

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

A STUDY ON ONLINE BOOK PURCHASE BEHAVIOR
IN MYANMAR

YADANAR LINN OO

MBA II – 49

MBA 24th BATCH

MARCH, 2022

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ACADEMIC YEAR (2018 – 2022)

Supervised by:

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MBA II – 49
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2018 – 2022

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“This thesis is 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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2018 – 2022

ACCEPTANCE

This is to certify that this thesis entitled “**A Study on Online Book Purchase Behavior in Myanmar**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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Rector

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(Examiner)

MARCH, 2022

ABSTRACT

The main objectives of this study are to examine the factors influencing consumer attitude towards online book purchases and to analyze the effect of consumer attitude on online book purchase behavior. For the primary data, three-hundred and eighty-five readers are interviewed with structured questionnaire with 5-point Linkert Scale. Secondary data is extracted from relevant text books, international research paper and previous paper, available literatures, journals and internet web search. Based on the results, among five influencing factors, trust has highly significant effect on consumer attitude towards reading books. Then convenience of ordering has positively significant effect on consumer attitude towards advertisement and perceived benefits and convenience of ordering have significantly influenced on consumer attitude towards online purchase behavior. Finally, all of the consumer attitudes have positively significant effect on online book purchase behavior. Therefore, publishing houses should focus on trust, convenience of ordering and perceived benefits in order to create favorable consumer attitudes and promote the consumers' intention to purchase books from online.

ACKNOWLEDGEMENTS

First of all, I would respectfully express my heartfelt thanks and gratitude to Dr. Tin Tin Htwe, Rector, Yangon University of Economics to give me an opportunity to accomplish the challenging MBA course.

I would like to express my great appreciation to Professor Dr. Nu Nu Lwin, Professor and Head, Department of Management Studies, Yangon University of Economics and Programme Director of the Master of Business Administration Programme of her kind permission giving me an opportunity to accomplish this research and giving a constructive guidance for this thesis. I would also like to show my sincere gratitude for her close supervision, encouragement, suggestions and endless support throughout the preparation of the thesis.

I am very much grateful to Dr. Myint Myint Kyi, Professor, Dr. Thin Nwe Oo, Professor, and Dr. Hla Hla Mon, Professor, Department of Management Studies, Yangon University of Economics, for their suggestions, advice and thoughtful comments. I would also like to give my special thanks to Associate Professors and Lecturers from the Department of Management Studies for their invaluable lecturers and guidance during my academic career.

My sincere appreciation goes to all staff from We Distribution, Sekku Cho Cho, Mizzima, Wun Zinn and Quality publishing houses, for their help in contributing accurate data, information and subjective opinions. I would also like to give heartfelt thanks to all the readers for participating in my research.

Finally, I would like to acknowledge my family, friends and classmates of MBA 24th Batch for all the support, contribution and sharing their knowledge and experiences to accomplish this thesis for the fulfillment of MBA course.

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CHAPTER (1)

INTRODUCTION

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants (Kolter & Keller,2006). It analyzes the effect of emotions, attitudes and preferences on buying behavior. A study of consumer behavior is to find out the factors how they evaluate about the products when they purchase the product. During the last few years, companies mainly focus on their products. But later companies become realized that better understanding of customer needs make their profitability. In order to understand the consumer behavior, companies need to examine and collect the factors influencing towards consumer purchase behavior.

Attitude has become one of the most important things in consumer behavior. Attitudes come from the consumers' inner feelings that impact on the favorable or unfavorable towards the objects. Attitude research takes place the basis for reposition of the existing businesses, developing new products, general purchase behavior and creating advertising campaigns. Marketers are difficult to attract consumers to use, purchase or recommend their products.

Thus marketers are trying indirectly by giving information, promotion or other stimuli to make consumer purchase their products. Knowing how attitudes influence consumers' behavior is the crucial thing of the success of the business. According to the Multi Attribute Model, there are three kinds of attitudes such as attitudes towards object, attitudes towards behavior, attitudes towards advertisements.

The Internet makes life innovative. Companies are doing online business and making transactions have become convenient and fast due to this effect. It provides different ways to grow up businesses. The Internet gets together all competitors and consumers in one place. It brings new ways to do marketing for companies in the market. The emergence of the Internet affects the nature of communicating and purchasing patterns. People use it as a tool for communicating, a source of information, a channel for business ,and a social network.

Marketers also use the Internet as their marketing channel and the market size of online shopping is tremendously growing. This effect has brought a paradigm shift

in the shopping pattern of consumers by using the Internet for making online purchases. Consumers can search for the required information and compare the resources when they have a desire to purchase the products. Thereby companies are emphasizing on the online channel as their marketing tool in the turbulent market to gain a competitive advantage.

The Book industry has been one of the significant industries during the previous years in the market. The emerging of the Internet change the industry structure. Due to the changing pattern of shopping, the publishers, manufactures and retailers of the bookshops were affected in recent years. The convenience of online shopping has attracted consumers. Thus the trend of online book purchases has begun to increase powerfully. Online book purchase intention is the intention that customers purchase books through then that results in actual purchase behavior.

In this study, it focuses on the factors influencing of consumer attitudes towards online book purchases such as perceived benefits, perceived risks, convenience of ordering, trust and accessibility of information which leads to online book purchase behavior. Different consumers have various kinds of online purchase behavior. This study aims to examine the factors influencing consumer attitudes towards online book purchases and analyze the effect of consumer attitudes on online book purchase behavior.

1.1 Rationale of the Study

A study of consumer behavior is to find out the factors how they evaluate the products when they purchase the product. In recent years, organizations are characterized by tough competition, market economic processes, turbulences of structure modifications, and speedy growth of the Internet ensuring technological advancement. Books are one of the valuable things for people. The practice of reading books creates cognitive engagement that improves lots of things and also affects empathy social perception and emotional intelligence. People can create and imagine a better future by reading books. Reading books can also give courage and wisdom to survive in a turbulent world. People read the books for personal development by exploring innovative ideas, perspectives, and literary styles. Therefore the book industry has been one of the significant industries for many years.

There are billions of people who use online and they are the potential buyers for companies which provide online services and goods. As the continuous growth in the use of Internet, people also change their shopping pattern of books from traditional shopping to making online purchases. Then online book purchases become a trend. Nowadays, the Internet becomes a crucial tool for communication and information and there is no other channel like the Internet which includes functions bring convenience for consumer purchase. Because consumers can search and compare information from various resources before they buy the products. Internet serves as the link between consumers and the sale persons. Many applications, websites and Facebook pages are being created to cater to this rising demand for convenience shopping trends. Competition increases more and more because of the increasing attention of consumers towards online shopping.

Thus most of the industries need to emphasize on online channel to gain sustainable competitive advantages. Nowadays publishing houses also use Internet as a marketing tool to make their profit in book industry. However there is a slow growth in selling books by using Internet. Publishing houses need to emphasize on Internet marketing to make sure significant and sustainable. Research on buying behavior of books is predominantly high but there is lack of research in buying behavior of online book purchases.

In Myanmar, most of publishing houses are weak in knowledge about consumer online purchase behavior of books. To enhance and attract online consumers, it is worthwhile to know about their behavior and understand they requirements and needs. In order to bring a sustainable online book selling, publishing houses need to know online book purchase behavior. It is necessary to examine consumer online buying behavior of printed books. This research tries to find out the factors influencing consumers attitudes towards online book purchases such as perceived benefits, perceived risks, trust, convenience of ordering, information accessibility that affect on online book purchase behavior. This study is expected to provide in better understanding of consumers online purchase behavior in Myanmar.

1.2 Objectives of the Study

This study emphasizes on two main objectives which are as follow;

- (1) To examine the factors influencing consumer attitude towards online book purchases.
- (2) To analyze the effect of consumer attitude on online book purchase behavior.

1.3 Scope and Method of the Study

This study emphasizes on online book purchase behavior in Myanmar. This study uses both analytical and descriptive method based on both primary data and secondary data. The primary data are collected from selected consumers by structured questionnaires with 5-point Likert Scale. According to the Myanmar Publishers and Booksellers Association (MPBA), there are 37 publishing houses that use online marketing and sell books from online in Myanmar. Among them, We Distribution, Seikku Cho Cho, Mizzima publishing group, Wun Zinn and Quality publishing houses are more successful, popular and higher growth in sales from online than other publishing houses.

Thus, the respondents who buy books from online in these bookstores during the month from September to November of 2020 are surveyed by systematic sampling method. The sample size is 385 respondents determined by using Cochran's formula with 95% confident interval. To get the required sample size of 385 respondents, the study has to collect the data from 480 respondents (response rate 80%) from selected 5 bookstores. The secondary data is extracted from relevant text books, international research paper and previous paper, available literatures, journals and internet web search. Linear regression analysis is applied to analyze the factors influencing on consumer attitudes towards online book purchases.

1.4 Organization of the Study

This study consists of five chapter. Chapter one is the introduction of the study which consists rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two represents the theoretical background of consumer attitudes towards online book purchases and the effect of consumer attitudes on actual online book purchases. Chapter three comprises profiles and marketing practices of publishing house. Chapter four consists of the analysis of

consumer attitudes and online book purchase behavior. Chapter five is the conclusion that involves findings and discussions, suggestions and recommendations and need for further research.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter consists of consumer attitudes, online book purchase behavior and factors influencing consumer attitudes on online book shopping. With a thorough understanding of how these factors affect consumer attitudes will be able for publishers to know the online book purchase behavior in Myanmar.

2.1 Consumer Attitude

Attitude is a mental predisposition to behave in a consistently favorable or unfavorable way to a particular object, a brand or a firm (Allport,1999). Consumers have the positive or negative feelings towards the products or services. These feelings directly or indirectly depend on the values provided by products or services and directly affect the consumers purchase behaviors before they make the purchase decision. Attitudes play a role determining in the purchase process, preferences and behavior. Attitudes forecast behaviors according to the consumers' attitudes. For example, if consumers have favorable attitude towards the product or service, they will purchase it and if they have unfavorable attitude, they will not purchase it.

Attitudes relevant to purchase behavior are formed as a result of (1) direct product experience, (2)word-of-mouth information from others, (3) recommendations from opinion leaders or (4) by watching mass media advertising, digital marketing and various forms of direct marketing (Asshidin & Hazlin ,2016). Although attitudes may result from behavior, they reflect either a favorable or an unfavorable evaluation of the attitude object. . No one is born with an attitude but gradually as humans go on with their lives, attitudes start to form. They might be the mode from someone's behavior or start to form by watching a product or a brand advertisement. There are many internal and external factors which model and create attitudes towards an object.

Attitudes formation comes from the learning. Put another way, the shift from no attitude to an attitude is depended on how it is learned. The personal experience , the influence of family and friends, the admired individuals can strongly influence the attitude formation. The primary course of attitude formation is through the

consumer's direct experience in trying and evaluating them. Consumers often purchase new products that are associated with positive viewed brand name. Sometimes attitudes follow the buying and consumption of a product. A consumer may buy a brand name product without having a prior attitude towards it.

Consumer attitudes can help the business better understand their customers to drive business success (Clauy & Peterson, 2013). Thereby, understanding the consumers' attitudes is one of the key factors in marketing activities. Based in past experience with the business and those of competitors, understanding customer attitudes can help the organization monitor and change their intentions about doing business. Marketers need not only to understand consumers' attitudes in a variety of circumstances but also to design means for influencing those attitudes so that consumers adopt more positive attitudes towards the products or services on offer.

2.2 Theories of Consumer Attitude

There are many various kinds of attitude models. Attitude models provide a different perspective on the number of component parts of an attitude and how those parts are interrelated. These attitude models are the tri-component model, the multi-attribute attitude models, trying to consume model and the attitude-towards-the-ad models. Among these models, the study emphasizes on the multi-attribute attitude models.

The focus of the study has basically been intended to understand the formation of attitudes, so as to be predicting acts of behavior and influence them. Researchers have developed the models to express the attitude of understanding and to analyze or predict online purchase behavior. Multi-Attribute Models express the function of consumers' perception and evaluation of behaviors and beliefs towards the particular object (Schiffman & Kanuk, 2000). The model tries to predict the behavioral attitudes that a person holds versus an object or an organization, example a product or a brand. It comprises attitudes towards object model and attitudes towards behavior model.

(a) The Attitude towards Object

The object can be a physical thing or tangible item like a product like books, electronic things, cars and so on. The attitude toward object model is a good measurement model for attitudes towards a product or a company or a brand

(Schiffman & Kanuk, 2000). Based on this model, the consumer's attitude towards a product is a function of the presence (or absence) and evaluation of certain product-specific beliefs and/or attributes. Consumers generally have favorable attitudes towards the brands that they evaluate as positive and they have unfavorable attributes that they evaluate as negative. Basically, this model stipulates that consumers will list the attributes that are crucial to them.

(b) The Attitude towards Advertisement

Attitude towards the advertisement model is a responsive predisposition in a positive or negative manner to advertising stimulus during the exposure time (Schiffman & Kanuk, 2000). Attitudes can also base on emotions. In other words, a consumer can form either favorable or unfavorable feelings toward the information, product, or services. As consumers have different attitudes towards advertisements, this can successfully affect the consumers' informational responses. Consumer attitude is also influenced by the factors of advertising like trustworthiness, believability, and also enjoyable, pleasurable, exciting, and amusing advertisements.

Marketers should create attractive and enjoyable advertisements for the consumers because it is in a position to attract consumer's attention promptly and enhance the consumer's interest to watch the advertisements. This also increases the likelihood that buyers will recommend the advertisement to others. Thereby, marketers should understand the factors that contribute to developing a favorable consumers' attitude towards advertisements.

(c) The Attitude towards Behavior

The attitude towards behavior model is the consumer's attitude towards behaving on the object instead of attitude towards the object (Schiffman & Kanuk, 2000). This model conforms more closely to the consumer actual behavior than does the attitude towards object model. According to this model, although a consumer might have a positive attitude towards a particular object, the negative attitude for purchasing such object seems to be logical. For example, a consumer might have positive attitude towards Louis Vuitton bag, but a negative attitude towards purchasing expensive bags. This model acknowledges the power of other people in influencing behavior. Indeed, many behaviors of consumers are not determined in isolation but what they think others would like them to do may be more relevant than

their own individual preferences. It features that people who are very important to a consumer may influence their behavior and will have an impact on the consumer's final decision. Both attitude and behavior are the same evaluative dispositions.

2.3 Antecedent Factors of Attitude Formation

Attitude is a mental predisposition to behave in a consistently positive or negative way to a particular products or services (Allport,1999). The fundamental way of attitude formation is through the direct experience of consumers in trying and assessing them. If a product or a service provides to be to their satisfaction, then it is probable that consumers will form a favorable attitude and be likely to repurchase the products or services.

Attitude formation can be examined in three ways: how attitudes are learned, the sources of influence on attitude formation and the effect of learning from their past experiences (Susman,2021). Personal experiences directly affect attitude formation. The beginning of many experiences provides from experiences throughout their childhood. Consumers generally buy new products or services that is learned the favorable and useful products or services through messages and reputations.

Psychological factors such as values, beliefs, and perception determine the attitude of a person. Guiding principles in individual life or including goals that people strive to obtain is valuable. Beliefs come from different sources such as a person's own experiences, the acceptance of the cultural and societal norms or what other people say. When people accept a belief as a truth, they highly defend and resist to change it. Consumer attitude formation is also strongly influenced by personal influences. Family plays a significant role in the fundamental stage of attitude formation because of the values and beliefs of people. Then societies also take part in an important role in attitude formation.

The culture, tradition, and language also influence consumer attitudes and teach consumers what is and what is not acceptable. Attitude reflects more than just favorable and unfavorable evaluations. Understanding the aspect of attitudes in consumer behavior is an appreciation of the structure and composition of an attitude.

There are many factors that influence on consumer attitude. Among these factors, the study emphasizes on perceived benefits, perceived risks, convenience, trust and information accessibility.

(a) Perceived Benefits

Perceived benefit is defined as trust about the positive result associated with a behavior (Victoria, 2020). The use of Internet has improved the way consumers shop today, and has offered a new approach to browse, search and shop at the convenience of place and time. It provides interactivity that creates customers' interest. As competition in the market grows, using e-commerce becomes growing significantly to maintain sustainability and competitive advantage. Online shopping offers some benefits to consumers above other conventional modes of shopping. Development of Internet enables the consumers to shop the products at any time and locations. It helps them to avoid traffic, reduce waiting time and spend less effort in visiting the traditional stores.

One of the major determining factors of online shopping is that it has encouraged the convenience that it presents to consumers. Convenience is defined as the advantages such as time and efforts saving which the consumers get from online purchase (Patro,2019). It could be reflected in lesser time and energy spent, and not only reduces in transportation cost but also fewer crowds and queues. Some consumers prefer online shopping than traditional shopping because they are able to avoid the aggressive nature of salespersons, a situation which is an inconvenience to them. Consumers do not trust salesmen who may not give them not only complete product information but also actual product information. Thereby they use the Internet to equip themselves from the possible threat of misinformation given by salespersons. The perception that consumers will be comfortable when they access online shopping played a role in their attitude formation. The more consumers find online convenience, the greater the possibility of engaging in online books shopping.

It helps the consumers to keep themselves up to date about the price of products rather than hearing it from the sales agents. The Internet serves as the link to provide the balance of product knowledge between the consumers and the sales persons (Akussah, 2019). Besides most of the online shopping provides transaction convenience. The payment process is designed in a simple way and is easy to be understood. Consumers can choose various methods in payment such as cash on delivery or using mobile wallets or their credit cards or mobile banking. As online shoppers obtain advantages from effective and timely transactions, savings of time and efforts will influence their online shopping attitudes.

(b) Perceived Risks

The use of Internet for shopping offers not only benefits but also risks. The hindrance to it is risk. The use of Internet for shopping is affected by additional risks not encountered in physical stores. The consumers firstly get the risks from the online shopping is the financial risk. Financial risk comes from fears about the safety of consumers' credit card information which might be misused when they shop online (Panwar, 2018). Retailer might overcharge consumers as it has credit card information. Consumers feel that their credit card information may be compromised to third party.

The second risk is the product risk. The products consumers receive might be defective. Consumers perceive that the products have high risk of buying products via Internet as the right quality that is desired cannot be physically tested. Delivery risk is the third risk. Consumers might not receive the books in time. The coordination with the delivery men is one of the risks. Sometimes consumers might not receive the product ordered from Internet and right one.

Third is time convenience risk. Finding the right product online is very time-consuming. Cancellation of order is a complex activity and also returns of products purchased from Internet are difficult and complex process. Consumers might face problems in returning products. The final risk is the privacy risk. The retailer might sell consumers' information related to choices and preferences to other companies (Bhatti & Rahman, 2019). Other companies would abuse not only email address but also phone number. Searching in Internet is far purely different from searching in traditional stores. Internet searching offers the benefits of convenience, time, efforts and energy savings.

(c) Convenience

The ordering process is one of the most important stages in the operations of an online shop. For consumers, who are waiting impatiently for their shipment, it is certainly the most important stage. Accessibility of websites and online pages brings about pleasure, enjoyment and convenience for consumers to prefer online shopping rather than traditional stores. Effective order process is possible if there are imaginative websites, online pages which feels consumers convenient to perform trade through Internet.

To make the shopping experience via Internet as enjoyable as possible, it's important to process orders as efficiently as possible. In order for buyers to become regular consumers, one should emphasize on attracting them to the online shop. Convenience is the heart of e-commerce and the main reason that online shopping is growing (Chaffey, 2019). The shopping owners who sell products via Internet, have to deal with offline suppliers to meet their consumers' needs. Most organizations create mobile apps available from the Google Play or Apple App Store which is easy to use and convenient on-demand online shopping. Most consumers get their online shop from delivered conveniently to their doorstep.

When consumers open the app, they are usually looking for something specific or they are just interested in browsing the products. Search plays a key role in helping consumers find what they look for. A bad search experience can lead to loss of revenue and no matter how amazing user experience design in-app is, a bad search can ruin it all. The easier the purchase process will be, the more likely it will be for consumers to come back and buy more from the shopping via Internet.

(d) Trust

Organization wants more consumers and wants that consumers have awareness for the company products, in results the firm wants to sell the products more and more. All shopping via Internet has been done on the bases of Internet, but consumers are feeling doubt in those shopping because of trust between businessperson and consumers. Trust is not just a one-time assessment.

Trust is defined as a binding force in the shopping between buyers and sellers (Qalati & Vela, 2021). The level of trust grows with repeatedly communication and contact between the buyer and sellers. Relationships are involved which have a history of insincerity, incompetence, and unreliability and assumed still to exist.

Trust has various types such as behavioral, intentional and competence (Khan & Rasli, 2015). Behavioral trust comprises people and organization. The behavioral trusts are connected with the functions and positions, where they play the role in the organization. The second type, the competence trust, refers to cognitive, communicative and technical competencies, while in the organization level, it includes access of resources, technological, commercial, innovative, organizational

and managerial competence. The third type is the intentional trust which refers the intentions of the business partner towards the relationship, especially when there is a lack of expenditures or goodwill (Khan & Rasli, 2015).

Trust is considered as one of the important and significant long-term barriers in the e-marketing to make more and more consumers and sell out their products or services in the market. Consumers buy the products or services from the organizations that they trust. Therefore, the organization needs to make the importance and significance of the marketing procedures and rules clearly to all of the consumers. The practice of building trust on consumers is the important thing for all organizations. Trust is a crucial binding force between buyers and sellers.

(e) Information Accessibility

Internet plays a main role at the information search stage of the buying process. Internet has become an important channel for products as the potential buyers can easily find the detailed information of the products before they purchase. The shopping sellers who use Internet that can provide much more information about the products or services without any physical restrictions in the shopping environment.

Some products cannot be found locally. Some kinds of products are only available in some countries or places, so the online shopping allows the consumers to order and possess it. Consumers use Web and the social media such as Instagram, Facebook as a source of the information. Internet enables quick and appropriate comparison of product prices rather than going to traditional stores. Comparing and researching products and their prices is so much easier online. Most of the online pages has the consumer review system. Information provides consumers to make decisions (Comhairle, 2005).

Word of the mouth in the Internet relates to either favorable or unfavorable message among the present or past consumers about the product or organization that is accessible to the community on the internet. The opinion of consumers experience can influence the potential consumers to purchase the products or services. The recommendation of bloggers can also provide consumers information.

2.4 Consumer Buying Behavior

Consumer buying behavior is deemed to be an indivisible part of marketing. It analyzes the effect of emotions, attitudes, and preferences on buying behavior (Peter & Olson , 2004). A study of consumer buying behavior is to find out the factors how consumers evaluate about the products or services by the time they purchase the products or services. This may include examining search engines, searching social media posts or a variety of other actions.

Consumer buying behavior itself is a complicated, changeable issue that is unable to define easily and commonly (Dharshan, 2019). Thereby, the concept of consumer buying behavior has been defined in various ways by different researchers. In spite of being different definitions, they all lead to a process of selecting, buying and disposing of goods and services according to their needs and wants.

Consumer behavior of every consumer is different from others depending on buying choices which are influenced by buying habits and choices. There are numerous factors such as cultural factor, social factor, personal factor and psychological factor which influence consumer purchase behavior process. Firstly, cultural factors are not always influenced by a person's nationality. It is defined by a set of values, ideologies, religious beliefs, associations and even locations that belong to a particular community.

When a person comes from a particular community, the culture related to that particular community highly influence his/her behavior. Secondly, humans are social beings and a person live around many people who can impact his/her purchase behavior. A person tries to duplicate other people such as family, reference groups, celebrities, opinion leaders, bloggers, etc wishing to be socially accepted in society. Thus his/her purchase behavior is influenced by other people around him/her.

Thirdly, personal factors are the factors which are personal to the consumers themselves that influence their purchase behavior. These differ from individual to individual by producing various perceptions and behaviors. These may include age, income, occupation, lifestyles, personal beliefs, values, and morals. Fourthly, Human psychology is an important factor of consumer purchase behavior. A person's state of mind when they purchase a product or service often determines how they feel not only about the product or service itself but also the brand as a whole (Peter & Olson, 2004).

Finally, the economic situation of a country or a market highly impact consumer purchase behaviors and decisions. When the economy of a country is booming, it leads to not only a higher money supply in the market but also a higher consumers' purchasing power. Therefore, economic factors bring a powerful influence on the purchase decision of consumers.

Research in consumer behavior is critical because it helps to find out how and when online consumers prepare themselves for purchasing. In a fiercely competitive environment among the markets, in order to convert the needs and wants of the potential consumers into the actual purchase order, it is important for marketers to understand the target consumers and factors lying behind their purchase behavior. Understanding consumer behavior aids to focus and make the target segmentation in consumers and also forecast consumers' purchasing behaviors.

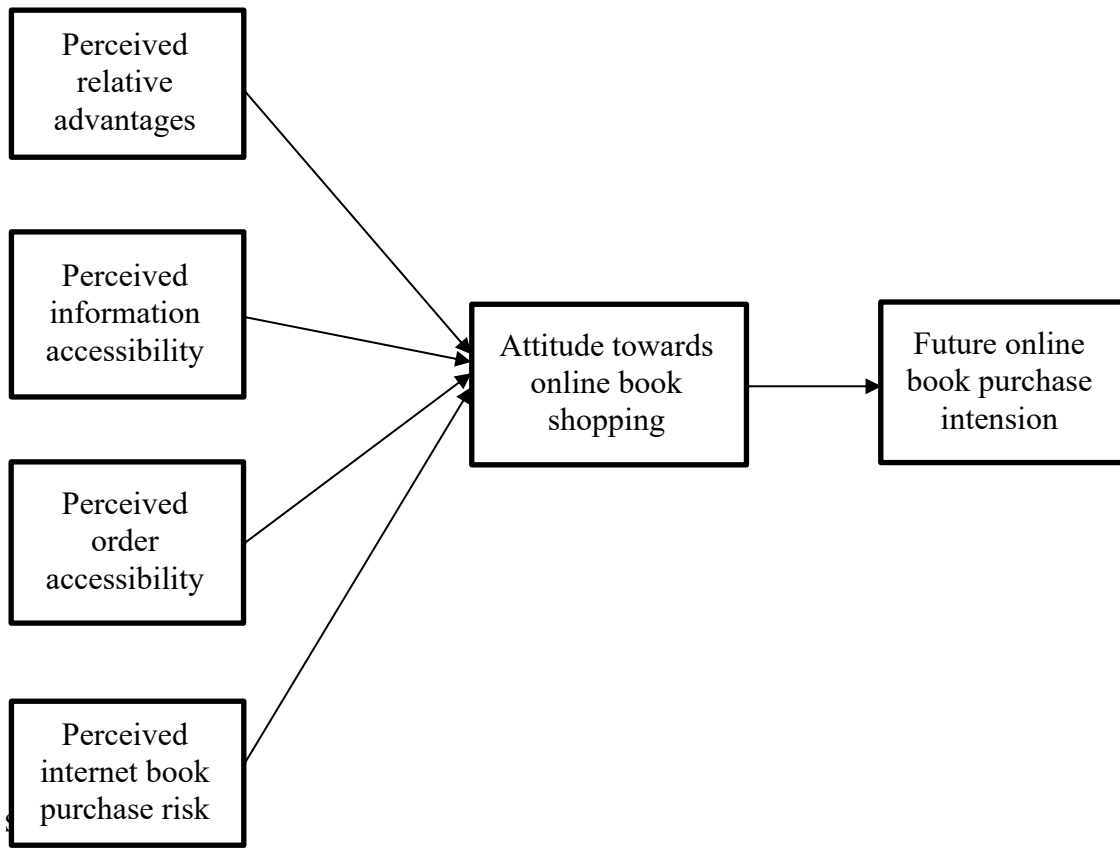
Thereby consumer behavior during purchasing involves searching products or services, evaluating products or services in different attributes, purchase, and consumption of the products or services. Not only manufacturers but also service providers need to have an understanding of the behaviors of consumers while buying and the ways consumers make choices for their products or services. This understanding brings them a leading edge in competition.

2.5 Empirical Studies on Consumer Attitudes and Consumer Buying Behavior

This study based on two previous research paper from foreign universities. The first research paper focused on factors influencing consumers' attitudes and future online book purchase intention of UK students. The another one is consumers' attitudes and behaviors towards online hotel room reservations in Malaysia

In this previous research paper, the researcher aims to investigate the factors influencing consumers' attitudes and future online book purchase intention of UK students. The previous research framework starts from the independent variables which are perceived relative advantages (reduced cost and time), perceived information accessibility, perceived order accessibility and perceived Internet book purchase risk. Then to the dependent variables such as attitude towards online book shopping and future online book purchase intention.

Figure (2.1) Conceptual Framework of Lalhruaitluanga

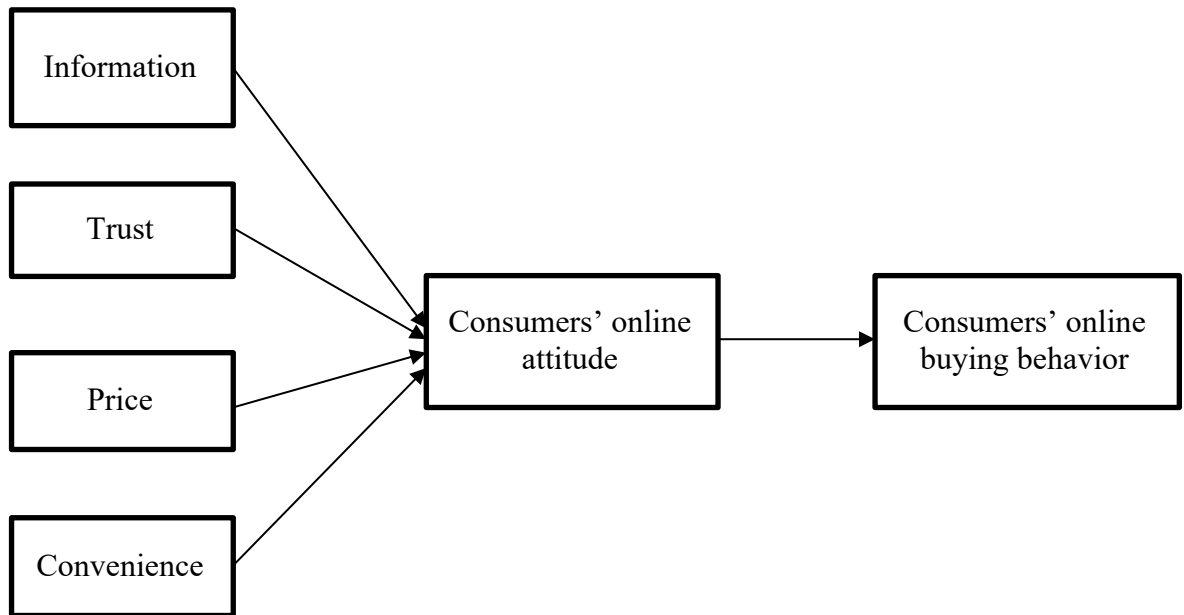


Source:Lalhruaitluanga (2011)

The study was carried out using the following hypothesis claims. The research found that there is a negative correlation between perceived benefits and consumers' attitude online book shopping as most of UK students may have strong financial support and they are bounded to time constraints that they have less waiting time required on online delivery. Perceived information accessibility, perceived order accessibility and perceived Internet book purchase risk is significantly related to attitude towards online book shopping. The relationship between attitude towards online book shopping and future book purchase intention are significantly related. The conceptual framework of this previous research is shown in Figure (2.1).

The purpose of another research is to investigate the factors influencing consumers' attitudes and consumers' online buying behaviors towards hotel room reservations in Malaysia. The conceptual framework of this research starts from independent variables such as information, trust, price and convenience, then to dependent variables of consumers' online attitudes and consumers online behavior.

Figure (2.2) Conceptual Framework of Li &Wai



Source:Li &Wai (2013)

The result of this previous research was that information, price and convenience were significantly related to consumers' attitudes towards online hotel room reservations. Then consumers' attitudes towards online hotel room reservations are positively related to their buying behavior in Malaysia. The conceptual framework of this previous research is illustrated in Figure (2.2).

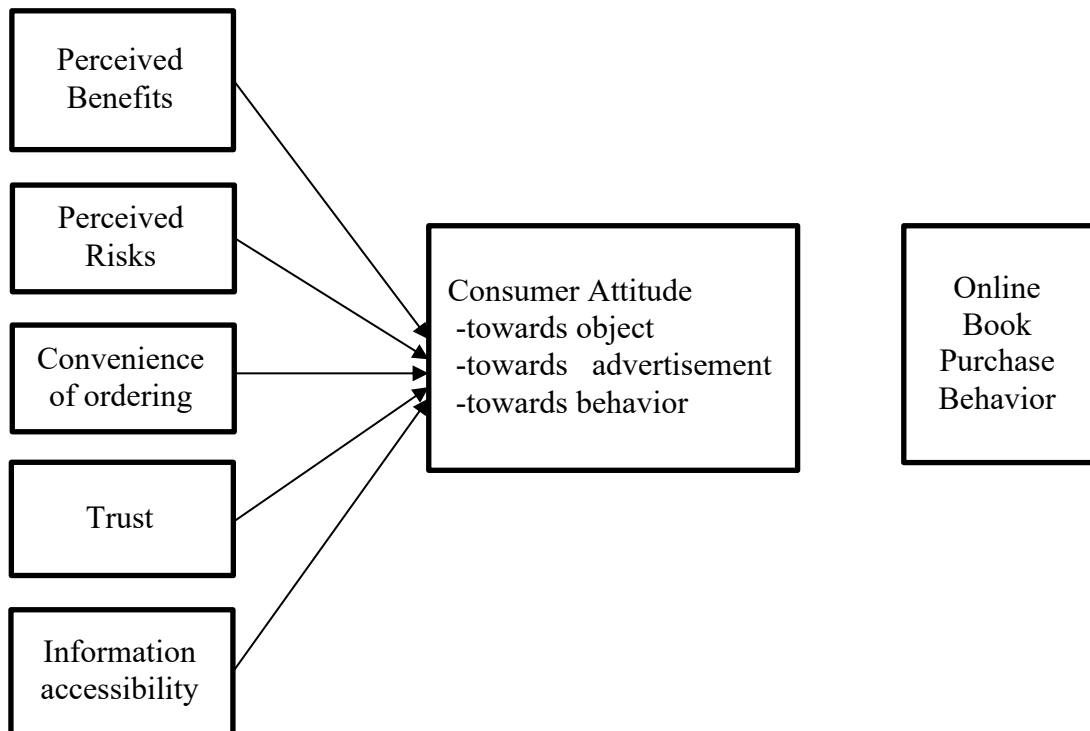
2.6 Conceptual Framework of the Study

In this study, there are two research objectives used as a guideline. The objectives are to examine the factors influencing consumer attitude towards online book purchases and to analyze the effect of consumer attitude on online book purchase behavior.

The conceptual framework for this research study is the combination of theoretical reviews and previous researches. The study focuses on consumer behavior, specifically consumer attitudes upon online book purchase in Myanmar. Figure (2.3) starts from the independent variables (influencing factors) of this research which are perceived benefits, perceived risks, convenience of ordering, trust and information accessibility. Then it leads to dependent variables of the research which are consumer attitudes towards object (reading books), consumer attitude towards advertisement,

consumer attitude towards behavior (online purchase behavior) and online book purchase behavior.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation based on Literature Review (2020)

Conceptual models are used to collect and report on a range of responses that can discuss their definition of analysis and the relationship between variables. Understanding consumer attitudes and online book purchase behavior will impact the profitability of the organization. Figure (2.3) offers the basis for a deeper understanding of online book purchase behavior and consumer attitudes in four key categories. This framework will improve the understanding of consumer attitudes and online book purchase behavior that will help organization create and retain consumers.

CHAPTER (3)

PROFILES AND MARKETING PRACTICES OF PUBLISHING HOUSES

This chapter presents general overview of publishing house in Myanmar. In addition, it presents marketing practices of publishing house in Myanmar.

3.1 Profile of Publishing Houses

Book publishing is a crucial business in building a democratic nation. The essence of book publishing and distribution is to share experience, thoughts, concepts and views to people by publishing and distributing books and periodicals. The knowledge of people is widened through the publication. Publishing is not only instrumental in mass communication but also an art.

Publishing become probable with the invention of writing and become more factual upon the introduction of printing. Before printing is started, distributed works are copied manually by scribes. Due to printing, publishing progressed gradually with the development of books. Publishing industry become popular in early 1800s.

In book publishing, there are four types of publishers such as traditional publishers, self-publishers, vanity publishers and hybrid publishers. Publishers arrange editorial and commercial decisions for publishing houses that publish books, newspapers, magazines and digital content. They decide about the markets their publishing house serves and also the form of the content they provide their audience. Publishers work together with editors, designers, authors, and freelance contributors who create the content and manage their production.

In Myanmar, the publishing industry is composed of two subcategories such as traditional print media and printing. Traditional print media is also known as publishing. It fundamentally bases on products for consumers. Such products consist of books, magazines and other periodicals. The printing business emphasizes the physical production of media. Printers serve publishing houses and firms involved in billboard advertising, promotional activities, financial statements, and other media.

Some publishers focus on broad sectors such as fiction or non-fiction. Some publishers emphasize within those sectors, publishing non-fiction books on art, economy, technology, or science. The choice of book type may be based on the

tradition of the publishing house. Newer publishing houses focus their book types on market conditions that are in line with market demand. Large publishing firms with a broad range of titles set a number of publishers, each with responsibility for a different category.

According to the Myanmar Publishers and Booksellers Association (MPBA), there are about 1992 publishers in Myanmar. However only 20 or more are able to publish more than 20 or 25 titles per year. Some publish only one or two titles per year. There are 110 traditional book stores in Myanmar. Among them, 37 bookstores provide the online services.

The censorship laws which restrain creativity and freedom of expression suffer the publishers in Myanmar for a long time. However in 2012, these laws are relaxed, leading to the freedom of publishers. Since 2012, Publishers can publish whatever they want, as long as they are registered as publishers and receive the license. Under the Printing and Publishing Enterprise Law of 2014, publishers in Myanmar must register with the Ministry of Information to obtain a five-year license to print and publish.

The official organization for publishers and booksellers in Myanmar, the MPBA grew out of the dissolution of the old, Ministry of Information controlled Myanmar Writers and Journalists Association in July 2012. The MPBA helps publishers overcome some of the most pressing challenges within the post-junta period. Its formation was encouraged by the President Thein Sein administration but they credibly claim no affiliation with the present government.

The MPBA is the main formal organization for publishers and booksellers in Myanmar. Unlike the writers, who have fragmented into sectors since the abolition of so many decades of pre-publication censorship. The MPBA connect hundreds of members and affiliate centres across the country. Within a year they had gained 300 members, and possibly upwards of 60 to 70 percent of all the publishers in Myanmar.

The MPBA celebrate members only forum, where awards for Best Publisher and Best Bookshop are handed out every year. Book fairs are usually held for the readers in Yangon, Mandalay, Bago, Nay Pyi Taw, Myitkyina, Monywa, Patheingyi, Hinthada, Taunggyi and etc. The purpose is to increase the sales growth for the publishers, to encourage readers to read books and to promote knowledge and social interaction skills for Myanmar people. The MPBA also run their own mobile live

reading group, where writers travel across the country, supporting the books published and sold by the MPBA through live readings in the community.

The willingness for traditional printed books is obviously high in Yangon. To encourage the people to read the books and to promote the knowledge and social interaction skills, the MPBA collaborate with Yangon City Development Committee and create “The Yangon Book Street” between Anarahta Road and Mahabandoola Road in January 2017.

Yangon Book Street offers people an opportunity to spend their time, looking at books, strolling along a literary street, getting books at affordable prices, listening to the literary talks by famous, and well-known writers. People can be seen conspicuously rummaging through piles of books displayed in the booths by the side of the street every weekend. More than 70 publishers and bookshops participate in the Book Street event last week offering diverse types of books containing new and old.

The continuous growth in use of the Internet becomes a threat to publishers. After 2013, the number of e-book readers drew because young people are using smart phones, tablets and other electronic devices. They read books on these devices. Therefore, altogether the book publishing and bookselling industry in Myanmar is facing huge challenges.

3.2 Marketing Practices of Publishing Houses

Marketing is a vital part of every business in which the organization must persuade, inform and attract consumers that they are offering consumers something that will be of value to consumers. Publishing house in Myanmar tries to get more market share and retains market positions by doing the effective marketing practices. The function of the book marketing departments is to make sure their published books in front of bookstore buyers, book distributors, or other channels and promote through them to the consumers.

Book marketers also need to oversee online consumer promotion. The book marketers need to determine the potential readers for an individual book, the size of the market of the book industry, and create the strategy for how best to attract the readers who might be interested in their books. Developing a strong marketing plan starts with having a clearly defined niche that defines the target audiences. Based on the strategy, the marketers create a tactical marketing plan as follows.

(a) Product

Publishers sell the printed books and e-books and therefore they are the products of the publishing house. Most of the publishers publish two genres of books such as fiction books and nonfiction books. Nonfiction books are books that may be presented objectively or subjectively regarding information, events or people. Some examples of nonfiction books are biographies, memoirs, journalism, historical, technical or economic writings. Fiction books are narrative books including people, events or places that are imaginary not based on history or fact.

(b) Price

Some readers prefer high-quality books and willing to pay a high price for them but some are not. Therefore, publishers develop examining and evaluating the prices of the books they sell to make sure that their book prices are suitable to the realities of the current market. Publishers sometimes combine books together with special offers and sale promotions. They sometimes include free additional items that cost them very little to produce but make their prices appear far more attractive to the readers.

(c) Place

Publishers sell their books in many places. Some publishers sell their books at book affairs or in retail establishments. Some publishers use direct selling which is sending their salesperson to the consumers to personally meet and talk with the prospect. Some publishers sell through emails. Some publishers sell in joint ventures with other similar products or services. Some publishers use their own authors or bloggers. Many publishers use a combination of one or more of the above methods. In each case, the publishers must make the right way about the best place or location for the readers to get fundamental buying information on the books to make a buying decision.

(d) Promotion

Before the books are published, the publishers need to develop the point of sales materials for each book. To promote book sales, publishers plan and build a promotional program. They work with marketing department and design to create advertisements, direct marketing campaigns and other communications materials.

They publish book excerpts online, arrange interviews with authors and encourage authors to write opinions for publication or participate in events, such as book affairs, seminars, book store signings and book launch event. Although book fairs seem to be outdated, they are still a very effective tool of book promotion for publishers. Because book fairs not only allow the publishers to show their published books but also they have the chance to sell their books directly to readers.

Advertising

There are various advertising techniques such as above the line (ATL), below the line (BTL), and through the line (TTL) that publishing houses use. Publishers use above the line activities carried out through the mass media such as magazines, newspaper and the internet. As Below the line strategies, publishers use outdoor advertising such as billboards, flyers, direct marketing, personal selling and trial offer. Publishers sometimes involve both above and below the line communication through the line (TTL) strategy.

Publishers in Myanmar use the line strategy to get readers' awareness and attract the readers to buy their books. With the continuous growth in the use of the Internet, people spend most of their time scrolling through their newsfeeds for the latest news. Social media are millions of people connected with each other using the Internet. Therefore social media are the best place to promote the published books. Social media such as Facebook and Instagram are important channels for sharing information with consumers. Publishers use social media as one of the best marketing tools. Facebook advertising is a practice that any publishers are weak to ignore.

Sponsorships

Sponsorship can provide increased brand awareness to many consumers. Publishing house whose products match with the readers are sometimes tapped to assist cross-promote books. As an example, a company might cross-promote a prize with cooking books or giveaway on their pages. Sponsorships and cross-promotional efforts also involve in sales growth.

Blogs

A blog for marketing can provide identity and visibility of the book. It is where bloggers can tell the story behind the title while allowing other people to get involved with it by letting them leave their comments and opinions. In some publishing houses, outreach to the bloggers and other related bloggers fall to the

marketing and in other publishing houses, bloggers are considered part of the media and sending readers information about the books being published.

E-mails

Marketing is a crucial role of publishing houses in which the organization needs to inform, and engage consumers that they are suggesting to consumers something that is valuable to consumers. One of the most important marketing strategies that publishers should use today is email marketing. Nowadays publishers use email marketing to sell books to readers. If publishers only use Facebook, Instagram, or their own page or websites or blogs to advertise their books, it is not going to be as effective. This is because instead of giving the promotional message on social media to targeted readers, they are bursting it to a random audience.

Content Marketing

People are now firmly entrenched within the digital era where websites or webpages are the window to virtually any kind of business. Most of the publishing house depend on websites or webpages to attach with readers. Content marketing emphasizes creating and providing information relevant to consumers' needs so as to persuade the consumers to buy the products or services. Content marketing may be vital component to overall strategy. It is effective strategy because it draws prospects through the sales, grows brand visibility and credibility and aligns target market with relevant information.

3.3 Reliability Analysis

Reliability was implemented in order to evaluate the internal consistency of the variables in the questionnaire. Cronbach's alpha is a measure of internal reliability of the questionnaire.

Cronbach's alpha was selected to conduct the reliability test as it is the most common tool for internal consistency reliability coefficient in particular psychometric measurement. The reliability test is a process of measuring the consistency or repeatability of the scale. Cronbach's alpha test to see if multiple question Likert scale surveys are reliable. These questions measure latent variables-hidden or unobservable variables like: a person's conscientiousness, openness. Cronbach's alpha will tell if the test is accurately measuring the variable of interest. (Tavakol and Dennick, 2011).

Table (3.1) Reliability analysis

Sr No.	Category	Cronbach's Alpha	No. of Items
1	Perceived Benefits	0.797	7
2	Perceived Risks	0.697	6
3	Convenience of Ordering	0.763	5
4	Trust	0.857	6
5	Information Accessibility	0.689	5
6	Consumer Attitude towards Reading Books	0.788	6
7	Consumer Attitude towards Advertisement	0.803	6
8	Consumer Attitude towards Online Purchase Behavior	0.855	5
9	Online Book Purchase Behavior	0.813	5

According to the result from Table (3.1), it shows that the Cronbach's Alpha of all the factors in this study are more than 0.6. Therefore, it can be expressed that the data is regarded to be reliable and valid.

3.4 Demographic Profile of Respondents

There are 385 respondents that are readers who buy books from online provided by five publishing houses: We Distribution, Seikku Cho Cho, Mizzima, Wun Zinn and Quality. The questionnaires are asked to explore general information of readers, the antecedents of consumer attitudes: perceived benefits, perceived risks, trust, convenience of ordering and information accessibility, attitude of consumers on reading books, advertisement, behavior and their online purchase behavior. Demographic profile of respondents is analyzed with their gender, marital status, age, education level, monthly salary and occupation. This demographic profile of respondents is presented in Table (3.2).

As shown in Table (3.2), it is found out that the number of female population who buys book from online is more rather than male population who purchase books from online. This is because shopping from the online is more popular among females. This result also shows that males are less patient with answering survey questions rather than females. Although both marriage and single respondents are contained in the sample, most of the respondents are singles.

Then the respondents are surveyed based on five different age groups. The majority of the respondents is the group of respondents between 21 and 30 years old and represents (57.14%) of the respondents. Therefore it is established that people between 21 and 30 years tend to buy books from online. The second largest group is the ages between 31 and 40 years. The third largest group is the ages up to 20 years. The least groups are ages between 41-50 years and above 50 years. This is because the older people are not familiar to Internet and online purchase behavior.

Table (3.2) Demographic Profile of Respondents

Sr.No.	Demographics		No. of Respondents	Percentage(%)
	Total Respondents		385	100.00
1	Gender	Male	177	45.97
		Female	208	54.03
2	Marital Status	Single	292	75.84
		Married	93	24.16
3	Age	Up to 20 years	63	16.36
		21-30 years	220	57.14
		31-40 years	72	18.70
		41-50 years	23	5.98
		Above 50 years	7	1.82
4	Education	Under-graduate	71	18.44
		Graduate	213	55.32
		Master Degree	90	23.38
		Ph.D and above	11	2.86
5	Monthly Income	Less than 100,000 kyats	85	22.07
		100,000 -399,999 kyats	94	24.42
		400,000 -699,999 kyats	88	22.86
		700,000 -999,999 kyats	46	11.95
		More than 1000,0000 kyats	72	18.70
6	Occupation	Employee	174	45.20
		Student	100	25.97
		Pensioner	10	2.59
		Self-employed	89	23.12
		Unemployed	12	3.12

Source Survey Data (2020)

According to the survey data in terms of education, the majority (55.32%) respondents achieved a bachelor's degree. 18.44% of respondents are undergraduated. Some respondents already have master degree (23.38%) and Ph.D and above (2.86%). For the monthly salary, income levels of respondents are categorized into five groups. The largest group of respondents receive between 100,000 kyats and 399,999 kyats. The second largest group is the respondents with monthly salary of 400,000 kyats-699,999 kyats. The smallest group of respondents receive more than 10,00000 kyats. Therefore, it can be concluded that monthly salary of readers are neither low nor high.

Finally occupation of the respondents are surveyed into five groups. It is found that the majority of the respondents are employee (45.2%) and students (25.97%). Some of the respondents are self-employed (23.12%), Unemployed (3.12%) and pensioner (2.59%).

CHAPTER(4)

ANALYSIS OF CONSUMER ATTITUDE AND ONLINE BOOK PURCHASE BEHAVIOR

This chapter includes three parts. The first part explores profiles of respondents and is presented with frequency and percentage. The second part presents the analysis of influencing factors on consumer attitude of the readers in Myanmar. The final part mentions the analysis of the effect of consumer attitude on online book purchase behavior.

4.1 Antecedents of Consumer Attitude

In this section, antecedent factors of consumer attitude such as perceived benefits, perceived risks, convenience of ordering, trust and information accessibility are analyzed by asking 29 questionnaires to 385 respondents. This section is to examine the mean and standard deviation of five influencing factors that can be seen in the table charts.

In the structured questionnaire, the measurement is based on 5-points Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Disagree) and use descriptive statistic such as mean and standard deviation. As stated in the classification of Best (1977), the responses are described as follows: The mean values 1.00-1.80 is sorted as strongly disagree, 1.81-2.60 is classified as disagree, and 2.61-3.4 is considered as neutral, 3.14-4.2 is categorized as strongly agree of perception.

(a) Perceived Benefits

This part provides perceived benefits that are considered as influencing factors on consumer attitude. Regarding to the analysis of perceived benefits in online book purchase behavior, respondents are required to respond 6 statements about how perceived benefits influence on consumer attitude of online book purchase behavior. The mean and standard deviation of each and overall mean are presented in following Table (4.1) based on survey results.

Table (4.1) Perceived Benefits

Sr No.	Perceived Benefits	Mean	Std.Deviation
1	Taking less time by purchasing from online	3.71	0.893
2	Ease of choosing and making comparison with other books while shopping online	3.52	0.962
3	Taking less time in evaluating and selecting a book while shopping online	3.61	0.906
4	Buying the books anytime a day while shopping online	3.84	1.016
5	Saves the time while online shopping	4.00	0.888
6	Comparing the quality of books via the internet	3.17	1.127
7	Shopping through the internet is more convenient	3.30	1.083
Overall Mean		3.59	

Source: Survey Data (2020)

According to the Table (4.1), most of the respondents agree with the statements of which perceived benefits influence consumer attitude and their overall mean score is more than 3. The largest mean score is 4 which indicates that most of the respondents are willing to purchase books from online because shopping online saves their time and energy. The second largest mean score is 3.84 in which respondents tend to purchase books anytime a day while shopping online. It can be established that respondents tend to buy books whenever they want to purchase books. The lowest mean score is 3.17 which points out that respondents cannot look and compare the quality of books via the Internet although they save time and energy from shopping online. The second lowest mean score is 3.3 which expresses that shopping online is a little more convenient than shopping from traditional bookshops. According to overall mean score, it can be concluded that readers get benefits from online book shopping.

(b) Perceived Risks

In the analysis of perceived risks in online book shopping, respondents are required to respond six statements which are measured on 5-points Likert Scale. The mean values and standard deviation of each and overall are shown in the following table.

Table (4.2) Perceived Risks

Sr No.	Perceived Risks	Mean	Std.Deviation
1	Complexity of online book shopping	2.87	1.047
2	Being hard to find books via the Internet	2.92	1.102
3	Security around payment on the Internet	3.13	1.036
4	Returning and exchanging opportunities	3.53	1.030
5	Identity theft	3.03	0.920
6	Risky of credit card transaction	3.47	0.952
	Overall Mean	3.16	

Source: Survey Data (2020)

Table (4.2) explores that obtained overall mean score result is 3.16, higher than cut off mean 3, pointing out most of the respondents agree with the statements of which perceived risks influence consumer attitude. The highest mean score is 3.53 which expresses return and exchange books by shopping online is difficult for respondents compared to the traditional bookshops. The second highest mean score is 3.47 in which respondents agree that transaction can be cut off more amount than the required amount when they buy books via the credit card.

According to the survey results, mean scores of three statements in perceived risks is considered to be neutral due to less than 3.5. The third lowest mean score is 3.03 in which their personal information can be pinched while shopping online. The second lowest mean score is 2.92 in which respondents consider as finding books they want when shopping online is not hard. The lowest score is 2.87 in which shopping books is simple for respondents. According to the overall results, it can be concluded that respondents think they can have some risks by shopping online.

(c) Convenience of Ordering

This section examine the convenience of ordering in respect of buying books from online and respodents are required to respond 6 statements which are measured by 5-points Likert Scale. The survey results are shown in the following table.

Table (4.3) Convenience of Ordering

Sr No.	Convenience	Mean	Std.Deviation
1	Trusting in the service of online ordering	4.02	0.843
2	Initiating a transaction at a convenience time	4.10	0.837
3	Difficulty in book ordering through online (R)	3.82	0.853
4	Receiving delivery of books purchased online in convenient	4.04	0.799
5	Unreliable online payment(R)	3.20	0.780
Overall Mean		3.83	

Source:Survey Data (2020)

As presented in Table (4.3), among five statements , the highest mean score is 4.1 in which respondents have positive attitude in relation with transaction at a convenience time. The second highest score is 4.02 in which most of the respondents believe in the service of online ordering. It can be expressed that the experience of online ordering is favorable towards respondents. Most of the respondents receive conveniently the books that they purchase as the obtained mean score is 4.04. As the obtained mean score is 3.82, respondents accept that ordering book from online is not a difficult task. The lowest mean score is 3.20 in which most of the respondents accept that making online payment is reliable. As the overall mean score is 3.83, the score is higher than cut off mean 3, indicating most of the respodents agree with the statement of which convenience of ordering can influence consumer attitude.

(d) Trust

Regarding to the analysis of the effect caused by trust in online book shopping, respondents are requested to rate 6 statements about how trust influence

consumer attitude of online book shopping. The mean values and standard deviation of each and overall are as follow.

Table (4.4) Trust

Sr No.	Trust	Mean	Std.Deviation
1	Belief in personal and financial information protected by online pages	3.03	0.920
2	Preferring shopping from online pages that use security system	3.98	0.764
3	Reliability of various payment options	3.40	1.056
4	The visual features of online pages	3.28	0.948
5	Increasing in trust by hearing the positive reviews	3.44	1.052
6	Raising in trust while providing after sale service	3.74	0.933
Overall Mean		3.48	

Source: Survey Data (2020)

Based on the result from Table (4.4), most of the respondents agree with the statements, for the overall meanscore is 3.48, higher than cut off 3. Most of the respondents prefer shopping from online pages that use security system showing the highest mean score 3.98. It expresses that respondents think online pages that use security system are secure and their personal and financial information are protected when they make shopping from those online pages. Respondents are more likely to trust the online pages that provide after sale services than the online pages which do not provide as the mean score is 3.74.

The respondents also shown trust on the positive reveiws they hear about online pages as the mean score is 3.44. The mean scores of three statements in perceived risks is considered to be neutral due to less than 3.5. It is found out that respondents are likely to pay money via various payment options when they buy books from online as the mean score is 3.4. The second lowest mean score is 3.28 in which respondents consider as the visual features of online pages affect their trust. The lowest mean score is 3.03 and it states that respondents are not strongly agree with the statement that their personal and financial information are protected by online pages when they make online shopping.

(e) Information Accessibility

In the analysis of information accessibility in online book shopping, respondents are required to respond five statements that are measured by 5-points Likert Scale. The survey results are shown in the following table.

Table (4.5) Information Accessibility

Sr No.	Information Accessibility	Mean	Std.Deviation
1	Collecting the information prior purchasing books	3.89	0.834
2	Finding information given by others recommended	3.98	0.765
3	Accuracy of the description of products shown on the page	3.30	0.821
4	Sufficiency of the information given about the product on the page	3.43	0.884
5	Insufficient advice in the internet for purchasing goods (R)	3.45	0.894
Overall Mean		3.61	

Source : Survey Data (2020)

According to the survey result, the highest mean score is 3.98 which indicates respondents find the other recommendations prior they buy books. It states that if the other recommendations are good, consumers are willing to buy the books. Most of the respondents use Internet before they purchase books for collection information showing the second highest mean score, 3.89. The mean score, 3.45, indicates that respondents receive sufficient advice in the Internet regarding advice of goods.

From the survey results, the mean scores of two statements in information accessibility is considered to be neutral due to the less than 3.5. Respondents think that the information given about the product on the page is sufficient as the mean score is 3.43. The lowest mean score is 3.3 which expresses that respondents are not strongly agree with the statement that the description of the products shown on the page is very accurate. The overall mean score is 3.61 which indicates that most of the respondents agree with the statements in information accessibility.

4.2. Consumer Attitude

In this section, consumer attitude such as towards reading books, towards advertisement and towards online purchase behavior are analyzed by asking 17 questionnaires to 385 respondents. This section is to examine the mean and standard deviation of five influencing factors that can be seen in the table charts.

4.2.1 Consumer Attitude towards Reading Books

In the analysis of consumer attitude towards reading books, respondents are requested to rate 6 statements which are measured by 5-points Likert Scale. The mean scores and standard deviation of each and overall are as shown in Table (4.6)

Table (4.6) Consumer Attitude towards Reading Books

Sr No.	Attitude towards Reading Books	Mean	Std.Deviation
1	Enjoying reading books	4.27	0.781
2	Getting a lot of knowledge by reading books	4.45	0.727
3	Reading the books once a month	3.56	1.066
4	Usage of knowledge got from reading books in the career	4.18	0.831
5	Reducing the stress by reading books	4.13	0.870
6	Improving the focus and concentration by reading books	4.21	0.821
Overall Mean		4.13	

Source: Survey Data (2020)

Table (4.6) points out that among these six statements of consumer attitude towards reading books, the highest mean score is 4.45 in which most of the respondents get a lot of knowledge by reading books. According to the results, most of the respondents enjoy reading books as the mean score is 4.27. They also use the knowledge getting from reading books in their career as the mean score is 4.18. By reading books, respondents improve their focus and concentration and feel pleasant as in the mean score is 4.21. The second lowest mean score is 4.13 which indicates that respondents reduce stress by reading books. It states that respondents get strength by reading non fiction books. The lowest mean score is 3.56 which indicates that respondents read the books once a month. The overall mean is 4.13 which states that

most of the respondents agree with the statements of consumer attitude towards reading books.

4.2.2 Consumer Attitude towards Advertisement

The following Table (4.7) shows the mean values and standard deviation of each and overall of consumer attitudes towards advertisement which are measured by 5-points Likert Scale. Survey results are as follows.

Table (4.7) Consumer Attitude towards Advertisement

Sr No.	Attitude towards Advertisement	Mean	Std.Deviation
1	Importance of advertisements in every business	4.39	0.745
2	Giving exact information about the products or services from advertisements	3.82	0.982
3	Watching online advertisements for sale announcements	3.81	0.897
4	Influence of advertisements	3.77	0.896
5	Being one of the factors while buying books	3.63	0.923
6	Knowing the new books from advertisement	3.80	0.884
	Overall Mean	3.87	

Source: Survey Data (2020)

As mention in Table (4.7), it is found that the respondents agree with the statements of consumer attitude towards advertisement because the mean value of each is above the neutral score of 3.4. The highest mean score is 4.39 which indicates that respondents think advertising is important in every business and every business needs to use advertising as their promotional tool and consumers cannot know if businesses do not use advertisements for their products or services. Then they also think that advertisements give the exact information of the products or services as the mean score is 3.82.

Most of the respondents enjoy watching online advertisements as in the mean value is 3.81. By watching advertisements, respondents know the new books as the mean score is 3.8. It presents that respondents know the new books which are available in the market by watching advertisements. As the mean scores are 3.77 and 3.63, advertisements can attract respondents to buy the books and advertisements are one of the reasons when they buy the books.

4.2.3 Consumer Attitude towards Online Purchase Behavior

In this section, respondents are requested to rate the five statements of consumer attitude towards online purchase behavior which are measured by 5-point Likert Scale. The mean value and standard deviation of each and overall results are as shown in Table (4.8).

Table (4.8) Consumer Attitude towards Online Purchase Behavior

Sr No.	Attitude towards online purchase behavior	Mean	Std.Deviation
1	Enjoying buying things from online	3.66	0.963
2	Having positive experiences with Internet purchase in the past	3.83	0.832
3	Preferring online shopping than traditional shopping	3.45	1.091
4	Previewing the products via the Internet	4.17	0.795
5	Being one of the lesisure activities	3.29	1.063
Overall Mean		3.68	

Source: Survey Data (2020)

Table (4.8) explores that most of the respondents agree with the five statements and their overall mean value is more than 3. Among five statements, most of the respondents use Internet to preview the products as the mean score is 4.17. It states that respondents use the Internet for information before they buy the products. Most of the respondents had good experiences by online shopping in the past as the mean score is 3.83. This result shows that respondents are willing to purchase the products or services from online. Based on the survey result, nowadays respondents prefer online shopping than traditional shopping as the mean score is 3.55. The lowest mean score is 3.29 and is considered to be neutral due to less than 3.5. It states that respondents buy products or services from online but shopping on the Internet is one of their lesisure activities.

4.3 Analysis of Influencing Factors on Consumer Attitude

In this section, the effect of influencing factors on consumer attitude are identified by using Linear Regression Analysis. In this study, there are five

antecedent factors of consumer attitude (towards reading books, advertisements and online purchase behavior). In each regression model, influencing factors are used as independent variables and consumer attitude is used as the dependent variable.

4.3.1 Influencing Factors on Consumer Attitude towards Reading Books

To identify the influencing factors on consumer attitude towards reading books, consumer attitude towards reading books is regressed with perceived benefits, perceived risks, convenience of ordering, trust and information accessibility. The result of regression analysis are shown in Table (4.9).

As the results of Table (4.9), R^2 is 0.129 and adjusted R^2 is 0.118. This model explains that the variation of attitude is predicted by perceived benefits, perceived risks, convenience of ordering, trust and information accessibility as the value of adjusted R^2 is around 12%. Since the value of F test, the overall significance of the model, is highly significant at 1% level, this specified model can be said valid.

With respect to potential problems relating to multicollinearity, variance inflation factors (VIF) are used to provide information on the extent to which non-orthogonality among independent variables inflate standard errors. As a result of Table (4.9), the VIF values are below the cut-off value of 10 which indicates that there is no multicollinearity. This means that no correlation among independent variables.

By the results, trust has positive effect on consumer attitude towards reading books at 1% significant level. This points out that trust has significant effect on the dependent variable (consumer attitude towards reading books). According to the result, perceived risks have negative effect on consumer attitude towards reading books at 5% significant level. The negative effect mentions about the decrease in perceived risks leads to more effect on consumer attitude towards reading books. The respondents assume that online shopping of books is not complex for them. The less perceived risks readers get, the more attitude in reading books.

The regression analysis results provide that convenience of ordering has positive effect on consumer attitude towards reading books at 10% significant level. The positive effect means that purchasing books from online is not difficult for consumers and the increase in more convenience of ordering leads to more effect on consumer attitude towards reading books.

Table (4.9) Influencing Factors on Consumer Attitude towards Reading Books

Model	Undstandardized Coefficient		Beta	t	Sig	VIF
	B	Std. Error				
(Constant)	2.798	0.317		8.833	0.000	
Perceived Benefits	0.079*	0.046	0.087	1.691	0.092	1.166
Perceived Risks	-0.120**	0.047	-0.123	-2.534	0.012	1.025
Convenience of ordering	0.093*	0.054	0.096	1.702	0.090	1.370
Trust	0.253***	0.056	0.252	4.540	0.000	1.340
Information Accessibility	0.026	0.060	0.021	0.440	0.660	1.034
R square	0.129					
Adjusted R Square	0.118					
F Value	11.276***					
Durbin-Waston	1.972					

Source: Survey Data (2020)

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

The standardized coefficient (Beta) of trust has the largest value (0.252) among five influencing factors indicating trust has the highest contribution to raise consumer attitude towards reading books. indicates that trust has significant effect on the dependent variable (consumer attitude towards reading books). This points out that by reading books, respondents believe that they attain knowledge, advantages and develop in their career. The overall results express that model explains the variation in consumer attitude towards reading books well because the estimation produces expected signs and significant coefficients for most variables.

4.3.2 Influencing Factors on Consumer Attitude towards Advertisement

This section reports which influencing factors have significant relationship with consumer attitude towards advertisement by analysing survey data by regression. Table (4.10) presents the regression result between influencing factors and consumer attitude towards advertisement.

According to the Table (4.10), R^2 and adjusted R^2 are at 20.1 and 19.1 percent respectively. This states that the model can explain 19.1 percent about the variance of dependent variable (consumer attitude towards advertisement) with independent variable (perceived benefits, perceived risks, convenience of ordering, trust and information accessibility). The value of F-test, the overall significance of the models, turned out highly significant at 1% level, this specified model can be said valid. According to variance inflation factors (VIF), it states that there is no problem in correlation between independent variables because all VIFs of influencing factors are less than 10.

Table (4.10) Influencing Factors on Consumer Attitude towards Advertisement

Model	Unstandardized Coefficient		Beta	t	Sig	VIF
	B	Std. Error				
(Constant)	1.381	0.323		4.273	0	
Perceived Benefits	0.110**	0.047	0.115	2.317	0.021	1.166
Perceived Risks	-0.330	0.048	-0.032	-0.686	0.493	1.025
Convenience of ordering	0.246***	0.055	0.239	4.44	0.000	1.370
Trust	0.181**	0.057	0.169	3.175	0.020	1.340
Information Accessibility	0.173**	0.061	0.132	2.822	0.050	1.034
R square	0.201					
Adjusted R Square	0.191					
F Value	19.092***					
Durbin-Waston	1.954					

Source: Survey Data (2020)

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

As shown in Table (4.10), the Durbin-Waston Value is 1.954 indicating no autocorrelation in sample. It is found that convenience of ordering has significantly positive effect on consumer attitude towards advertisement at 1% level. This significant effect shows that the more convenience of ordering leads to more effect on consumer attitude towards advertisement in online book purchase behavior.

Trust is significant to consumer attitude towards advertisement and significant at 5 percent level. Trust has positive effect on consumer attitude towards advertisement. It means that the more consumers trust on online pages, the more effect on consumer attitude towards advertisement. Furthermore, consumers believe that the regular advertiser do not dare offer a product that fails to live up to the promise of his advertisement. To raise consumer attitude towards advertisement, trust to the online pages is very important.

Finally, perceived benefits and information accessibility are also significant to consumer attitude towards advertisement and significant at 5% level. These indicate that perceived benefits and information accessibility have positive effect on the consumer attitude towards advertisement. The positive effect means that the increase in perceived benefits and information accesibility lead to more effect on consumer attitude towards advertisement. Additionally, by watching advertisements, consumers know the books that are available on the market and they can buy the books anytime leading to save their time and energy.

The standardized coefficient (Beta) of convenience of ordering has the largest value (0.239) among five influencing factors indicating convenience of ordering has the highest contribution to raise consumer attitude towards advertisements. It explores that by watching advertisements, consumers can clearly know the steps how to order deliver books from online and transaction process.

4.3.3 Influencing Factors on Consumer Attitude towards Online Purchase Behavior

This section identify the effect of influencing factors (perceived benefits, perceived risks,convenience of ordering, trust and information accessibility) on consumer attitude towards online purchase behavior by using linear regression. Influencing factors are independent variables and consumer attitude towards online purchase behavior is the dependent variable. The result for the effect of influencing factors on consumer attitude towards online purchase behavior is as shown in the Table (4.11).

In Table (4.11), R square and adjusted R square are at 0.235 and 0.225 respectively. This indicates that the model can explain 22.5 percent about varience of independent variable (consumer attitude towards online purchase behavior) with independent variable (influencing factors). The value of F-test, the overall significant

of the model is highly significant at 1% level. According to the variance inflation factors (VIF), it is found that there is no multicollinearity.

Table (4.11) Influencing Factors on Consumer Attitude towards Online Purchase Behavior

Model	Undstandardized Coefficient		Beta	t	Sig	VIF
	B	Std. Error				
(Constant)	1.589	0.344		4.622	0.000	
Perceived Benefits	0.162***	0.05	0.156	3.221	0.001	1.166
Perceived Risks	-0.091*	0.051	-0.081	-1.777	0.076	1.025
Convenience of ordering	0.402***	0.059	0.358	6.81	0.000	1.370
Trust	0.096	0.061	0.082	1.578	0.115	1.340
Information Accessibility	0.010	0.065	0.010	0.021	0.983	1.034
R square	0.235					
Adjusted R Square	0.225					
F Value	23.345***					
Durbin-Waston	1.851					

Source: Survey Data (2020)

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

The significance value of perceived benefits is 0.000, indicating the variable is significant at 1% level. This indicates that perceived benefits have positive effect on the consumer attitude towards online purchase behavior. The positive effect means that the increase in perceived benefits leads to more effect on consumer attitude towards online purchase behavior.

According to the results, convenience of ordering also has significant effect on the consumer attitude towards online purchase behavior at 1% level. It explores that consumers have more convenience of book ordering leading to the more favorable attitude towards online book purchase behavior.

The highest Standardized Coefficient (Beta) of convenience of ordering indicates that the respondents will be willing to purchase books from online if they have convenience in transaction, delivery of books and ordering books from online. The second largest value of Standardized Coefficient (Beta) of perceived benefits indicates that respondents take less time, makes easy comparison with others and saves energy by shopping books online.

4.4 Analysis of the Effect of Consumer Attitudes on Online Book Purchase Behavior

Online book purchase behavior is the final decision of the consumers and businesses need to find out which consumer attitude can affect the buying behavior of consumer. Subsequently, the effect of consumer attitude on online book purchase behavior is analyzed by using linear regression model. Inorder to find out the importance of consumer attitude to online purchase behavior, regression correlation analysis is used.

4.4.1 Online Book Purchase Behavior

In the analysis of online book purchase behavior, respondents are required to respond six statements which are measured on 5-points Likert Scale. The mean values and standard deviation of each and overall are shown in the following Table (4.12).

According to the survey result, among the five statements of online book purchase behavior, the highest score is 4.14 which indicates that most of the respondents purchase books for their career development. It can be concluded that respondents get a lot of knowledge by reading books and they use these knowlwdge to improve their career development. The second highest mean score is 3.7 in which respondents intend to buy books from online because of a wide range of information. It indicates that respondents get a lot of information from online by others' recommendations and watching others' comments

Table (4.12) Online Book Purchase Behavior

Sr No.	Online Book Purchase Behavior	Mean	Std.Deviation
1	Intending to buy books from online because of a wide range of information	3.70	0.933
2	Buying books from online once a month	2.75	1.171
3	Buying books from online because of convenience of online shopping	3.40	1.056
4	Purchasing books from online by watching books advertisements	3.44	1.051
5	Purchasing books for career development	4.14	0.992
Overall Mean		3.49	

Source: Survey Data (2020)

As the mean scores are 3.44 and 3.4, respondents know the new books from online advertisements and tend to purchase books and they buy books from online because of convenience of online shopping. The lowest mean score is 2.75 and is considered to be neutral due to less than 3.5. Respondents are not strongly agree with the statement that they buy books from online once a month. It expresses that respondents enjoy reading books but they do not buy books once a month.

4.4.2 The Effect of Consumer Attitudes on Online Book Purchase Behavior

This section states which consumer attitude have the significant relationship with online purchase behavior by analysing survey data by regression. Table (4.13) expresses the regression result between consumer attitude and online purchase behavior.

In Table (4.13), R^2 and adjusted R^2 square are 30.1 % and 29.62 % respectively. It indicates that the model can explain about 30% of variance of the dependent variable (Online book purchase behavior) with independent variable (consumer attitude towards reading books, consumer attitude towards advertisement and consumer attitude towards online purchase behavior).

Table (4.13) The Effect of Consumer Attitudes On Online Book Purchase Behavior

Model	Undstandardized Coefficient		Beta	t	Sig	VIF
	B	Std. Error				
(Constant)	0.235	0.287		0.82	0.413	
Consumer Attitude towards Reading Book	0.181***	0.061	0.136	2.962	0.003	1.146
Consumer Attitude towards Advertisement	0.243***	0.064	0.195	3.799	0.000	1.432
Consumer Attitude towards Online Purchase Behavior	0.427***	0.056	0.371	7.612	0.000	1.295
R square	0.301					
Adjusted R Square	0.295					
F Value	54.639***					
Durbin-Waston	1.649					

Source: Survey Data (2020)

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

Based on Table (4.13), the VIF values stand below the cut-off value of 10 which means there is no correlation among the independent variables. All of the variables are highly significant at 1% level by regression analysis table. Respondents accept that they reduce stress, get a lot of knowledge and also improve their focus and concentration by reading books and these reasons leads to positive effect on online purchase behavior of books.

Furthermore, respondents believe that advertisements help to keep up the quality of the products and services they buy. This leads to more online purchase behavior of books. In addition, respondents have had positive experiences with online purchase of books in the past leading to positive effect on online purchase behavior.

All of the three variables have significant effect on online book purchase behavior in this research. Moreover, according to standardized coefficient (Beta) value, consumer attitude towards online purchase behavior is the highest among three variables. It shows that if consumers have behavior of online shopping, they tend to purchase books from online and consumer attitude towards online purchase behavior has the greatest contribution to increase the online book purchase behavior.

CHAPTER(5)

CONCLUTION

This chapter presents with the overall summary and findings , suggestions and recommendations of online book purchase behavior in Myanmar. This chapter is concluded with some suggestions for the further study needs to extend this research in the future.

5.1 Findings and Discussions

The objective of this study is to examine the factors influencing consumer attitude towards online book purchases and to analyze the effect of consumer attitude on onlien book purchase behavior. Due to the changing pattern of shopping, most of the publishers are providing online services. This study collects the primary data by delivering questionnaires to three hundred and eighty five respondents who purchase books from five publishing houses: We Distribution, Seikku Cho Cho, Mizzima, Wun Zinn and Quality via the Internet.

Regarding with the influencing factors on consumer attitudes, convenience of ordering is the highest score mean. It is found out that most of the respondents want to buy the books anytime. They also think that online book shopping is flexible at shopping hours. The steps of online book ordering is not difficult to the consumers and. It is convenient to order books for consumers. Moreover they accept that it is not a difficult task to receive the books purchased online. This indicates that most of the respondents satisfy with the services provided by publishers . They have not only positive attitude towards online book ordering process but also positive experience with online book shopping. It can be concluded that most of the respondents are familiar with online shopping and accept the continuous growth of the technology changes.

By using linear regression model in analyzing the effect of influencing factors on consumer attitude towards reading books, among the influencing factors, trust has the highest effect on consumer attitude towards reading books. It is found out that readers believe that they can get many benefits such as expanding their knowledge, enhancing their memory and focus, stimulating their brain and minimizing their stress by reading books. In addition, convenience of ordering has the

highest effect on consumer attitude towards advertisements. This indicates that ordering from online is not a difficult step for respondents and they can know the steps of ordering books easily by watching advertisements.

This study highlights that among the influencing factors, perceived benefits and convenience of ordering have significant effects on consumer attitude towards online purchase behavior. It is found that most of the respondents save their time and energy by online shopping. They accept that they can buy the books anytime a day and is easy to choose and make comparison with other books while online shopping. Moreover, online book ordering process is convenient for them and delivery of books purchased online is easy to receive. It can be concluded that most of the respondents believe in online shopping and get more benefits than traditional shopping.

The second objective is to analyze the effect of consumer attitude on online book purchase behavior. It is found out that all of consumer attitudes have significant effect on online book purchase behavior. They have the contribution to increase the online book purchase behavior. Furthermore, it is sufficed to conclude that consumer attitudes have positive effect on online book purchase behavior that they are willing to continue to purchase books from online.

5.2 Suggestions and Recommendations

According to the survey results, it is found out that among five influencing factors, trust has a high significant effect on consumer attitude towards reading books. Therefore, publishing houses should put much effort on trust and boost their trustworthiness. The action of the publishing houses should be consistent with their promise. Thus, the publishing houses should respect the term that they promised to the readers. Moreover, the publishing houses should provide the security system to protect the consumers' personal and financial information. Moreover, they should provide the after sale-service to raise in consumers' trust.

Then convenience of ordering has significant effect on consumer attitude towards advertisements. Therefore, the publishers need to explain more about ordering clearly and systematically at their advertisements leading to purchase more. Moreover, publishing houses should create advertisements like stories and use bloggers to attract the consumers. Publishing houses should provide sale announcements at their advertisements.

Furthermore, perceived benefits and convenience of ordering have positive effect on consumer attitude towards online purchase behavior. Consumers may always feel sensitive as it concerns with their transaction. Thus, publishing houses should keep the security and checking the procedures for customers' transaction. They also need to create the different mobile banking systems for transaction and provide transaction anytime for consumers. Moreover, they need to be more effort on the delivery time.

Publishing houses also need to provide knowledge to consumers that shopping from online is more convenience, more variety of choices, easier price comparisons and more save time and energy than shopping from traditional bookshops. They need to create online shopping more familiar with consumers. They should create the flexible time to purchase books from online for readers.

All of consumer attitudes have positive effect on online purchase behavior, understanding consumer attitudes is crucial for publishing houses. Therefore, the publishing houses should emphasize on their effort on consumer attitudes in order to create favorable consumer attitudes and promote the consumers' intention to purchase books from online.

5.3 Needs for Further Research

This study is only carried out in a small number of respondents and limitation of time and resources. The survey questions were collected from only 385 readers who purchased books from online of five publishing houses: We Distribution, Seikku Cho Cho, Mizzima publishing group, Wun Zinn and Quality. In order to understand more about consumer attitudes and online book purchase behavior, other publishing houses that sell books from online, the further research is necessary. This study emphasizes on five influencing factors which are perceived benefits, perceived risks, convenience of ordering, trust and information accessibility. There may be other factors which influence on consumer attitudes. Thus, publishing houses should find out the other influencing factors in order to provide comprehensive understanding on consumer attitudes towards online book purchases. As online book purchase behavior is growing in Myanmar, the further research is expected to be extensive and worthwhile for publishing houses in Myanmar.

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APPENDIX I.

QUESTIONNAIRE SURVEY

This questionnaire survey is used only for the purpose of the study whose findings will be to assist to meet the requirements of a degree of Master of Business Administration and data collected will not be used in other purposes.

Your participation is highly appreciated.

Part (A) General Information

Please Tick (✓) in

1. Please identify your gender

Male

Female

2. What is your current marital status?

Single

Married

3. Please identify your age in completed year.

16-25

26-35

36-45

45 and above

4. Please identify your education level.

Under-graduated

Graduated

Master Degree

Ph.D and above

5. Average Monthly Salary?

Less than 100,000 kyats

100,000 kyats -399,999 kyats

400,000 kyats -699,999 kyats

700,000 kyats -999,999 kyats

More than 1000000 kyats

6. Please identify your occupation

Employee

Student

Pensioners

Self-employed

Unemployed

Other (Specify)

Part (B) Influencing Factors of Consumer Online Book Purchases

Please tick (✓) in your selected answer.

Scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

7. Perceived benefits

No	Statements	1	2	3	4	5
1	Online shopping takes less time to purchase					
2	It is easy to choose and make comparison with other books while shopping online.					
3	I feel that it takes less time in evaluating and selecting a book while shopping online					
4	I can buy the books anytime a day while shopping online					
5	Online shopping saves my time, so I can do other activities.					
6	It is easy to compare the quality of books via the internet					
7	It is more convenient to shop through the internet when compared to traditional bookshop					

8. Perceived risks

No	Statements	1	2	3	4	5
1	Online shopping of books is complex					
2	It is hard to find the products I want when shopping books via the internet					
3	Security around payment on the internet is not good enough					
4	Return and exchange opportunities are not as good on the internet as in the bookshop.					
5	Identity theft can be occurred					
6	There is a risk of credit card transactions					

9. Trust

No	Statements	1	2	3	4	5
1	I believe that my personal and financial information are protected by online pages when I make shopping					
2	I prefer shopping from online pages that use security system					
3	Various payment options are more reliable for me					
4	The visual features of online pages affect my trust					
5	The positive reviews I hear about online pages increase my trust					
6	After sale services provided by online pages increases my trust.					

10. Convenience

No	Statements	1	2	3	4	5
1	I believe in the service of online ordering					
2	Online ordering allows me to initiate a transaction at a convenience time					
3	It is difficult to make book order through online (R)					
4	Delivery of books purchased online is convenient to receive					
5	Making online payment is not reliable (R)					

11. Information accessibility

No	Statements	1	2	3	4	5
1	I use internet prior to purchase for collecting information					
2	I find information given by others recommended me to purchase books online					
3	The description of products shown on the page is very accurate					
4	The information given about the product on the page is sufficient					
5	There is insufficient advice in the internet for purchasing goods (R)					

Part (C) Consumer Attitudes

Please tick(✓) in your selected answer.

Scale:1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

12. Attitudes towards reading books

No	Statements	1	2	3	4	5
1	I enjoy reading books					
2	I get a lot of knowledge by reading books					
3	I read books frequently					
4	I use knowledge that get from reading books in my career					
5	Reading books reduce my stress					
6	Reading books improve my focus and concentration					

13. Attitudes towards advertisement

No	Statements	1	2	3	4	5
1	I think advertisement is important in every business					
2	Advertisements give exact information about the products or services					
3	I watch online advertisements for sale announcements					
4	Advertisements influence me to buy products					
5	Advertisements are one of the factors when I buy books					
6	I know the new books from advertisements					

14. Attitudes towards online purchase behavior

No	Statements	1	2	3	4	5
1	I enjoy buying things from online					
2	I have had positive experiences with internet purchase in the past					
3	I prefer online shopping than traditional shopping					
4	I use the Internet to preview the products					
5	Shopping on the internet is one of my lesisure activities					

Part (D) Online Purchase Behavior

Please tick (✓) in your selected answer.

Scale:1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

15. Online purchase behavior

No	Statements	1	2	3	4	5
1	I intend to buy books from online because of a wide range of information					
2	I buy books from online on regular basis					
3	I buy books from online because of convenience of online shopping					
4	I buy books from online by watching books advertisements					
5	I buy books for my career development					

APPENDIX II.
STATISTICAL OUTPUT

Perceived Benefits Reliability Statistics	
Cronbach's Alpha	No. of Items
.797	7

Perceived Risks Reliability Statistics	
Cronbach's Alpha	No. of Items
.697	6

Convenience of Ordering Reliability Statistics	
Cronbach's Alpha	No. of Items
.763	5

Trust Reliability Statistics	
Cronbach's Alpha	No. of Items
.857	6

Information Accessibility Reliability Statistics	
Cronbach's Alpha	No. of Items
.689	5

Consumer Attitude towards Reading Books Reliability Statistics	
Cronbach's Alpha	No. of Items
.788	6

Consumer Attitude towards Advertisement	
Reliability Statistics	
Cronbach's Alpha	No. of Items
.803	6

Consumer Attitude towards Online Purchase Behavior	
Reliability Statistics	
Cronbach's Alpha	No. of Items
.855	5

Online Book Purchase Behavior	
Reliability Statistics	
Cronbach's Alpha	No. of Items
.813	5

Regression Analysis of Influencing Factors on Consumer Attitude towards Reading Book

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	.360 ^a	.129	.118	.55535	.129	11.276	5	379	.000	1.972
a. Predictors: (Constant), Perceived Benefits(mean), Perceived Risks(mean), Convenience of Ordering(mean), Trust(mean), Information Accessibility(mean)										
b. Dependent Variable: Consumer Attitude towards Reading Books(mean)										

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.388	5	3.478	11.276	.000 ^b
	Residual	116.889	379	.308		
	Total	134.277	384			
a. Dependent Variable: Consumer Attitude towards Reading Books(mean)						
b. Predictors: (Constant), (Constant), Perceived Benefits(mean), Perceived Risks(mean), Convenience of Ordering(mean), Trust(mean), Information Accessibility(mean)						

Coefficients ^a								
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.798	0.317		8.83	0.000	2.175	3.421
	Perceived Benefits(mean)	.079	.046	.087	1.69	.092	-.013	.170
	Perceived Risks(mean)	-.120	.047	-.123	-2.53	.012	-.213	-.027
	Trust(mean)	.093	.054	.096	1.70	.090	-.014	.199
	Convenience (mean)	.253	.056	.252	4.54	.000	.144	.363
	Information Accessibility(mean)	.026	.060	.021	0.44	.660	-.092	.145

a. Dependent Variable: Consumer Attitude towards Reading Books(mean)

Regression Analysis of Influencing Factors on Consumer Attitude towards Advertisement

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	.449 ^a	.201	.191	.56673	.201	19.092	5	379	.000	1.954

a. Predictors: (Constant), Perceived Benefits(mean), Perceived Risks(mean), Convenience of Ordering(mean), Trust(mean), Information Accessibility(mean)

b. Dependent Variable: Consumer Attitude towards Advertisement(mean)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.661	5	6.132	19.092	.000 ^b
	Residual	121.730	379	.321		
	Total	152.392	384			
a. Dependent Variable: Consumer Attitude towards Advertisement(mean)						
b. Predictors: (Constant), (Constant), Perceived Benefits(mean), Perceived Risks(mean), Convenience of Ordering(mean), Trust(mean), Information Accessibility(mean)						

Coefficients ^a								
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.381	.323		4.273	.000	.746	2.017
	Perceived Benefits(mean)	.110	.047	.115	2.317	.021	.017	.203
	Perceived Risks(mean)	-.330	.048	-.032	-.686	.493	-.128	.062
	Trust(mean)	.181	.055	.239	4.440	.020	.137	.355
	Convenience (mean)	.246	.057	.169	3.175	.000	.069	.293
	Information Accessibility(mean)	.173	.060	.132	2.822	.050	.052	.294
a. Dependent Variable: Consumer Attitude towards Advertisement(mean)								

Regression Analysis of Influencing Factors on Consumer Attitude towards Online Purchase Behavior

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	.485 ^a	.235	.225	.60281	.235	23.345	6	379	.000	1.851
a. Predictors: (Constant), Perceived Benefits(mean), Perceived Risks(mean), Convenience of Ordering(mean), Trust(mean), Information Accessibility(mean)										
b. Dependent Variable: Consumer Attitude towards Online Purchase Behavior(mean)										

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.415	5	8.483	23.345	.000 ^b
	Residual	137.720	379	.363		
	Total	180.135	384			
a. Dependent Variable: Consumer Attitude towards Online Purchase Behavior(mean)						
b. Predictors: (Constant), (Constant), Perceived Benefits(mean), Perceived Risks(mean), Convenience of Ordering(mean), Trust(mean), Information Accessibility(mean)						

Coefficients ^a								
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.589	.344		4.622	.000	.913	2.265
	Perceived Benefits(mean)	.162	.050	.156	3.221	.001	.063	.262
	Perceived Risks(mean)	-.091	.051	-.081	-1.77	.076	-.192	.010
	Trust(mean)	.402	.059	.358	6.810	.000	.286	.518
	Convenience (mean)	.096	.061	.082	1.578	.115	-.023	.215
	Information Accessibility(mean)	.010	.065	.001	.021	.983	-.127	.130

a. Dependent Variable: Consumer Attitude towards Online Purchase Behavior(mean)

Regression Analysis of Consumer attitudes on Online Book Purchase Behavior

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	.548 ^a	.301	.295	.66100	.301	54.639	3	381	.000	1.649

a. Predictors: (Constant), Consumer Attitude towards Reading Books(mean), Consumer Attitude towards Advertisement(mean), Consumer Attitude towards Online Purchase Behavior(mean)

b. Dependent Variable: Online Book Purchase behavior(mean)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.620	3	23.873	54.639	.000 ^b
	Residual	166.469	381	.437		
	Total	238.089	384			
a. Dependent Variable: Online Book Purchase Behavior(mean)						
b. Predictors: (Constant), Consumer Attitude towards Reading Books(mean), Consumer Attitude towards Advertisement(mean), Consumer Attitude towards Online Purchase Behavior(mean)						

Coefficients ^a								
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.235	.287		.820	.413	-.329	.799
	Reading Books(mean)	.181	.061	.136	2.962	.003	.610	.301
	Advertisement (mean)	.243	.064	.195	3.799	.000	.117	.369
	Online Purchase Behavior(mean)	.427	.056	.371	7.612	.000	.316	.537
a. Dependent Variable: Online Book Purchase Behavior(mean)								

