attitudes to behaviour. The results confirmed a significant direct influence of past behavior on intentions and behavior, whereas direct paths from attitude to behavior were not significant once the effects of intentions had been controlled for. Bagozzi (1981) found no evidence for a direct path linking attitude

and behavior, but the direct influence of past behavior was confirmed. Finally, because of these studies showing the influence of past behavior, the sufficiency of the theory of reason action cannot be claimed to have been established.

2.3 Technology Acceptance Model (TAM)

There are a lot of definitions of online shopping that were given by different researchers at different stages of penetration of the Internet to lives of consumers. However, the most coherent and straightforward one was the Technology Acceptance Model (TAM) proposed by Davis as a framework for the definition (Davis, 1989). Despite the fact that TAM model was primarily used to understand the employment of the Information Technology (IT) in the work position, this model is also suitable for adoption of e-commerce (Tong and Xiao, 2010). This theoretical model, therefore, can be used as a framework of adoption of online shopping. For this reason, the TAM model is suitable for studies in the field of consumer attitude towards online shopping. Figure (2.2) shows the components of the TAM model.

Figure (2.2) A Framework of Technology Accepted Model



Source: Davis (1989)

The TAM model is a model that employs two independent determinants of a person's attitude towards using a new technology. The two determinants are defined as usefulness and ease of use, respectively. In Davis (1989), Perceived Usefulness (PU) is "the degree to which a person believes that using a particular system will improve the performance of his or her task" and Perceived Ease of Use (PEOU) is "the degree to which a person believes that using a particular system would be effortless." The first determinant, Perceived Usefulness (PU), measures a degree to which a person thinks employment of a new technology would improve his productivity or performance. This

measures the consumers' perception of experience. The second determinant, Perceived Ease of Use (PEOU), helps to measure a degree to which a person think that will be used very easily. In other words, this determinant is to measure the consumers' perception during the process leading to the final result. The TAM's main purpose is to explain how a consumer embraces a particular technology.

Moreover, different types of the Internet users should also be taken into consideration. Despite the fact that the classification of the Internet users was long proposed before active using of the Internet by different categories of people and long before penetration of the Internet to lives of people, it can be used as a basic model. The first category of the Internet shoppers is defined as problem solvers (Babin, 1994). This category of shoppers goes online shopping to purchase a specific product or service. They consider this activity as a work. Their goal is to acquire a new product as efficient and effective as possible without much time consuming. The second category of shoppers, however, considers online shopping as enjoyment and is looking for potential entertainment (Holbrook, 1994). This category of shoppers enjoys online shopping experience. In other words, they value searching for a product more than purchasing of this product.

Thereby, the classification of online shoppers fits for the TAM model. The first determinant (usefulness) covers problem solvers while the second determinant (ease of use) covers enjoy seekers. Both constructs the TAM model complement.

2.4 Repurchase Intention

Consumer behavior theories repeatedly identify an attitude-behavior gap. It is important to understand the relationship between consumers' attitude and repurchase intention. Repurchase intention is an individual's behavioral intention depends on his or her attitude towards the behavior and the subjective norms associated with the behavior. The Theory of Reason Action (TRA) proposed by Fishbein and Ajzen (1980) plays a pivotal role in predicting the repurchase intention from the attitude towards a specific act and the influences of others. Attitudes are the best way of predicting behavior to measure an individual's intention to purchase a product because attitudes impact on a consumer's decision making (Fill, 2009). There is a lot of controversy on how positive attitude towards a brand can influence a purchasing intention (Pride and Ferrel, 1991). However,

Pickton and Broderick (2005) suggest that attitudes are more influential in predicting behaviors when the purchase is important and do not necessarily have an influence when the product is low involvement.

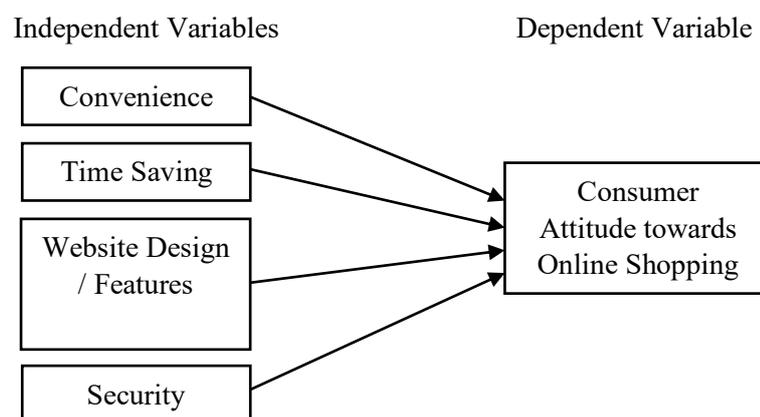
2.5 Previous Studies

This study mainly based on two previous research papers from international universities. The first one studied the factors influencing consumers' attitude towards online shopping in Gotland, Sweden. The second one is a study on consumers' attitude towards online shopping on Penang famous fruit pickles. The brief explanations, findings and their conceptual frameworks were described in the following.

2.5.1 Factors Influencing Consumers' Attitude towards Online Shopping in Gotland, Sweden

In this study, the researcher aims to investigate the factors influencing consumers' attitude towards online shopping in Gotland, Sweden. The influencing factors of the study are convenience, time saving, website design/features and security. Figure (2.3) shows the conceptual framework of this research.

Figure (2.3) Conceptual Framework of Nasir Uddin



Source: Nasir Uddin, (2011)

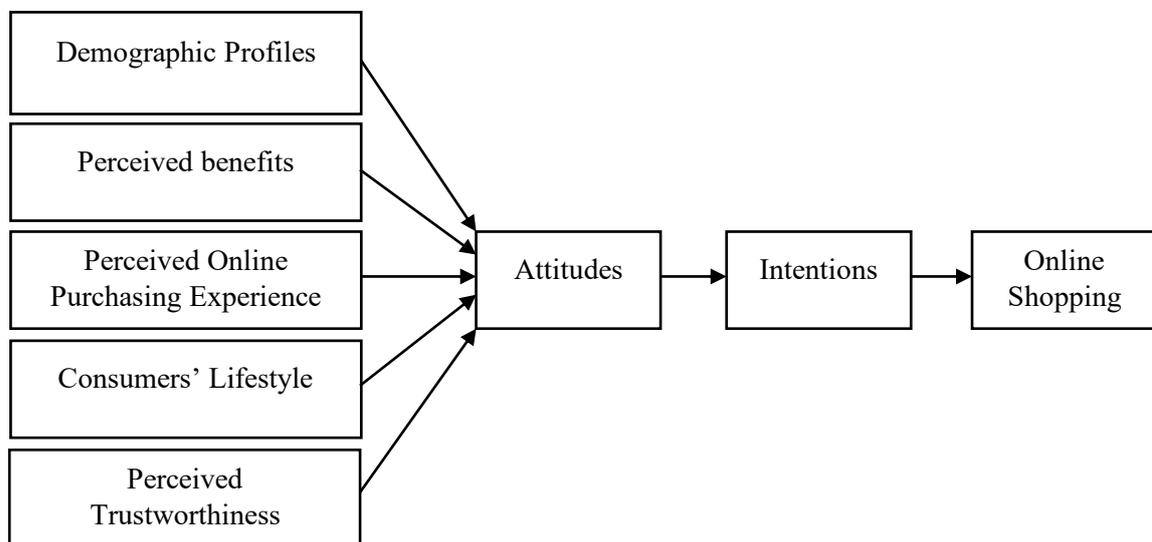
The research framework starts from four independent variables such as convenience, time saving, website design/feature and security, and ends with a dependent variable, consumers' attitude towards online shopping. The result of this research revealed that all the factors significantly influenced consumers' attitude towards online

shopping. The research concluded that the most influencing and attractive factor among four factors was website design/features, followed by convenience, time saving and security.

2.4.2 A Study on Consumers' Attitude towards Online Shopping on Penang Famous Fruit Pickles

This study aims to explore the influencing factors on consumers' attitude towards online shopping on Penang famous fruit pickles. The conceptual framework of this research is shown in Figure (2.4).

Figure (2.4) Conceptual Framework of Ho Soo Fong



Source: Ho Soo Fong, 2013

As shown in Figure (2.3), the study focuses on the influencing factors such as demographic profiles, perceived benefits, perceived online purchasing experience, consumers' lifestyle and perceived trustworthiness.

(a) Demographic Profiles

Demographic factors are common variables studied in online shopping related researches. Five demographic variables such as sex, age, education and income are determined in this study. The study also found that demographic profiles were not significant in influencing the attitude towards online shopping in the context of this study.

(b) Perceived Benefits

One of the key motivating factors in the acceptance of this new shopping channel by customers is believed to be perceived advantages of online shopping in comparison to conventional store shopping. According to Shwu-Ing (2003), the perception of benefits for customers included ease, freedom of choice, abundance of data, homepage layout and familiarity with the company name, which has a significant relationship with online shopping attitude. Zuriathi Azura, (2010) also suggests that Perceived benefits include convenience, time saving, cost saving, easy to search more information, comparison on products and services, and a 24-hour service. According to Delafroo et al. (2009), consumers' perceived benefits are highly and significantly correlated with attitude towards online shopping and it is consistent with the findings of this study that the most significant factor influencing consumers' attitude towards online shopping is perceived benefits of online shopping.

(c) Perceived Online Purchasing Experience

This study found that consumers with previous online shopping experience are positively motivated to continue shopping online. There is a significant relationship between e-commerce experience and attitude towards online shopping and it is concluded that perceived online purchasing experience is also an influencing factor on consumers' attitude towards online shopping.

(d) Consumer's Lifestyle

According to the result of this study, consumers' lifestyle factor and attitude towards online shopping were moderately correlated. Consumers' lifestyles have effect on consumers' attitude to make purchases through online shopping. This study concluded that consumers' lifestyle is also one of the influencing factors towards online shopping.

(e) Perceived Trustworthiness

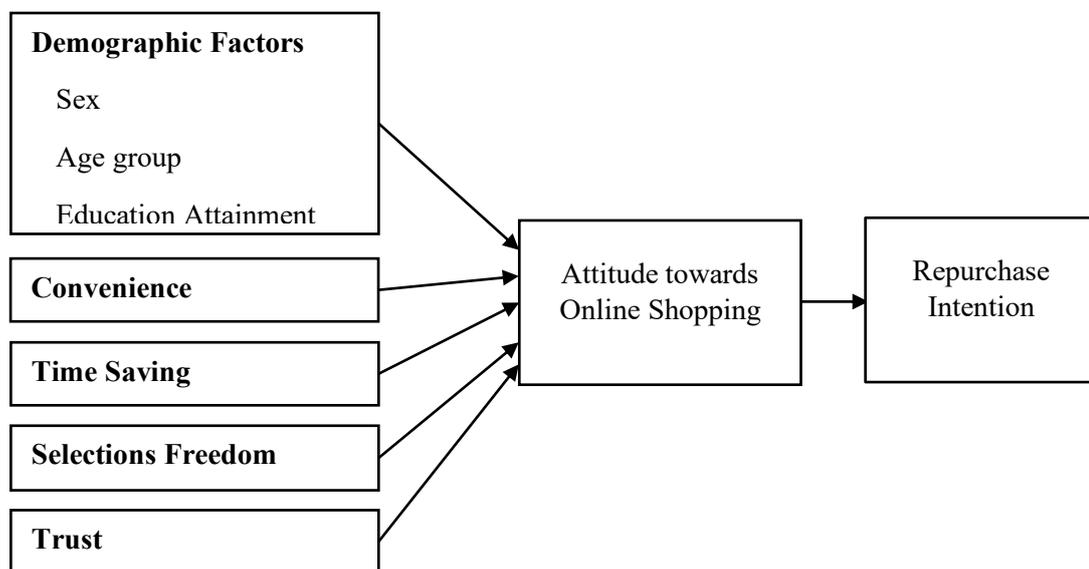
The author concluded that perceived trustworthiness has effect on consumers' attitude to make purchases through online shopping and it is also an influencing factor on attitude towards online shopping.

Overall, the result of this study also indicated that consumers showed positive intention to make an online purchase in future. The result also revealed that attitude and intention were also strongly and positively correlated towards online shopping.

2.6 Conceptual Framework of the Study

This conceptual framework of the study is adapted from the combination of the theoretical reviews and the previous researches. The framework is about influencing factors on consumers' attitude towards online shopping and the relationship between consumers' attitude towards online shopping and repurchase intention. Figure (2.4) presents the conceptual framework of the study.

Figure (2.4) Conceptual Framework of the Study



Source: Adopted from Nasir Uddin (2011) and Ho Soo Fong (2013)

The conceptual framework defines the relationship between independent variables and dependent variable. The framework starts from the independent variables of this research, which are demographic factors such as sex, age group, education attainment and monthly income as well as other factors such as convenience, time saving, selections freedom and trust. The factors (convenience, time saving, selections freedom and trust) are adapted from the perceived benefits of the previous research model shown in Figure (2.4). The intervening variable is the consumers' attitude and this links to dependent variable, repurchase intention.

Demography of online shoppers is an important aspect and demographic factors are common variables studied in online shopping related researches. Demographic information such as sex, age group, education level and income may affect the

consumers' attitude while shopping online. The previous study, however, shows that demographic factors are not the influencing factors on consumers' attitude towards online shopping. In this study, demographic factors are, therefore, worth studying their influences on consumers' attitude towards online shopping.

There are many factors in consumers' perceived benefits. In previous study, it is stated that perceived benefits include convenience, time saving, cost saving, easy to search more information, comparison on products and services, and a 24-hour service. Besides, it is concluded that consumers' perceived benefits are highly and significantly correlated with attitude towards online shopping among Malaysian University students. Therefore, the factors such as convenience, time saving and selections freedom have to be included as a motivating factor in this study.

Buyers and sellers have to develop a degree of trust each other. Sellers should trust their customers to be able to select, buy and pay for goods and services. The previous study shows that perceived trust worthiness is an influencing factor of consumers' attitude towards online shopping, and the success of e-commerce needs consumers to trust the virtual environment. To maintain the business relationship and reach the goal between buyers and sellers, the trust is a necessary factor in this study.

CHAPTER 3

CHARACTERISTICS OF CONSUMERS

This chapter includes the factors which influence consumers' attitude towards online shopping on repurchase intention. Internal consistency is also tested on the responses for each factor. Demographic profile of the respondents and their usage patterns of online shopping are also described in this chapter.

3.1 Research Design

This study aims to examine the influencing factors on consumer attitudes towards online shopping and to analyze the effect of consumer's attitude towards online shopping on repurchase intention. To achieve the objectives, primary data was mainly used in this study. Experienced online shoppers can provide useful information in this study. Seven online shopping sites in Yangon were listed and the online shoppers during 2019 from those online shopping sites were collected to construct the sampling frame. From the sampling frame, 30 online shoppers from each online shopping sites were randomly selected by using simple random sampling method.

The sample size was determined by using Taro Yamane's sample size formula. According to the Yamane's formula,

$$n = \frac{N}{1 + N(e)^2}$$

where,

n = sample size

N = population size

e = acceptable sampling error at 95% confidence level

Based on 320 online shoppers from the listed online shopping sites during 2019, the calculated sample size is 177. Non-response rate is also expected and thus, questionnaires were distributed to 210 respondents through Google survey form for this study. Among 210 respondents, 180 respondents actively participated in this study and

the response rate is 86%. 30 of them did not return their answers. The respondents had enough time to fill the questionnaire in order to reduce sampling error. Furthermore, questionnaire is designed in simple language so that it could reduce the risk of ambiguity.

The descriptive analysis and linear regression analysis were used in this study. The descriptive study aimed to describe the respondents' profile and their characteristics, as well as their usage patterns of online shopping such as what they usually buy, the sources of online shopping, how they pay their transactions, and how frequently they use online shopping. The linear regression model was also used to examine the influencing factors on consumers' attitude towards online shopping, and to analyze the effect of consumers' attitude towards online shopping on their repurchase intention.

3.2 Reliability Analysis

Reliability analysis was undertaken in order to test the internal consistency of the variables in the questionnaire. The Likert scale is a scale that is commonly used for questionnaires and it is mostly used in surveys. This study also used 5 points Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, 5 = Strongly Agree). According to Robson (1993), the advantage of using the Likert scale is that the Likert scale can create interest among respondents as well as the respondents enjoy to completing such a question type.

Table 3.1 Rule of Thumb for Results

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Tavakol and Dennick (2011)

Cronbach's alpha value was tested to see whether the respondents' answers on Likert Scale questions were reliable or not. Tavakol and Dennick (2011) said that

Cronbach's alpha value determines the accuracy of the variable of interest. The rule of thumb for the Cronbach's alpha result is shown in Table (3.1).

Table 3.2 Reliability Analysis

Category	Cronbach's Alpha	Number of items	Interpretation
Convenience	0.827	6	Good
Time Saving	0.828	6	Good
Selections Freedom	0.893	6	Good
Trust	0.828	5	Good
Attitude	0.901	5	Excellent
Repurchase Intention	0.941	5	Excellent

Source: Survey Data, (2019)

Table (3.2) shows that the Cronbach's alpha value of all factors are more than 0.8, which means that the respondents' answers are accurate. Therefore, it can be interpreted that the data is considered to be reliable and valid.

3.3 Demographic Factors of the Respondents

This study also collected the demographic information of the respondents. Although 210 respondents were surveyed with structural questionnaire, there are only 180 respondents who returned their answers. Therefore, 180 respondents were analyzed for the demographic information. According to the surveyed data, the demographic data of the respondents are classified into four categories such as sex, age group, education attainment and monthly income. Table (3.3) presents the respondents' demographic information in terms of frequency and percentage of the respondents.

According to the demographic profile, 39.4% of male and 60.6% of female were participated in this study. Table (3.3) shows that almost half of online shoppers in Yangon are the people aged between 31 and 40 years old (48.9%) and only 1.7% of the online shoppers are between 51 and 60 years old. It can be seen in the Table (3.3) that the majority of education attainment by the respondents are the post-graduated (51.1%), followed by the graduated (43.9%). In terms of monthly income by the respondents, nearly one-third of the online shoppers in Yangon earn income from 500,000MMK to 1,000,000MMK. Only 6.7% of people who earn more than 2,500,000MMK shop online.

Table 3.3 Demographic Profile of the Respondents

Demographic data	Number of Respondents	Percentage (%)
Total	180	100.0
Sex		
Male	71	39.4
Female	109	60.6
Age Group (Years)		
21 - 30	41	22.8
31 - 40	88	48.9
41 - 50	48	26.7
51 - 60	3	1.7
Education Attainment		
Under-graduate	6	3.3
Graduated	79	43.9
Post-graduated	92	51.1
Ph.D	3	1.7
Monthly Income		
Below 500,000 MMK	25	13.9
500,000 MMK - 1,000,000 MMK	55	30.6
1,000,001 MMK - 1,500,000 MMK	38	21.1
1,500,001 MMK - 2,000,000 MMK	32	17.8
2,000,001 MMK - 2,500,000 MMK	18	10.0
Above 2,500,000 MMK	12	6.7

Source: Survey Data, (2019)

According to the figure, it is found that online shopping is more common in the age of 31 to 40 years old. Older people in Yangon seem to be reluctant to use online shopping. In regard to age, there is common view that the younger users spend more time on the Internet than the older people. Furthermore, younger people are also more knowledgeable about the Internet and technology savvy in general than older people. Hence, younger people should be more frequent online shoppers than older people.

Education level is a powerful predictor of online shopping. Thus, online shoppers with higher level of education are more likely to purchase online. Therefore, in terms of

education attainment, the graduated and the post-graduated are likely to do online shopping rather than the under-graduated.

Monthly income is one of the important and sensitive demographic variables. People with high income perceive less risk in the adoption of new technology (Hubona and Kennick, 1996). However, once they have acquired experience their online shopping practices, they are prone to repurchase more and more via online. Thus, people with income level less than 2,500,000MMK are higher users of online shopping in Yangon than people with income level more than 2,500,000MMK.

3.4 Usage Patterns of Online Shopping

This topic includes the respondents' shopping behavior via online presenting (1) purposes of shopping online, (2) places for shopping online, (3) payment methods for shopping online, and (4) frequency of shopping online. All of these will be discussed one by one in the following paragraphs.

3.4.1 Products or Services Used by Online Shopping

People have different purposes on using online shopping. Table (3.4) presents the products or services shopped online as well as their frequency and percentage. The most popular items shopped online are purchasing “clothes” and “bus or flight tickets”, followed by “electronic devices” and “personal and health care”.

Table (3.4) Products or Services Used by Online Shopping

Items or services	Frequency	Percentage
Clothing	85	47.2
Electronic devices	56	31.1
Food	21	11.7
Home appliances	28	15.6
Book	35	19.4
Music / Movie	34	18.9
Personal and Health care	56	31.1
Bus or flight ticket	62	34.4
Toy	2	1.1

Source: Surveyed Data, (2019)

Nearly half of the respondents usually shop clothing via online, followed by the purpose of buying tickets for travelling (34.4 %). To buy electronic devices and to buy personal and health care items are 31.1 % each. Only 1.1% of the respondent order toys via online shopping.

Clothes are popular items that most of the online shoppers order them via online. The more people use the Internet, the more advertisements attract the users. Among them, E-commerce fashion websites are more attractable to the users because they used to advertise with celebrities. At the first sight, most people think that they become more attractive like the celebrities and they quickly decide to order the items.

Purchasing bus or flight tickets via online become popular in Yangon as going trips have become more common in Myanmar. Today, people in Yangon travel more and more once they have long holidays. That is because there are a lot of migrants in Yangon and people in Yangon want to be free from the congested urban lifestyle while they have a chance to do so.

3.4.2 Places for Shopping Online

The sources of online shopping are also interesting in this study. Table (3.5) shows that people use different sites to buy things from online. Among them, Facebook pages are the most popular channel of shopping online.

Table (3.5) Places for Shopping Online

Websites	Frequency	Percentage
Facebook page	118	65.6
Shop.com.mm	37	20.6
Yangon Online Store	4	2.2
rgo47	4	2.2
Ali Express	9	5.0
Airline websites	13	7.2
Yduck	14	7.8
OneKyat	2	1.1
Ebay	2	1.1
FlyMya	1	0.6
Supplier website	40	22.2
Mobile bus ticket app	2	1.1

Source: Surveyed Data, (2019)

Most of the respondent (65.6%) mainly use the Facebook page of an online shopping store to buy something they want. As a second famous channel, 22.2% of the respondents rely on the supplier websites to order via online. To buy tickets, 7.2% of the respondents use the airline websites while only 0.6% of the respondents use “FlyMya” to buy flight tickets and 1.1% of the respondents use mobile apps to buy buses tickets.

Many people use Facebook daily. Almost all the Internet users use Facebook. People use online shopping websites when only they have intention to purchase something online. However, they use Facebook daily whether they have intention to buy something online or not. That is why many businesses use more and more social media like Facebook as a digital marketing place. These are the reasons of why people shop products or services via Facebook rather than other online shopping sources.

3.4.3 Payment Methods for Shopping Online

Payment options for the transactions reflect the effectiveness and usefulness of the shopping channel. Table (3.6) reveals that people in Yangon use four different methods to pay bill in online shopping.

Table (3.6) Payment Methods for Shopping Online

Payment methods	Frequency	Percentage
Debit/Credit card	83	46.1
Mobile banking	62	34.4
Paypal	10	5.6
Cash on delivery	83	46.1

Source: Survey Data, (2019)

Just under half of online shopping is done by paying cash on delivery and using Debit or Credit cards. Mobile banking comprises 34.4 percent of the respondents. Only 5.6% of the respondents use “Paypal” for their transactions. Most of the online shoppers in Yangon use the system of “cash on delivery”. This can satisfy the shoppers who have some concerns with their financial transactions, and this is a kind of trust building between shoppers and marketers regarding online shopping. Therefore, online shopping businesses in Yangon offer their consumers a cash-on-delivery scheme so that they can show their trustworthiness to their customers.

3.4.4 Frequency of Shopping Online

The frequency of shopping online by online shoppers in Yangon in a month can reflect the current usage of online shopping in Yangon. Table (3.7) represents the frequency of shopping online by the shoppers in a month.

Table (3.7) Frequency of Shopping Online

How often online shopping is used	Frequency	Percentage
Less than 5 times in a month	148	82.2
Between 5 to 10 times in a month	21	11.7
Between 10 to 20 times in a month	11	6.1

Source: Surveyed Data, (2019)

Among the respondents who use online shopping, 82.2% of the respondents shop online less than 5 times in a month. 11.7% of the respondents purchase items or services via online between 5 to 10 times in a month, while 6.1% of the respondents use online shopping more than 10 times in a month.

This is related to the wealth status of people in Yangon. Most of the online shoppers in Yangon are the monthly income earners between 500,000MMK and 1,000,000MMK. Therefore, they are not that much rich to purchase products or services, and their frequency of purchasing online is under 5 times in a month.

CHAPTER 4

ANALYSIS ON EFFECT OF CONSUMER ATTITUDE ON ONLINE SHOPPING AND REPURCHASE INTENTION

This chapter presents the analysis on the effect of consumers' attitude towards online shopping and repurchase intention in Yangon. Analytical tools and methods were used to analyze in this chapter. In this study, Independent sample t-test, One-way ANOVA and Multiple Linear Regression Model were applied examine the effect of the factors on consumers' attitude towards online shopping, and to analyze the effect of consumers' attitude towards online shopping on repurchase intention in Yangon.

4.1 Analysis of the Factors on Consumer Attitudes towards Online Shopping

In this section, the factors influencing on the respondents' attitude towards online shopping are analyzed, based on the conceptual framework in Chapter (2). The mean values of each factor which were asked by using Likert Scale questions were analyzed in the following sub-sections. Likert scale scores are calculated by multiplying each frequency by the Likert scale score ranging from "5 = Strongly Agree" to "1 = Strongly Disagree", and then the total score is divided by the number of respondents in order to get the mean value. The higher the mean value, the higher the respondents' agreement with the module is.

4.1.1 Demographic Factors

Demographic information of the respondents is discussed in Chapter 3. However, in order to analyze whether it is statistically significant or not, statistical analysis of this factor towards attitude is analyzed in this section by using Independent Sample t-test and variance of analysis (ANOVA). Table (4.1) shows the result of the tests.

According to the analysis, any of the demographic factors are not statistically significance at 95% confidence level. It means that, in the context of this study, these demographic factors cannot influence on the consumers' attitude towards online shopping in Yangon. This is because the demographic factors have scarcely any significance in the

explanation of the online shoppers' attitude, once they have acquired experience with the channel. Their attitudes towards online shopping have become independently similar of their demographic profiles when the individuals attain a status of experience online shoppers.

Table (4.1) The Result of Demographic Factors on Consumers' Attitude towards Online Shopping

Demographic variables	Dependent variable	Analysis methods	Significance
Sex	Attitude	Independent Sample t-test	0.610
Age group	Attitude	Analysis of Variance (ANOVA)	0.422
Education attainment	Attitude	Analysis of Variance (ANOVA)	0.094
Monthly income	Attitude	Analysis of Variance (ANOVA)	0.062

Source: Survey Data, (2019)

4.1.2 Convenience

Convenience is the most attractive factor to the online shoppers. Table (4.2) reveals the mean values of convenience factor towards online shopping. In the convenience factor, six statements by using Likert Scale questions were asked to the respondents and were analyzed for their mean values. They are presented in the following table (4.2).

Table (4.2) Convenience

SN	Description	Mean
1.	Being my reason for shopping online.	3.56
2.	Going to a shop is not necessary.	3.79
3.	Being more convenient to shop through the Internet than the traditional retail shopping.	3.32
4.	Being able to shop in privacy of home.	3.74
5.	Being able to save myself from market crowd by shopping online.	3.91
6.	No embarrassment if I do not buy.	3.77
	Overall	3.68

Source: Surveyed Data, (2019)

The overall mean (3.68) reveals that consumers have positive attitude on the convenience factor towards online shopping. The respondents agreed on all statements of the convenience factor with mean values more than 3. Among them, people were more interested in avoid the market crowd and wanted to save themselves from crowding by shopping online. The increase congested Yangon lifestyle and commuting over huge traffic roads force the consumers to agree on the statement of being unnecessary to go outside for a shopping. They also preferred online shopping as they do not need to worry if they decided not to buy the items.

4.1.3 Time Saving

Time saving is also an influencing factor to the consumers' attitude towards online shopping. Saving time is important to people in all aspects including shopping. Online shopping takes less time to purchase as compared to traditional shopping. Therefore, more and more people in Yangon choose online shopping rather than traditional shopping. Six statements by using Likert Scale questions were analyzed and their mean values were mentioned in the Table (4.3).

Table (4.3) Time Saving

SN	Description	Mean
1.	Taking less time to purchase.	3.66
2.	Buying goods or services via online because it saves time.	3.88
3.	Being dislike to spend much time on shopping.	3.52
4.	Being able to take as much time as I want to decide	3.59
5.	Being able to save myself from chaos of traffic.	3.98
6.	Being able to purchase 24 hours.	3.70
	Overall	3.72

Source: Surveyed Data, (2019)

With an overall mean (3.72), the respondents agreed that time is an important and influencing factor on their attitudes towards online shopping. The consumers do not want to waste their time to purchase something in the shops. People in Yangon feel more and more disappointed in the heavy traffic and they do not want to waste their time by going to the shops. Therefore, they prefer online shopping as they believe that online shopping make them save from the chaos of heavy traffic.

4.1.4 Selections Freedom

Being able to select, compare and contrast products or services is one of the key factors of shopping online. It offers consumers the ease of choosing and making comparison with other products while shopping online. Six statements with Likert Scale questions were asked and analyzed to know how this factor influence on online shopping. The mean values of these statements are presented in Table (4.4).

Table (4.4) Selections Freedom

SN	Description	Mean
1.	Being easy to choose and make comparison with other items / services while shopping online.	3.60
2.	Selection of goods / services available on the Internet	3.67
3.	Being able to compare and contrast various brands.	3.81
4.	Getting detailed product information online.	3.59
5.	Being able to easily compare price through different online shopping sites.	3.86
6.	Being able to compare the same product on different online shops.	3.81
	Overall	3.72

Source: Surveyed Data, (2019)

The overall mean value of this factor is 3.72 which means that selections freedom factor influences consumers' attitude towards online shopping. Consumers always want to compare and contrast the items in different stores. Online shopping offers them the freedom of selecting, comparing and contrasting the products and services they intended to purchase. This is the main reason of why consumers in Yangon choose online shopping.

4.1.5 Trust

Trust is a sensitive aspect that most consumers worry about online shopping. Majority of the online shoppers do not like to take risk and this, in turn, can negatively influence consumers' attitude towards online shopping. The mean values of five statements with Likert Scale questions were analyzed and presented in the following Table (4.5).

Table (4.5) Trust

SN	Description	Mean
1.	Being secure to purchase things via online.	2.88
2.	Feeling that online shopping sites have adequate security features.	2.89
3.	Getting exactly what I ordered through online shopping.	2.70
4.	Feeling that online transaction is safe and secure.	3.07
5.	Feeling that the detailed product information mentioned on the online shopping sites is trustworthy.	2.96
	Overall	2.90

Source: Surveyed Data, (2019)

The overall mean value of this factor is also 2.9 which means that the respondents wanted to say neither agree nor disagree and they wanted to be neutral on this factor. The respondents are neutral in all statements related to this factor as the mean values are very close to 3 (Neutral). Most consumers feel that online shopping is a kind of shopping which they can likely be cheated by technology. They did not want to agree the trustworthiness of online shopping as most of them did not feel secure to purchase things via online.

In the following Table (4.6), the mean values of the factors: (1) convenience, (2) time saving, (3) selections freedom and (4) trust are compared with one another in order to find out which factor is relatively more attractive than the others.

Table (4.6) Comparison of the Influencing Factors

SN	Influencing factors	Mean
1	Convenience	3.68
2	Time Saving	3.72
3	Selections Freedom	3.72
4	Trust	2.90

Source: Surveyed Data, (2019)

Generally, consumers agreed that convenience, time saving and selections freedom factors are the influencing factors on the consumers' attitude towards online shopping. These three factors had the mean values of 3.68, 3.72 and 3.72 respectively. However, consumers had some concerns regarding to the trustworthiness of current

online shopping in Yangon, which had mean value of 2.90. Meanwhile, the online shoppers in Yangon have worries while they shop online. Therefore, the respondents are being neutral in response to the trust factor. According to the results of the respondents, it can be concluded that time saving factor and selections freedom factor are the high influencers on consumers' attitude towards online shopping.

4.1.6 Consumer Attitudes towards Online Shopping

Table (4.7) shows the mean value of the consumers' attitude towards online shopping by five different statements. The mean values of each statements are shown in the following table.

Table (4.7) Attitude towards Online Shopping

SN	Description	Mean
1.	Being fun and enjoyable.	3.45
2.	Making my shopping easy.	3.61
3.	Being compatible with my life-style.	3.35
4.	I like to shop via online.	3.26
5.	Being useful for me.	3.39
	Overall	3.41

Source: Surveyed Data, (2019)

According to their mean values of the statements, the respondents showed that they agreed on the statements. The respondents have positive attitude towards online shopping with the overall mean value (3.41). People feel that online shopping makes them easy shopping. They also have fun with online shopping and they believe that online shopping is very useful for them. Moreover, they think their life-style is compatible with online shopping.

4.1.7 Effect of the Factors on Consumer Attitude towards Online Shopping

The relationship between the influencing factors and consumer attitude is analyzed by using Multiple Linear Regression Model. The influences of relevant factors on the dependent variable (consumer attitude) are statistically tested.

Table (4.8) Factors on Consumer attitude towards online shopping

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-.207	.264		-.783	.435	
Convenience	.331	.078	.293	4.244	.000***	1.843
Time saving	.145	.063	.134	2.296	.023**	1.325
Selections freedom	.202	.075	.187	2.681	.008**	1.880
Trust	.383	.066	.339	5.785	.000***	1.327
R	0.740					
R square	0.547					
Adjusted R square	0.537					
F value	32.751***					
Durbin-Watson	1.954					

Dependent variable: Consumer Attitude

Source: Survey Data, (2019)

Note: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

The analysis on the effect of the factors on consumers' attitude towards online shopping is shown in Table (4.8). The Multiple Linear Regression Model was applied to analyze the effect of the consumers' attitude towards online shopping. The factors include the convenience on using online shopping, time saving, selections freedom and trust on online shopping.

According to the Table (4.8), Durbin-Watson value (1.954) is close to 2, indicating that there is no auto correlation in the sample. Variance inflation factor (VIF) was used to provide the information relating to the potential problem of multicollinearity in the model. According to Neter, Wasserman and Kutner (1985), the VIF values lower than 10 indicate that there is no auto correlation among the independent variables. All the VIF values shown in Table 4.9 are lower than 2, meaning that the independent variables are not correlated within each other. Thus, no multicollinearity problem is encountered in the model.

The analysis shows the result that convenience factor and trust factor are significant at 99% confidence level. Time saving factor and selections freedom factor are also significant at 95% confidence level. Correlation coefficient (R) measures the

relationship between the independent variables and dependent variables. The factors are strongly correlated with the consumers' attitude towards online shopping. The model has 53.7% of explanatory power of dependent variable to the independent variables.

For online shoppers, convenience and time saving factors are the important aspects with their attitude towards online shopping, which are interrelated each other. People in Yangon feel more and more interested in avoiding from the chaos of market crowd and they want to save themselves from heavy traffics on roads. In this regard, they feel that online shopping is more convenient than the traditional shopping. They also prefer online shopping as they believe that they can keep their privacy while they are shopping. Moreover, they are attracted by online shopping as they do not need to worry and there is no embarrassment if they decided not to buy the products. These are the main reasons of why convenience factor influences consumers' attitude towards online shopping.

In terms of time saving, consumers believe that online shopping takes lesser time to purchase than the traditional shopping. It is found that people in Yangon do not want to spend much time on shopping. Besides, online shopping is flexible and allows consumers to carry out online shopping activities anytime at any place. Thus, consumers can schedule their valuable time to shop something. For these reasons, time saving positively influences consumers' attitude towards online shopping.

Selections freedom is a factor that influences consumers' attitude towards online shopping. Consumers always want to compare and contrast the items they intended to buy in different stores. The virtual environment of online shopping provides this feature to the customers. Online shoppers are pleased to have this ability to compare and contrast their would-buy products through the selection criteria they made through the Internet. Not only the specifications of the products, but also prices and brands of the products can be compared and contrasted in online shopping. Moreover, they prefer online shopping as they can get detail product information through online.

Trustworthiness is also an important aspect in online shopping. It is found that people in Yangon have some doubts on the quality of the security features of the online shopping sites. They also concern the quality of the products they ordered through online shopping. Most consumers feel that online shopping is a kind of shopping in which they

are likely to be cheated by technology. Thus, trust is a factor that highly influence consumers' attitude towards online shopping.

In light of the above points, these four factors (convenience, time, selections freedom, and trust) significantly influence on consumers' attitude towards online shopping.

4.2 Analysis on the Effect of Consumer Attitude towards Online Shopping on Repurchase Intention

Table (4.9) presents the mean values of consumers repurchase intention towards online shopping with five statements using by Likert Scale questions to measure the relative strength of repurchase intention.

Table (4.9) Repurchase Intention

SN	Description	Mean
1.	Repurchasing goods/ services via online in the near future.	3.45
2.	Intending to shop again online in the near future.	3.36
3.	Intending to shop again online whenever appropriate to do my shopping.	3.38
4.	Intending to suggest others to use online shopping.	3.20
5.	Intending to suggest my friends and family to use online shopping.	3.12
	Overall	3.30

Source: Surveyed Data, (2019)

The overall mean value (3.30) of repurchase intention suggested that the respondents have positive repurchase intention towards online shopping. All the statements were positively agreed by the respondents as the mean values of each statement are more than 3. They are prone to shop online again whenever appropriate in the future. Moreover, they are willing to suggest others including friends and family members to use online shopping in the future.

4.2.1 Effect of Consumer Attitude towards Online Shopping on Repurchase Intention

In order to analyze the effect of consumers' attitude towards online shopping on repurchase intention, Linear Regression Model is used to analyze the findings of survey

collected from the respondents. The result of the effect of consumers' attitude towards online shopping on repurchase intention is shown in the following Table (4.10).

Table (4.10) Effect of Consumer Attitude towards Online Shopping on Repurchase Intention

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.636	.188		3.374	.001	
Consumer Attitude	.781	.054	.737	14.542	.000***	1.000
R	0.737					
R square	0.543					
Adjusted R square	0.540					
F value	129.978***					
Durbin-Watson	2.324					

Dependent variable: Repurchase Intention

Source: Survey Data, (2019)

Note: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

According to the result, the Durbin-Watson value (2.324) is between 1.5 and 2.5, and close to 2, indicating independence of residuals (Field, 2005; Garson, 2006). The variance inflation factor (VIF) values are 1; these indicate no multicollinearity in the model (Garson, 2006). Coefficient correlation R value (0.737) is also measured to find out the whether the relationship between consumer attitude towards online shopping and repurchase intention is strongly correlated or not.

Table (4.10) indicates that the effect of consumer attitude towards online shopping on repurchase intention is statistically significant at 99% confidence level as its significant value is 0.000. Moreover, it is stated that the relationship between these two variables is strongly correlated. Standard coefficient (Beta) value (0.737) also supports that consumer attitude and repurchase intention are positively correlated. Moreover, the R square value indicates that 54% of the variance in repurchase intention can be explained by consumer attitude towards online shopping.

The respondents are the online shoppers who have previously experience in shopping online. The analysis results show that online shoppers in Yangon have positive attitude towards online shopping. Consumers intend to repurchase in the near future once they have positive attitude. They have intended to repurchase online in the near future and whenever appropriate to do shopping again. They also want to share the benefits of purchasing online to others and thus, they have also intended to suggest others including their family members and friends to shop online. These are the reasons of why consumers' attitude towards online shopping positively affects the repurchase intention.

CHAPTER 5

CONCLUSION

Based on data analysis from chapter 3 and chapter 4, this chapter comprises of three main sections: (1) findings and discussions, (2) suggestion and recommendation, and (3) needs for further study, for marketers to be able to understand the influencing factors on consumers' attitude towards online shopping, and the effect of consumers' attitude towards online shopping on repurchase intention.

5.1 Findings and Discussions

This study has worked on demographic factors of online shoppers in Yangon in order to see whether there is a relationship between any of demographic factors (sex, age group, education attainment and monthly income) and consumers' attitude towards online shopping or not. Independent Sample t-test for sex variable, and One-way ANOVA for age group, education attainment and monthly income variables were used in finding the relationship with consumers' attitude towards online shopping. According to the result, demographic profiles are not significant in influencing consumers' attitude towards online shopping in Yangon in the context of this study.

This study found that online shoppers in Yangon have some concern to trust online shopping in Yangon as the overall mean value for this factor is 2.90. Online shoppers in Yangon have some worries about whether they can get exactly what they ordered through online. Moreover, they do not think online shopping websites in Yangon have adequate security features. This is because people think that e-commerce in Myanmar has not mature enough as it has just started in recent years. This is a valuable finding for marketers who always try to boost their products and services to online shoppers.

Convenience and time saving are also the influencing factors for consumers' attitude towards online shopping. Nowadays, people in Yangon have some constraints in going out to buy somethings as it takes time due to the huge traffic even not at the peak hours. Therefore, consumers in Yangon have become more and more interested in online

shopping. Moreover, most people today have not enough time to shopping. They have preferred online shopping rather than traditional purchasing.

With regards to the survey result, comparison is also one of the important factors that influences consumers' attitude towards online shopping. It offers the variety of resources in which people can compare and contrast the products they want to buy. Not only the price, but also the detail specification of the product can be compared. This study also found that selections freedom is a motivating factor for consumers' attitude towards online shopping.

According to the survey result, these four factors apart from demographic factor have a significant positive effect on the consumers' attitude towards shopping online. In addition to this, there is also a positive effect of consumers' attitude towards online shopping on repurchase intention.

According to the mean value of repurchase intention, respondents intended to repurchase online in the near future. They also want to share their experiences of shopping online to others. These intentions are based on consumers' positive attitude. Thus, marketers should encourage online shoppers to get more positive attitude towards online shopping.

From the analysis of the effect of consumers' attitude towards online shopping on repurchase intention, it is found that there is a significant positive effect of consumers' attitude on repurchase intention of online shopping. Therefore, it can be concluded that consumers' attitude towards online shopping has the effect on repurchase intention.

5.2 Suggestions and Recommendations

Online shopping is becoming more and more popular among consumers in Yangon. Understanding consumers' needs for online shopping has become challenges for marketers. Specifically, understanding consumers' attitude towards online shopping, making improvement in the factors that influence consumers to shop online and working on the factors that affect consumers to shop online will definitely help marketers to gain the competitive edge each other. Therefore, it is important to know the attitude and intention of the people in Yangon in order to increase the sale volume via online shopping.

By offering people in Yangon the trust on online shopping and making them feel usefulness and ease of use while shopping over the Internet directly increase consumers' attitude towards online shopping on repurchase intention. From this study, there is a strong positive correlation between the attitude towards online shopping and online shopping. This means that more positive attitude towards online shopping will enhance higher repurchase intention. Marketers should, therefore, try to increase the consumer's positive attitude to increase their intention to buy back, which will further boost product sales from digital.

Among the influencing factors, the study found that online shoppers in Yangon have some concern regarding trust factor. Lack of trust in making purchasing through online can decrease the attitude towards online shopping. Thus, companies should use high security system that could make more secure transactions through websites. Furthermore, to achieve more consumers' trust, companies need to increase their brand reputation, as companies' reputation is associated with the services that companies provided.

Moreover, companies should provide guarantee to some extent to online shoppers so that their products and services can be more trusted by the consumers. For instance, companies should introduce money back guarantee on their products if consumers are not satisfied with the products or services they received. It shows that a company cares their customers and this, in turn, will increase consumers' trust towards the company. Concurrently, marketers should make trust-building interventions such as posting a privacy policy, real-time interacting with customers, advertising its good reputation, and link to other reputable sites. To conclude, building trust by the marketers is strongly recommended by the context of this study.

5.3 Needs for Further Study

This study considered factors influencing consumer attitude towards online shopping in Yangon area. Concentrating on one area at a time is a good strategy. However, the dynamic nature of Internet Technology means that researchers will need to keep on studying this topic to keep up-to-date. New and enhance features and functions of the Information Technology emerges every year. The users will, therefore, continue to upgrade their systems and their services.

In the area of consumer behavior, a study on what products are most frequently purchased in Yangon online market will be a fruitful research for online marketers. The study will be a great benefit to online business people and other interested parties who would like to have knowledge about the most frequently online products purchased and of the online shoppers' behavior.

A study on specific products such as books, movies, clothing, household utensil or electrical devices will also be an effective research for those who want to specify the findings in one specific product, and the shoppers' behavior on that product. The study will also extend the new knowledge in the specific product area.

A further research that studies on extending from intention to decision making in shopping online will also be an interesting and important research for online marketers. The online marketers will be benefited by knowing the driving forces which make consumers decisive after having the intention.

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APPENDICES

APPENDIX I

Consumer Attitude towards Online Shopping

Questionnaire

I am an MBA candidate from Yangon University of Economics. This study is the partial fulfillment of the requirements for the degree “Masters of Business Administration”. You are kindly requested to participate this survey. It will take about 5 to 10 minutes to complete answering the questions. Your response will be completely anonymous and confidential, and sought exclusively for the completion of my MBA research paper. It is assured that the data will be combined and analyzed as a whole, and no individual data will be reported. Thank you very much for your kind participation.

Part 1: Demographic background

1. Sex (choose only one answer)

Male

Female

2. Age group (choose only one answer)

Under 20

Between 21 to 30

Between 31 to 40

Between 41 to 50

Between 51 to 60

Above 60

3. Education attainment (choose only one answer)

Below high school

High school

Under graduate

Graduated (Bachelor degree)

Post-graduated

Ph.D

4. Monthly income (choose only one answer)

- Less than 5 lakh kyat
- Between 5 to 10 lakh kyat
- Between 10 to 15 lakh kyat
- Between 15 to 20 lakh kyat
- Between 20 to 25 lakh kyat
- Over 25 lakh kyat

Part 2: Usage Pattern of Online Shopping

5. Have you ever done online shopping (items or services)?

- Yes
- No

If you have never shopped anything via online, please skip to Part 3.

6. What products do you usually buy via online? (can choose more than one answer)

- Books
- Music / Movies
- Clothing
- Foods
- Electronic devices and accessories
- Home appliances
- Personal and Health care
- Bus / Flight ticket
- Other (please specify) _____

7. Which websites do you usually use for online shopping? (can choose more than one answer)

- Shop.com.mm
- Yangon Online Store
- OneKyat
- BarLoLo
- rgo47
- 365 myanmar
- Facebook page
- Other (please specify) _____

Time saving		1	2	3	4	5
16.	Online shopping takes less time to purchase.					
17.	If I buy goods or services via online because it saves time.					
18.	I do not like to spend much time on shopping.					
19.	If I shop online, I can take as much time as I want to decide.					
20.	If I shop online, I can save myself from chaos of traffic.					
21.	If I shop online, I can purchase 24 hours.					

Comparison		1	2	3	4	5
22.	It is easy to choose and make comparison with other items / services while shopping online.					
23.	Selection of goods / services available on the Internet is very broad.					
24.	Online sites help to compare various brands.					
25.	If I shop online, I can get detailed product information online.					
26.	If I shop online, I can easily compare price through different online shopping sites.					
27.	If I shop online, I can compare the same product on different online shops.					

Trust		1	2	3	4	5
27.	I feel secure to purchase things via online.					
28.	I feel that online shopping sites have adequate security features.					
29.	I trust that I will get exactly what I ordered through online shopping.					
30.	I feel that online transaction is safe and secure.					
31.	The detailed product information mentioned on the online shopping sites is trustworthy.					

Part 4: Attitude towards Online Shopping

Attitude		1	2	3	4	5
32.	Shopping online is fun and enjoyable.					
33.	Online shopping makes my shopping easy.					
34.	I find that online shopping is compatible with my life-style.					
35.	I like to shop via online.					
36.	I think online shopping is useful for me.					

Part 5: Repurchase Intention to Use Online Shopping

Repurchase Intention		1	2	3	4	5
37.	I will repurchase goods / services via online in the near future.					
38.	I intend to shop again online in the near future.					
39.	I intend to shop again online whenever appropriate to do my shopping.					
40.	I intend to suggest others to use online shopping.					
41.	I intend to suggest my friends and family to use online shopping.					

Thank you very much for your kind participation.

APPENDIX II

STATISTICAL OUTPUT

Analysis on Demographic Factors

Sex

Group Statistics

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Average attitude	Male	71	3.4761	.75997	.09019
	Female	109	3.3688	.86117	.08248

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Average attitude	Equal variances assumed	3.565	.061	.855	178	.394
	Equal variances not assumed			.877	162.420	.382

Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Average attitude	Equal variances assumed	.10725	.12549	-.14040	.35489
	Equal variances not assumed	.10725	.12222	-.13410	.34860

Age Group

ANOVA

Average attitude

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		1.913	3	.638	.942	.422
	Linear Term	Unweighted	.790	1	.790	1.167	.281
		Weighted	.000	1	.000	.000	.995
		Deviation	1.913	2	.956	1.413	.246
Within Groups			119.105	176	.677		
Total			121.018	179			

Education Attainment

ANOVA

Average attitude

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		4.300	3	1.433	2.161	.094
	Linear Term	Unweighted	1.383	1	1.383	2.086	.150
		Weighted	.687	1	.687	1.036	.310
		Deviation	3.613	2	1.806	2.724	.068
Within Groups			116.718	176	.663		
Total			121.018	179			

Monthly Income

ANOVA

Average attitude

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		8.122	5	1.624	2.504	.062
	Linear Term	Unweighted	.063	1	.063	.097	.756
		Weighted	.241	1	.241	.372	.543
		Deviation	7.881	4	1.970	3.037	.019
Within Groups			112.895	174	.649		
Total			121.018	179			

Regression Analysis Result for Effect of Influencing Factors on Consumer Attitude

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.740 ^a	.547	.537	.55948	1.954

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.240	4	16.560	52.904	.000 ^b
	Residual	54.778	175	.313		
	Total	121.018	179			

a. Dependent Variable: Consumer attitude

b. Predictors: (Constant), Trust, Time saving, Convenience, Selections freedom

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.207	.264		-.783	.435		
	Convenience	.331	.078	.293	4.244	.000	.543	1.843
	Time saving	.145	.063	.134	2.296	.023	.755	1.325
	Selections freedom	.202	.075	.187	2.681	.008	.532	1.880
	Trust	.383	.066	.339	5.785	.000	.754	1.327

Regression Analysis Result for Effect of Consumer Attitude on Repurchase Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.737 ^a	.543	.540	.59083	2.324

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.824	1	73.824	211.483	.000 ^b
	Residual	62.136	178	.349		
	Total	135.960	179			

a. Dependent Variable: Repurchase intention

b. Predictors: (Constant), Consumer attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.636	.188		3.374	.001		
	Consumer attitude	.781	.054	.737	14.542	.000	1.000	1.000