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THE EFFECT OF SCARCITY ENVIRONMENTS ON CONSUMER BEHAVIOR OF MALE SHOPPERS AT MK FASHION SHOPS

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ABSTRACT

The main objectives of this study are to analyze the effect of psychological factors on scarcity environments of male shoppers at MK fashion shops in Yangon, and to analyze the effect of scarcity environments on consumer behavior of male shoppers at MK fashion shops in Yangon. Eighty-five respondents are chosen for the analysis of this study, by using systematic sampling method. Survey is conducted with structured questionnaires. According to the findings, variables, competitiveness, hedonic shopping motivation and need for uniqueness have positively significant effect on scarcity environments. Perceived scarcity and anticipated regret from scarcity environments have positively significant effect on consumer behavior of male shoppers of MK Fashion shops. MK Fashion shops should target the male shoppers who are interested in fashion and want to shop at a comfortable shopping environment with unique designs that can create their own personal styles.

ACKNOWLEDGEMENTS

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

This study analyzes the effect of psychological factors on scarcity environments, and the effect of scarcity environments on consumer behavior of male shoppers at MK Fashion shops in Yangon. A person's psychological profile must include the personality attribute of competitiveness (Mowen, 2000). The definition of the trait of competitiveness is the appreciation of interpersonal competition and the desire to succeed and outperform others (Spence & Helmreich, 1983). When examining how customers make decisions in a purchasing environment, hedonic shopping motivation is seen as an important human characteristic (Babin, William, & Griffin, 1994). The consumer experiences hedonic pleasure when interacting with the environment of a store, such as the music, lighting, temperature, colors, odors, and/or interior architecture, the product, or marketing or promotional efforts (Sweeney & Soutar, 2001). According to the need for uniqueness theory, people crave their own identities (Snyder & Fromkin, 1977).

People are thus compelled to pursue self-distinguishing actions in order to satiate their need for a distinct identity and to regain their self-esteem. Marketers deliberately create two contexts of scarcity: perceived scarcity and anticipated regret (Gupta, 2013). The term "perceived scarcity" refers to the consumer's sense of a product shortage for a specific style or size that the shop has purposefully produced. (Gupta, 2013). A future emotion that is predicted to be felt if the foregone outcome is preferable to the actual outcome is known as anticipated regret (Loewenstein, Elke, Christopher, & Welch, 2001). When a commodity is scarce, people respond by giving it a higher psychological worth, which leads to actions like urgency to buy, impulse buying, in-store hoarding and in-store hiding (Gupta, 2013). A consumer's impulse or desire to purchase a thing immediately is known as "urgency to buy," which restricts their ability to put off making a purchase choice (Beatty & Ferrell, 1998).

Impulse buying is described as a sudden and quick purchase made without any prior plan to buy a particular product category or to complete a particular shopping activity (Beatty & Ferrell, 1998). In-store hoarding is the desire for a product to be theirs and retain it for themselves while they shop, regardless of whether they intend to purchase it or not (Byun & Sternquist, 2008). Keeping a desired item out of sight of other shoppers is known as "in-store hiding behavior," which improves the likelihood that the

customer will purchase the item later (Gupta, 2013). This paper focuses on psychological factors, scarcity environments and consumer behavior of male shoppers at MK Fashion shops. The top retailer in the country, MK Co., Ltd., is famous for the variety and depth of its high-end fashion products. High-end and high-street fashion labels with exceptional textile and fabric, as well as premium innerwear and undergarments, are offered to Myanmar consumers by MK Fashion Shop. This paper covers the male shoppers at MK Fashion shops in shopping malls in Yangon.

1.1   Rationale of the Study

Fast-fashion businesses compete fiercely for customers' attention and work hard to draw them into their stores. Impulsive shoppers present a huge opportunity for marketers to boost sales and market share, and consumer habits like haste to buy and impulse buying may be advantageous for the financial success of the store. By instilling feelings of impending regret and product scarcity in the consumer's mind, one can use this to persuade them to act urgently while making purchases. When there is a perception of scarcity, consumers with high levels of competitiveness will act with greater eagerness to purchase, which will further increase the propensity to hoard or conceal the limited things.

Customers with high hedonic buying incentives are more prone to engage in in-store hoarding and concealment behaviors when there is a perception of scarcity. Customers with a high need for uniqueness will exhibit higher levels of haste to acquire, in-store hoarding, and in-store concealment behaviors as owning something rare will boost their sense of accomplishment and uniqueness. An increase in "new hegemonic masculinity" has occurred (Patterson & Elliott, 2002) which involves the feminization of masculinity as men are increasingly preoccupied with their appearance (Sturrock & Pioch, 1998). Males are spending more time and money on their appearance and are now perceived as being more engaged in product buying as a result of this change in conventional masculinity (Ostberg, 2009).

The emergence of these new males will cause consumers to associate situations of scarcity, which will lead to behaviors comparable to those of females in terms of eagerness to buy, impulsive buying, in-store hoarding, and in-store concealment. Over the course of its 20-year existence, the MK Fashion brand has maintained a positive reputation with the local population. With consistent brand image expansion, MK Fashion has emerged as one of Myanmar's top international brand sellers. This essay will examine

2

how psychological factors affect surroundings of scarcity and how those environments affect the purchasing decisions of male consumers.

1.2   Objectives of the Study

The objectives of the study are:

(a)   To analyze the effect of psychological factors on scarcity environments of male shoppers at MK fashion shops in Yangon.

(b)   To analyze the effect of scarcity environments on consumer behavior of male shoppers at MK fashion shops in Yangon.

1.3   Scope and Method of the Study

This study focuses on male shoppers at MK Fashion shops in Yangon. In Yangon, there are MK Fashion shops in seven shopping malls; Junction City, Junction Square, Myanmar Plaza, Taw Win Center, St. John City Mall, Yankin Center and North Point Center. This paper randomly selects three shopping malls; Junction City, Junction Square and Taw Win Center among seven malls. In this study, systematic sampling method is applied to collect data from every 5th incoming male shoppers to MK Fashion shops. The structured questionnaires are used to collect data from these selected male shoppers in Yangon and collect data from opening time to closing time of shops. Data collect time is during 2021 to 2022 and among four Sundays in a month, one Sunday and one MK shop is randomly selected.

To analyze the effect of scarcity environments on consumer behavior of male shoppers at MK Fashion shops, a structured with a five-point Likert scale was created. The strength of relationships was measured by the linear regression model. The collected data are analyzed with SPSS tool in this study. The primary data and secondary data were used in this study. Primary data are obtained from the sample respondents through a structured questionnaire. Secondary data is collected from international thesis, articles, textbooks and websites. For data analysis, both descriptive method and analytical method are applied.

1.4   Organization of the Study

This thesis consists of five chapters. The chapter (1) is introduction chapter including the rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter (2) is theoretical chapter explaining the

concept and theories, empirical studies and conceptual framework. In chapter (3), background of MK Company Limited, scarcity environments of MK Fashion shops and profile of respondents are explained. Chapter (4) is analysis chapter presenting the findings from analysis on the objectives. Chapter (5) is conclusion chapter stating the general findings and discussions, suggestions and needs for further research.

CHAPTER 2
THEORITICAL BACKGROUND

This chapter presents the theory of consumer personality and psychology. Consumer perception on shopping environments is also explained. Consumer buying behavior is also presented. Then, the empirical studies on relationships of buyers' psychological factors, scarcity environments, and consumer behaviors are explained. Finally, the conceptual framework of the study is developed.

2.1   Consumer Behavior

Consumer behavior is a broad field of study that examines the choices that consumers make when making purchases as stated by (Kolter, Armstrong, Veronica, Saunders, & Gary, 2008). The study of consumer behavior focuses on how individuals or groups acquire, utilize, and discard products, services, concepts, or experiences to fulfill their needs or desires. Consumer behavior used to be thought of as buyer behavior, reflecting the interaction between consumers and producers at the time of purchase, but today's marketers understand that consumer behavior is a continuous process, not just what occurs when a consumer spends money and receives goods or services (Solomon, 2002).

2.2   Factors Influencing Consumer Behavior

There are several factors influencing consumer behavior such as motivation, perception, personality, and self-concept etc (Łatuszyńska, Furaiji, & Wawrzyniak, 2012).

2.2.1   Motivation

At any one time, people have a variety of needs. Some demands are biogenic, meaning that the respondents are brought on by physiological tensions like thirst, hunger, or discomfort. Other demands are psychogenic; respondents experience tension-related psychological states including the need for acceptance, esteem, or belonging. When a need is sufficiently stimulated to propel action, it becomes a motive. (Kotler & Keller, 2016).

2.2.2 Perception

A motivated individual is prepared to act, and how it depends on how individual sees the circumstances. The process by which we choose, arrange, and interpret information inputs to generate a meaningful picture of the outside world is called perception. Consumers use their senses to take in a wide variety of information. The interaction between a stimulus and its environment, as well as the conditions inside each, affect perception in addition to physical stimuli.

2.2.3 Personality

An individual's distinct personality shapes his or her purchasing decisions. Personality refers to the outwardly expressed human characteristics and tendencies that distinguish one person from another. Self-assurance, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness are some of the attributes used to describe a person's personality. Personality describes the distinctive psychological traits that produce largely constant and long-lasting reactions to one's own surroundings (Kolter, Armstrong, Veronica, Saunders, & Gary, 2008). An individual's personality may develop as a result of certain life events or distinctive hereditary traits. Characteristics like compulsiveness, ambition, gregariousness, dogmatism, authoritarianism, introversion, extroversion, and competitiveness are frequently used to describe personality (William & Ferrell, 2011)

2.2.4 Self-concept

Although the match may instead be based on the consumer's ideal self-concept, which is how they would like to view themselves, or even on others' self-concepts, which is how they believe others view them, consumers frequently choose and use brands with a brand personality consistent with their actual self-concept, which is how they view themselves. Additionally, these benefits might be stronger for things that are consumed by the general public as opposed to individuals. However, people who are high self-monitors, or sensitive to how others see them, are more inclined to choose companies whose personalities fit the context in which they are making purchases (Kotler & Keller, 2016).

2.3   Concepts of Scarcity Environments

Scarcity environments, which are strategically controlled situations, can inspire behaviors like the need to acquire right now. Emotions like anticipated regret, which these shops are able to skillfully evoke in the mind of the consumer, mediate urgency to buy. Additionally, the retailer's message of scarcity threatens consumers' freedom, setting off a psychological reaction and motivating them to take quick action like in-store hoarding and in-store hiding in order to protect their behavioral freedom (Gupta, 2013).

There are two scarcity environments that are strategically created by marketers; perceived scarcity and anticipated regret (Gupta, 2013). Fast-fashion retailers are able to purposefully generate scarcity within their retail stores by establishing supply side shortage. This produces a perception of "perceived scarcity" in the eyes of the customers. The term "perceived scarcity" refers to the consumer's sense of a product shortage for a specific style or size that the shop has purposefully produced. This perception of scarcity is related to the idea that a certain good is scarce at a certain time and location and that the marketer has purposefully made it thus. By imposing quantity restrictions, such as limiting the amount of each style of goods, product availability is purposefully constrained or manipulated, sending "limited quantity messages" to the public (Gupta, 2013).

Emotions like anticipated regret have been the focus of studies looking at the connection between emotion and decision-making (Bell, & Loewenstein, Elke, Christopher, & Welch, & Loomes, 1982). If the expected outcome is preferable to the actual outcome, anticipated regret is a future emotion that is anticipated to be felt. (Loewenstein, Elke, Christopher, & Welch, 2001). Because regret is a particularly widespread and potent feeling that individuals seek to avoid, anticipated regret drives activity.

2.4   Empirical Studies

In the Antecedents of in-store hoarding: Measurement and Application in the Fast Fashion Retail Environment by (Byun & Sternquist, 2008), In-store hoarding happens as a result of an overwhelming urge to buy something, which can be brought on by a variety of situational factors like scarcity, doubt about a product's availability, or shopper competition, promotional factors like sales or special offers, or appealing product characteristics like design, color, or quality. As a result, customers drag the goods

throughout the store, whether they end up buying them or not. Keeping items in one's possession, in one's hands, or in a shopping basket while shopping in a store is known as "in-store hoarding," and it is done to stop other customers from buying the item. Fast fashion retailers strategically employ the scarcity principle. To guarantee a quick renewal cycle for a variety of products and to always have place for new goods, product offers are purposefully kept to a minimum (Byun & Sternquist, 2008). Due to perceived scarcity brought on by a limited supply, consumers' perceived anxieties about the future availability of their preferred products are likely to rise. Given that customers hoard things out of concern for scarcity as well as for consumption in the future (Frost & Gross, 1993).

Figure (2.1) Antecedents of In-store Hoarding
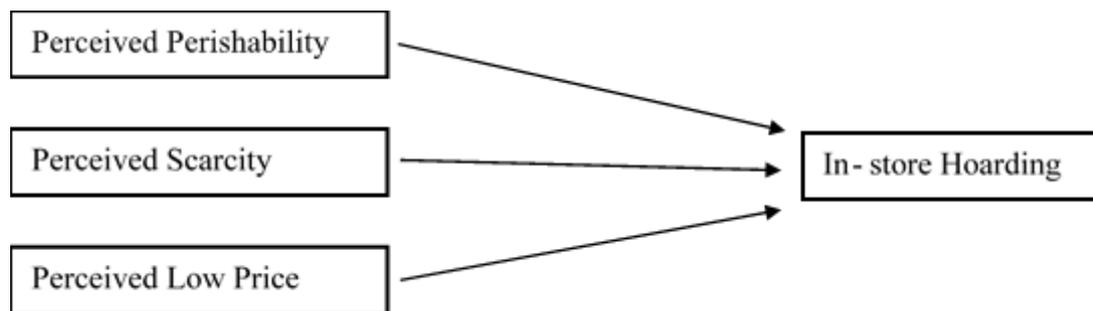
Source: Byun and Sternquist (2008)

In Figure (2.1), In the fast fashion retail environment, it is looked at the origins of in-store hoarding, a concept that describes the act of shoppers grabbing and carrying goods around while shopping. It should also have a favorable effect on in-store hoarding. Perceived scarcity refers to the scarcity of things in stores, such as the limited availability of products in each size (Byun & Sternquist, 2008).

The relationships between buyer's psychological factors, scarcity environments and customer behavior are presented by (Gupta, 2013). The researcher's conceptual model is shown in Figure (2.2) below.

Figure (2.2) Conceptual Framework of Gupta
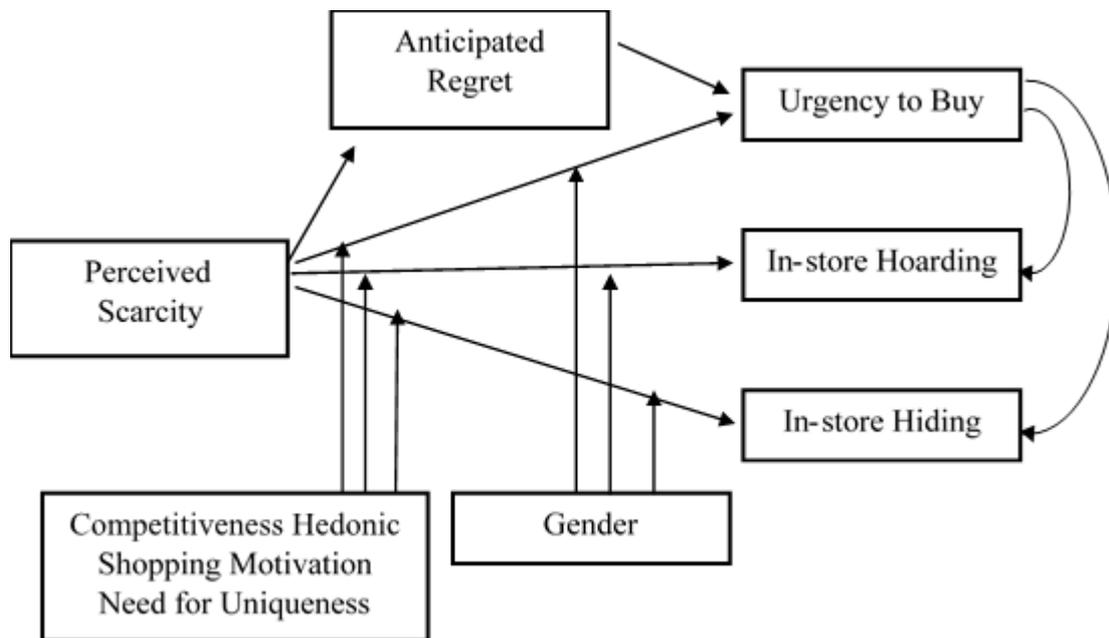
Source: Gupta (2013)

The concept of scarcity is based on the reactance principle, according to which people react to a product shortage by attaching a higher psychological value to goods that they perceive as being scarce. As a result, they may be tempted to engage in behaviors like hoarding and a sense of urgency in an effort to regain their lost freedom. Existing research also indicates that scarcity fosters hoarding habits (Byun & Sternquist, 2008 & Frost & Gross, 1993).

As shown in Figure (2.2), The researcher uses a survey to look at the effects of seller-induced scarcity in fast-fashion retail stores, including gender, traits and states like competitiveness, hedonic shopping motivation, and need for uniqueness on different outcome variables like urgency to buy, in-store hoarding, and in-store hiding (Gupta, 2013). According to the findings, perceived scarcity had a favorable effect on in-store hoarding and in-store concealment but had no direct bearing on consumers' haste to buy. Expected regret acted as a mediating factor between the effect of perceived scarcity and haste to buy. Additionally, the associations between scarcity and outcome factors were modulated by the need for uniqueness, hedonic buying motivation, and competitiveness.

The definition of the trait of competitiveness is the appreciation of interpersonal competition and the desire to succeed and outperform others (Spence & Helmreich, 1983). Due to the literature's association of scarcity and competition and its suggestion that obtaining something rare constitutes winning the competition, competitiveness may

be crucial in influencing consumer decision-making in situations of scarcity, the need to examine the role of competition becomes extremely important (Gupta, 2013).

When examining customers' decision-making processes in purchasing situations, hedonic shopping motivation is seen as an important human attribute (Babin, William, & Griffin, 1994). The act of purchasing itself energizes customers, who get their hedonic motivation from interacting with a store's surroundings, a product, or marketing or promotional efforts (Sweeney & Soutar, 2001). Customers are able to pursue hedonic satisfaction through the novelty, enjoyment, surprise, or excitement involved with the purchasing transaction (Gupta, 2013).

The need for uniqueness interacts with scarcity, according to prior literature, and people who have a social desire to maintain their sense of uniqueness are more inclined to purchase rare goods. (Snyder & Fromkin, 1977). The need for uniqueness among customers may also be seen in their purchase or wearing of clothes that contributes to the development of both a distinctive personal identity and distinctive social image (Gupta, 2013). So, buying a distinctive thing can help someone rediscover their own sense of self.

Urgency to buy refers to a consumer's desire to purchase a thing right away, restricting their ability to postpone purchases. As per Beatty and Ferrell (1998), Urgency to buy is a stage of desire that arises before the impulse action and is felt when an object in the environment is encountered. Retailers intentionally manipulate product availability in their stores and implement fast-fashion techniques to send signals to customers that their freedom to put off making a purchase is in threat. This psychological reaction drives customers to act quickly to protect their behavioral freedom. (Gupta, 2013).

In-store hoarding is the desire of customers to possess something and retain it for themselves while they shop, even whether they are unsure of whether to buy it or not (Byun & Sternquist, 2008). Customers are more likely to actively engage in hoarding behaviors while purchasing in times of shortage. Consumers' freedom is endangered by the scarcity messaged by these businesses, which prompts a psychological reaction and motivates them to act right away to protect their behavioral freedom. Due to the uniqueness and consequent irreplaceability of these rare products in the eyes of buyers, in-store hoarding behaviors result from the fear of losing these items to other shoppers.

Hiding behavior refers to the deliberate act of a consumer removing the desired goods from other consumers' view in order to maximize the likelihood of purchasing the desired item later. Retailers' messages of scarcity put consumers' freedom of behavior at risk, which causes psychological reactions and encourages them to act quickly to protect

it. This leads to behaviors like in-store hoarding and urgency to buy. Consumers employ in-store hoarding behaviors as a means to purchase time and so delay decision-making on the perceived scarce commodities, but they also wish to investigate the various options available in the market.

In Figure (2.3), fast fashion items come in small quantities and have quick lifespans. Styles are only available for a brief period of time before new trends start to emerge. Fast fashion sellers purposefully place a restricted amount of inventory on the shelves to accentuate the appearance of scarcity brought on by both supply and demand. Because the sought products are in short supply or only readily available for a short period of time, these displays of product availability put pressure on consumers to make an impulsive buy right away. Consumers who yield to emotional temptation and buy something in a fast-fashion retail setting without thinking it through or exercising rational restraint are exhibiting what is known as impulsive buying behavior (Chatvijit, 2012).

Figure (2.3) Conceptual Framework of Chatvijit
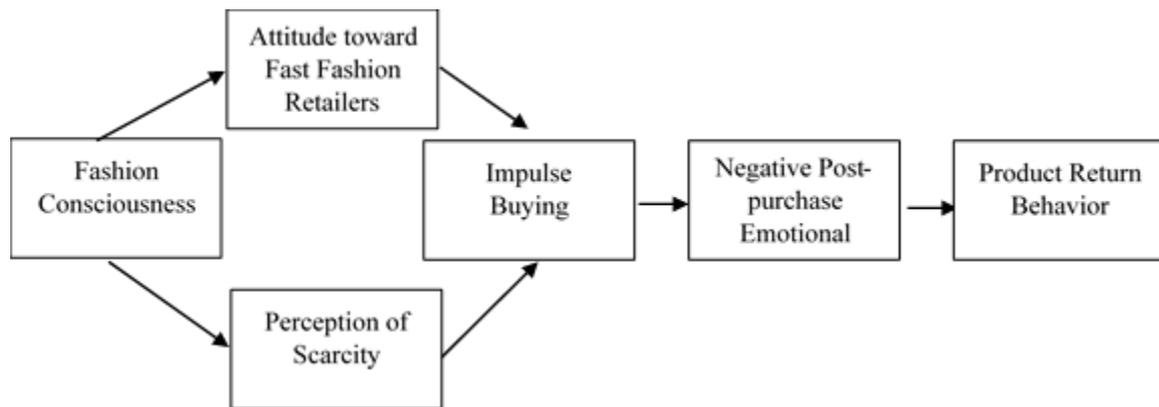
Source: Chatvitjit (2012)

2.5   Conceptual Framework of the Study

The conceptual framework of the study is depicted as Figure (2.4). To analyze the objectives of the study, (1) to analyze the effect of psychological factors on scarcity environments of male shoppers at MK fashion shops in Yangon, (2) to analyze the effect of scarcity environments on consumer behavior of male shoppers at MK fashion shops in Yangon, three variables; psychological factors of buyers, scarcity environments and consumer behavior will be analyzed.

Figure (2.4) Conceptual Framework of the Study
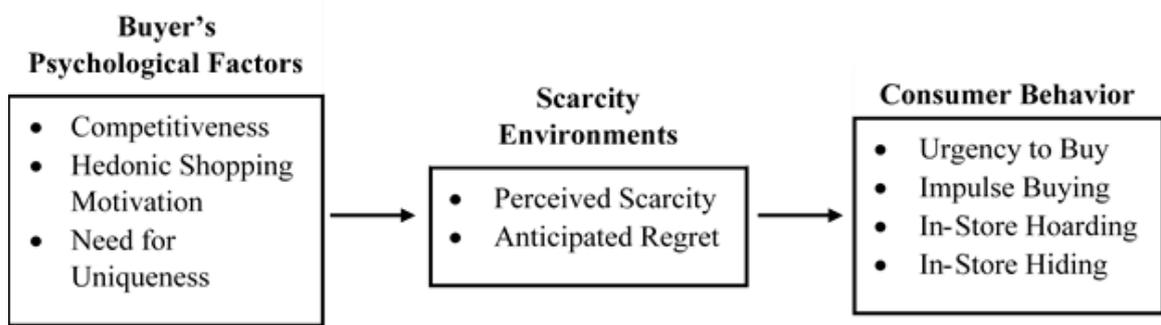
Source: Own compilation (2020)

As shown in Figure (2.4), this research studies the relationship between buyer's psychological factors, scarcity environments and consumer behavior of male shoppers at MK Fashion Shops in Yangon. There are independent variable including buyer's psychological and dependent variables which are scarcity environments and consumer behavior. The questionnaire is made to be specific and conformity with conceptual framework.

CHAPTER 3

BACKGROUND OF MK COMPANY LIMITED AND SCARCITY ENVIRONMENTS OF MK FASHION SHOPS

The first section of this chapter provides background information on MK Company Limited and MK Fashion. The second section is scarcity environments of MK fashion shops and research design is presented in the third section. Demographic profile of respondents and respondents shopping-behavior at MK Fashion shops are covered in the fourth and fifth section respectively.

3.1   Background of MK Company Limited and MK Fashion

MK Company Limited was founded in 1992, more than twenty years ago, to provide customers in Myanmar with high-end fashion goods. Since its inception, the MK Group of Companies, also known as MK, has expanded. MK Group of Companies has formed and participated in new businesses as technology and market demand have merited in order to suit the needs of Myanmar's expanding economy. The MK Group of Companies currently focuses on four core industries: manufacturing, distribution, retail, and services. With the growth of new companies over the past few decades, MK is attempting to uphold its responsibility as a contributing member of society by expanding its range to include goods and services that improve the daily lives of people in Myanmar.

MK Fashion was established in 1992 and it is the nation's premier retailer, renowned both for the breadth and depth of its exclusive fashion merchandise. MK Fashion shop offers high-end and high-street fashion brands with excellent textile and fabric, also high-quality underwear and innerwear to Myanmar customers. Menswear brands; Arrow, Excellency, DAKS, Manchester, Guy Laroche, Getaway, Paul Marc. Ladies wear brands; DAKS, GSP, Guy Laroche, L'OFFICIEL, Lingerie brands: Wacoal, Wienna, Trimph, Kulastri, Daily Bra, Sportswear & Lifestyle: Under Armour, Skechers, PUMA, Outdoor, Shoes and Accessories: Kipling, Guy Laroche, Louis Fountain, Jean-Louis, Naturalizer, Lesportsac, Pierre Cardin. MK Fashion Shops Locations are in Yangon: Junction City, Junction Square, Myanmar Plaza, Taw Win Center, Yankin Center, City Mall (St.John), North Point Center, in Mandalay: Ocean Super Center, MK Shop corner of 35th and 80th Street, in Nay Pyi Taw: Junction Center, Ocean Super

Center, in Pyin Oo Lwin: Mandalay-Lashio Road, Shwe Se Gon Pagoda Road, Near Soe San Border, and in Maw La Myaing: Ocean Super Centre.

3.2   Scarcity Environments of MK Fashion Shops

Fashion shops imply scarcity in many different ways especially for the shops which sell famous brands with high popularity. Customers normally use naïve economic principles to evaluate scarce products as having higher quality. In MK Fashion shops, the products are already high quality and popular brands among customers. The store layout and how to display the products are the strategy of MK Fashion shops creating scarcity environments at each fashion shop which is in different locations in Myanmar including Yangon City. In Yangon, there are seven MK Fashion shops at different shopping malls. Among them, in this study, three fashion shops which are at Junction City, Junction Square and Taw Win Center.

First of all, the floor area of each fashion shop is different depending on the area rent at different shopping malls. Although each floor area of fashion shop is different, one thing is certain for all shops which is all fashion shops have wide area regardless of locations. For the MK Fashion shops in Yangon, the average floor area is estimated about 2,500 square feet to 3,000 square feet. There are MK Men's Shop and Men's Corner which are only targeting male customers. Therefore, it is easy for male customers. Brands available are also different in each branch. The reason can be because different types of customers come to the different shopping centers and the floor are difference. Along with the floor area, MK Fashion shop maintain its main objective of offering wide area for customers for shopping and not to have crowded people, crushing with each other. It is offering comfortable shopping environment for the shoppers.

In this study, Junction City, Junction Square and Taw Win Center are explored. Among them, Taw Win Center has the widest area, so many brands, over thirty brands, are sold. In Junction City, brands are also targeted for foreign shoppers, therefore, even though quantity of brands are less than Taw Win Center, there are brands which are popular among foreigners like Manchester, Guy Laroche, Arrow and etc. This is also filtering the customer segment with the location. Customers who want to buy brands which do not have at the branch may buy the existing brands without going to another branch.

Product display of MK Fashion shops is also creating scarcity environment. Products such as shirts, style pants are hung as only one size and color for a particular

design. The store does not hang all sizes and colors for all designs. The other sizes and different colors are kept in the cabinet. This is tactic to make shoppers to think that there is low stock and they should buy before out of stock. By this way, shoppers can easily see the designs and products of interest and do not need to look for design they want. New arrival segment is also placed, this can induce shoppers who are always looking for and exciting for new items.

The price-off corner is placed in the store. The selected certain designs are offered as price-off discount and are displayed. It triggers customers to buy the products by thinking it is not sure that the respondents can get this discount later for this particular design if the respondents do not buy this right away. Fashion customers who are interested in appearing distinct and unlike other customers may enjoy the fact that the fashion retailers do not stock large quantities of items. The limited quantity available of the product defines the products are unique and rare.

3.3   Profile of Respondents

This paper analyzes the effect of psychological factors on scarcity environments and the effect of scarcity environments on consumer behavior of male shoppers in MK Fashion Shops in Yangon. The questionnaires are designed to ask about the psychological factors of the male shoppers, scarcity environments of MK Fashion Shops and consumer behavior of male shoppers who are customers of MK Fashion Shops in Yangon. The demographic section includes about age, education level, occupation, monthly income. There are 85 customers who shopped at MK Fashion shops are participated as respondents for the survey.

Table (3.1) Demographic Profile of Respondents

Sr. No	Particular	No. of Respondents	Percent
	Total	**85**	**100**
1.	**Age**		
	21-30 years	28	32.9
	31-40 years	45	52.9
	41-50 years	9	10.6
	51 years and above	3	3.5
2.	**Education Level**		
	Undergraduate	13	15.3
	Graduated	58	68.2
	Post Graduated	14	16.5
	Student	4	4.7
3.	**Occupation**		
	Business Owner	23	27.1
	Employee	55	64.7
	Others	3	3.5
4.	**Monthly Income**		
	Less than 100,000 MMK	4	4.7
	300,001-600,000 MMK	31	36.5
	600,001-900,000 MMK	37	43.5
	Above 900,000 MMK	13	15.3

Source: Survey Data (2022)

For gender group, this study mainly focuses on male respondents and only asked male shoppers. Therefore, all 85 respondents are males. According to the data collected, age group analysis is, 21-30 years age group has 28 respondents which is (32.9%) of respondents, 31-40 has the highest number of 45 respondents which is (52.9%), 41-50 years group has 9 respondents with the percentage (10.6%) and the age group with the least number of respondents is 51 years and above which has 3 respondents which is only (3.5%).

For education level, there are 13 respondents who are under graduated with a percentage of (15.3%). 58 respondents are graduated which is the highest frequencies with (68.2%). The number of respondents who are post graduated is 14 respondents and it

is (16.5%) of total respondents. The next question of demographic section is occupation of respondents. (64.7%) of respondents are employee which is 55 respondents in total 85. Business owner as an occupation has 23 respondents which is (27.1%). Student and other occupation are (4.7%) and (3.5%) which are 4 respondents and 3 respondents respectively. This can conclude that mostly customers of MK Fashion shops are mainly working adults who are employed and have own income. In another hand, the respondents have spending power and can make purchase decision.

In the demographic section, for the monthly income of respondents, the majority group gets between 600,001 MMK to 900,000 MMK with 37 respondents (43.5%). The second largest group is 31 respondents who have the monthly income range between 300,001 MMK to 600,000 MMK (36.5%). The highest income range above 900,000 MMK has 13 respondents which is (15.3%) and there are 4 respondents who gets less than 100,000 MMK who are the students. From the data collected, it can conclude that the majority of respondents have the spending power and the respondents have the ability to spend on premium brands.

3.4 Shopping-Behavior at MK Fashion Shops

The questionnaire includes the questions related with the consumer behavior of male shoppers when shopping at MK Fashion Shops such as time spent at MK Fashion shops per visit, shopping frequency within a month, returning the products and the frequency of returning products occurred.

Table (3.2) Shopping-Behavior at MK Fashion Shops

Sr. No	Particular	No. of Respondents	Percent
	Total	85	100
1.	**Time Spent Per Visit**		
	Less than 1 hr	37	43.5
	1hr-2hrs	46	54.1
	Above 2 hrs	2	2.4
2.	**Shopping Frequency in a Month**		
	0 time	48	56.5
	1 time	27	31.8
	2 times to 3 times	10	11.8
3.	**Return Products**		
	Yes	4	4.7
	No	81	95.3
4.	**Frequency of Return Products**		
	0 time	81	95.3
	1 time	4	4.7

Source: Survey Data (2022)

According to the Table (3.2), male shoppers mostly spend between 1 hour and 2 hours to shop at MK Fashion Shops with the frequency of 46 respondents (54.1%). This means male shoppers take time to buy the products to choose their interested design, color, size to be a worthful purchase decision. For the shopping frequency within a month, 48 respondents (56.5%) do not visit once in a month as the products in MK Fashion Shops are premium brands. 27 respondents (31.8%) visit one time in a month and (11.8%) with 10 respondents visit 2 times to 3 times in a month. Only 4 respondents returned their products and it was only one time (4.7%).

CHAPTER 4

ANALYSIS ON BUYER'S PSYCHOLOGICAL FACTORS, SCARCITY ENVIRONMENTS AND CONSUMER BEHAVIOR OF MALE SHOPPERS

First, in this chapter, mean value analysis of the variables employed in this study are presented. and the second section of this chapter analyzes the effect of buyer's psychological factors on scarcity environments and the effect of scarcity environments on consumer behavior of male shoppers in MK Fashion shops in Yangon.

4.1   Psychological Factors of Male Shoppers at MK Fashion Shops

For this section, the analysis of psychological factors is conducted based on three dimensions; competitiveness, hedonic shopping motivation and need for uniqueness. These factors are examined by inquiring the total number of 85 respondents under some conditions of data collection. For descriptive analysis, mean values and standard deviation values for each variable are explored. The questionnaire items for psychological factors are six questions for competitiveness, seven questions for hedonic shopping motivation and six questions for need for uniqueness.

4.1.1   Competitiveness

In analyzing competitiveness which is one dimension of psychological factors, a total of six questionnaires are designed to analyze the effect of psychological factors on scarcity environments. Tables (4.1) presents the mean value, standard deviation value and overall mean value of competitiveness.

Table (4.1) Competitiveness

No	Statement	Mean	Standard Deviation
1.	Enjoying competitiveness more than others	4.11	0.94
2.	It is important to outperform others	4.05	0.99
3.	Enjoying testing abilities against others	4.21	0.87
4.	Winning is extremely important	4.00	0.96
5.	Resisting the attempts of others to influence	4.08	0.99
6.	Doing the opposite when someone forces to do something	4.19	0.82
	Overall Mean	4.11	

Source: Survey Data (2022)

According to Table (4.1), the overall mean value of competitiveness is 4.11; meaning respondents agree for they have competitive spirit in their mind originally as all respondents are males. The highest mean value score is 4.21; it shows respondents enjoy testing their abilities against others, meaning that the respondents enjoy competition in the difficult and limited environments against other people. With the mean value 4.19 as the second largest value of competitiveness, respondents agree that they do the opposite when the someone forces them to do something. Therefore, the respondents want to make own decisions even though in the scarcity environments. For the lowest mean value, 4, although respondents have the desire to compete with other people, the respondents do not have the strong desire of winning extremely and it is not important for them. Even in the scarcity environments, the respondents have the willing to give up some extent. The second lowest mean is 4.05, which means it is outperform others. Respondents have the enjoyment of testing their abilities against others although the respondents do not strongly agree to perform better than others. Respondents have the competitiveness and have mind set to compete against others, however, it is not a strong mindset. This can affect the situation of scarcity environments in shops moderately.

4.1.2 Hedonic Shopping Motivation

As the second component of competitiveness, total of seven questionnaires are designed and Table (4.2) describes about the mean value of hedonic shopping motivation, standard deviation and overall mean value.

Table (4.2) Hedonic Shopping Motivation

No	Statement	Mean	Standard Deviation
1.	Shopping is a truly a joy	3.98	0.60
2.	Shopping is an escape feeling	3.92	0.71
3.	Exciting for new products	4.35	0.70
4.	Time spent for shopping is enjoyable	4.20	0.91
5.	Shopping is a good time to act impulsively	4.12	0.78
6.	Shopping is an excitement of the hunt	3.95	0.69
7.	Shopping is a sense of adventure	4.01	0.72
	Overall Mean	4.08	

Source: Survey Data (2022)

The overall mean value is 4.08 showing that respondents accept the statements related to hedonic shopping motivation. For the highest mean value, 4.35, the respondents are likely to have excitement for new products while shopping in the shop. The respondents are more into the new released products than the old version of products. Most of the respondents are between 21 years and 40 years who have more interested in fashion as the respondents are young and working adults. Therefore, the respondents pay attention to new products of their interested brands. It can be fast out of stock in the shop as there are many respondents who have the same interest. In the scarcity environment, it can be the motivation for them to buy earlier than others. It can lead to have regret when the respondents cannot obtain the products which the respondents are interesting.

Respondents regard the shopping time in this MK Fashion shop is enjoyable and it gets the second largest mean value, 4.20 in hedonic shopping motivation. Although respondents are male shopper, the respondents enjoy the shopping time which means more male respondents are interested in fashion styles and fashion brands. The respondents become to spend their income on appearance and focus on branded items which means the respondents becomes modernized and interested in international brands. Since the respondents enjoy shopping the MK Fashion shops, the respondents have the tendency to affect the scarcity environments at MK Fashion shop. When the respondents enjoy shopping time, the products are out of stock in terms of size, style, color, it can lead to conducting some behaviors of customers.

The lowest mean value is 3.92, shopping is an escape feeling for customers when shopping at MK Fashion shops. Although the respondents enjoy the shopping time at MK Fashion shops, it is not a strong feeling of escaping from daily lives which means it is not a method to release some stress like other women shoppers. Male shoppers are more interested in shopping for their better outlook and interested brands. Therefore, scarcity environments may affect some degree to customers as their intention is not window shopping but for real shopping. The second lowest mean value is 3.95, statement of shopping is an excitement of hunt. The respondents want to shop comfortably without hurrying to buy things.

4.1.3 Need for Uniqueness

For analyzing need for uniqueness, total six number of questions are inquired to determine the effect of need for uniqueness on scarcity environments. Table (4.3) describes the mean values, standard deviation values and overall mean values for need for uniqueness.

Table (4.3) Need for Uniqueness

No	Statement	Mean	Standard Deviation
1.	Finding self-unique style is important when shopping	4.25	0.71
2.	Buying special products or brands to develop personal style	4.11	0.46
3.	Trying to avoid brands bought by general population	3.98	0.49
4.	Frustrating when not able to get the preferred choice	4.21	0.67
5.	Recommendations and advice induce to do the opposite	4.44	0.59
6.	Frustrating when someone points out something that are obvious	4.29	0.67
	Overall Mean	4.21	

Source: Survey Data (2022)

The overall mean value of need for uniqueness is 4.21, meaning that respondents agree the above statements related to need for uniqueness. The highest mean value is 4.44 which is recommendations and advice induce to do the opposite and the second largest mean is 4.29, frustrating when someone points out something that are obvious. These two statements indicate that most respondents have the willing to buy with their own ideas to have their own style. The respondents do not want to get advice or recommendations from sales staff at the shops. This may lead when their interested products scarce in style or color or size the respondents wanted, the respondents may not have the intention to buy different design or color or size which is suggested by sales staff at the shop.

The lowest mean value is obtained as 3.98 and the respondents do not strongly agree to try to avoid the brands which are bought by the general population. This means the respondents are convenient with buying the brands which are bought by the general population. The respondents have the confidence to create their own unique style regardless of brands. This can lead to generate some consumer behavior of male shoppers when the respondents face the scarcity of products the respondents are interested. The second lowest mean is 4.11, which is the respondents are not really into the buying special products or brands to develop personal style. This also indicates that although brands are important, designs that are unique and match with their personal own styles are more important for these male shoppers. This can stimulate their competitiveness spirit when the shop has scarcity of products the respondents are interested and lead to the effect on the scarcity environments at MK Fashion shops.

4.2   Perceived Scarcity Environments of MK Fashion Shops

Scarcity environments of MK Fashion Shops are measured with the two components which are perceived scarcity and anticipated regret. Total of twelve questionnaires for scarcity environment is developed. Each component is collected data through six questions for the analysis.

4.2.1   Perceived Scarcity

In the table (4.4), perceived scarcity is conducted with structured six questionnaires, and it provides about the mean, standard deviation and overall mean value for the perceived scarcity.

Table (4.4) Perceived Scarcity

No	Statement	Mean	Standard Deviation
1.	Having limited number of products per size, style and color	3.76	0.68
2.	Products of interest are often scarce in size	3.78	0.77
3.	Interested style or product are almost out of stock	3.88	0.73
4.	Selling out fast and rarely reselling the same product	3.94	0.64
5.	Creating the product scarcity by limiting product quantity for a particular size or style by retailer	3.51	0.84
6.	Thinking the product scarcity is created with store policies strategically	3.74	0.67
	Overall Mean	3.77	

Source: Survey Data (2022)

The overall mean value of concern is 3.77 and this means the respondents agree with the above statements of perceived scarcity. The largest mean value is 3.94, selling out fast and rarely reselling the same product. Almost all fashion retailer and fashion brands have their own season and there is product life cycle. Since the products at MK Fashion shops are premium international brands, it is more applicable to them. Therefore, the same products are not resold at the store and this is one of the strategies of creating scarcity of fashion brands to increase sales. The second largest mean value is 3.88 which is the statement, the interested style or product are almost out of stock. The store intentionally creates this concept and consumers assume that the products are almost out of stock as the respondents cannot see many stocks on shelves.

The respondents do not agree with the statements creating the product scarcity by limiting product quantity for a particular size or style with the lowest mean, 3.51 and thinking the product scarcity is created with store policies strategically with the second lowest mean, 3.74. These two statements can have low mean score as the respondents may not familiar with the marketing strategies of fashion shops and simply think that it seems out of stock because many people are buying, so this product may be the popular among people. The actual product scarcity may be rare because brands at MK Fashion shops are premium brands for high class living standard and high-income level.

Therefore, the products may not be sold out very quickly like the medium level brands. Therefore, consumer behavior of male shoppers can be different related with scarcity environments at MK Fashion shops.

4.2.2 Anticipated Regret

As the second components of scarcity environments, total of six questionnaires are designed and Table (4.5) describes about the mean value, standard deviation and overall mean value of the anticipated regret.

Table (4.5) Anticipated Regret

No	Statement	Mean	Standard Deviation
1.	Experiencing regret without the desired product after waiting	3.89	0.43
2.	Feeling upset when product of interest is missed to buy	3.95	0.44
3.	Regretting later when product of interest is missed to buy	3.51	0.41
4.	Returning the product to the store is difficult once bought	3.65	0.42
5.	Planning carefully most of the purchases	3.41	0.47
6.	The return policies are strict	3.59	0.40
	Overall Mean	3.67	

Source: Survey Data (2022)

The overall mean value for control is 3.67, this means the respondents mostly agree with the statements of anticipated regret for scarcity environments of MK Fashion shops. Feeling upset when product of interest is missed to buy becomes the most common agreement for anticipated regret and the result is obtained as the highest mean value of 3.95. The second largest mean value is 3.89 which is experiencing regret without the desired product after waiting. Sometimes, respondents might have the experience that the respondents were waiting for a particular product and missed to buy with a certain situation. Planning carefully most of the purchases obtain the lowest mean value, 3.41 and some people may purchase with the plan in advance and some respondents may purchase

when the respondents arrive the store and purchase with the feeling. Those who plan in advance may have certain consumer behavior when the respondents arrive at the shop as the respondents are afraid that their planned interested products may be bought by someone else.

4.3 Consumer Behavior of Male Shoppers of MK Fashion Shops

Consumer behavior of male shoppers of MK Fashion Shops are measured with the four components which are urgency to buy, impulse buying, in-store hoarding and in-store hiding. Total of twenty-one questionnaires for consumer behavior is developed.

4.3.1 Urgency to Buy

Urgency to buy is measured by using a total of four structured questions and the respondents are measured by using five-point Likert scale for the analysis. Table (4.6) provides mean value, standard deviation and overall mean value of urgency to buy.

Table (4.6) Urgency to Buy

No	Statement	Mean	Standard Deviation
1.	Developing a desire to buy products of interest immediately	4.20	0.22
2.	Having an urge to buy interested products although had not intended to purchase	4.11	0.70
3.	Buying interested products with no resistance	3.99	0.75
4.	Not having a chance to buy later when not bought right away	4.14	0.31
	Overall Mean	4.11	

Source: Survey Data (2022)

The overall mean value for confidence is 4.11. This means the respondents agree with the statements mentioned above. The highest mean value is 4.20, which is that developing a desire to buy products of interest immediately. Majority of respondents are working adults and have high income level. It is possible for them to have a desire to buy their products of interest immediately. This is not the final buying decision. The second largest mean value is 4.14, the statement of customers cannot buy the product later when

he missed to buy at the time, he is shopping. The design or color or size may not be available later because there are also other consumers who may want to buy the product when the product is a popular one. The mean value of buying products of interest without resistance is 3.99 which is the lowest mean value. This has low mean value because when there are many products of interest and more than one or two, thus customers mainly consider about their spending power.

4.3.2 Impulse Buying

As the second component of consumer behavior, total of five questionnaires are designed and Table (4.7) describes about the mean value, standard deviation and overall mean value of impulse buying.

Table (4.7) Impulse Buying

No	Statement	Mean	Standard Deviation
1.	Buying products of interest spontaneously	3.66	0.71
2.	Buying interested products without considering the consequences	3.91	0.46
3.	Describing as buying now, thinking about it later	3.51	0.49
4.	Without thinking, buying interested products	3.40	0.67
5.	Having feeling of buying products on the spur of moment in this store	3.95	0.59
	Overall Mean	3.68	

Source: Survey Data (2022)

The overall mean value for control is 3.68. The respondents agree with the statements of impulse buying for consumer behavior of respondents. The highest mean value is 3.95, which is customers have feeling of buying products on the spur of moment while shopping at the store. The comfortable ambience and wide store layout create this feeling. The lowest mean value is 3.40, which is buying interested products without thinking. The respondents may buy spontaneously at some time and may not buy as the respondents need to take consider of their budget or spending power.

4.3.3   In-store Hoarding

Data for in-store hoarding is collected with the total of six questionnaires and Table (4.8) describes about mean values and standard deviation for in-store hoarding.

Table (4.8) In-store Hoarding

No	Statement	Mean	Standard Deviation
1.	Grabbing hurriedly and keeping interested products	3.61	0.67
2.	Not putting down the selected product although not sure to buy or not	3.75	0.59
3.	Carrying more products than what intended to buy	3.78	0.49
4.	Putting interested products on hold for a short time is easy at this store	3.93	0.67
5.	Not have feeling to grab and keep interested products while shopping	3.48	0.46
6.	Being convenient to carry more items what intended to buy to the dressing room	3.88	0.71
	Overall Mean	3.76	

Source: Survey Data (2022)

Overall mean value for in-store hoarding is 3.76. As for the highest mean value in in-store hoarding, the mean value is 3.93, resulted in the statement putting interested products on hold for a short time is easy at this store. When the respondents are afraid of other people buying the same interested products, the respondents hold the products for a short time. This can happen especially when there is promotion time. Many people are shopping and it can overlap the interested products, so the respondents may hold for a while so that the respondents do not miss the products of interest.

The second largest mean value is 3.88, with the statement, being convenient to carry more items what intended to buy to the dressing room. This can assume that the respondents bring more than one product when the respondents try at dressing room so that the respondents can compare and make a careful decision that is suitable with their own style or their spending power. The respondents disagree with the statement of not have feeling to grab and keep interested products. The respondents have feeling to grab

and keep and take to the dressing room and want to try many products of interest before making buying decision. The lowest mean value is 3.48, the respondents do not have feeling to grab and keep the interested products while shopping. Some respondents may not like to hold the products and shopping and some may want to grab to make sure the product is not missed.

4.3.4 In-store Hiding

In-store hiding is the last component of consumer behavior and it is collected with six questions for the analysis. Table (4.9) describes about the mean value, standard deviation and overall mean value of in-store hiding.

Table (4.9) In-store Hiding

No	Statement	Mean	Standard Deviation
1.	Hiding purposely the interested products within the store so that other customers might not buy	3.62	0.53
2.	Hiding somewhere where the products did not belong originally	3.73	0.44
3.	Putting in completely different section where nobody else could see	3.47	0.41
4.	Hiding items to be available later	3.58	0.52
5.	Removing the desired product intentionally from other consumers' sight	3.78	0.47
6.	The products are disorganized in the store	3.38	0.40
	Overall Mean	3.59	

Source: Survey Data (2022)

The overall mean value for confidence is 3.59 and the respondents agree with in-store hiding, however, this mean is the lowest mean value among four variables of consumer behavior. This in-store hiding behavior is not necessarily needed to do for the respondents as in MK Fashion shops, there are not many crowded customers and the respondents can buy comfortably without worrying about of other people grab the same products of interest when it is not a big sale time. Therefore, in-store hiding results as low mean value compared with other variables. Removing the desired product intentionally

from the sight of other consumers has the largest mean value, 3.78. This can happen when the other customer at the store at the same time has the potential of having same product of interest. However, this is also a rare scenario for the respondents. The lowest mean value is 3.38 which is the products are disorganized in the store. This statement has low mean value and it can conclude that the products are organized in the store this is the main reason of this variable, in-store hiding, has the low mean value. Since the products are well-organized in the store.

4.4 Analysis on the Effect of Male Shoppers' Psychological Factors on Perceived Scarcity of MK Fashion Shops

The analysis of variables, which are psychological factors of male shoppers and perceived scarcity variable of scarcity environments of MK Fashion shops are discussed and effect between these variables is analyzed for determining of how psychological factors of buyers is related to perceived scarcity. Linear Regression model is applied for analyzing the effect of psychological factors of buyers on perceived scarcity and Table (4.10) determines which factors of psychology of male shoppers have the relationship on perceived scarcity. R value explains about the variance of related variables and the standardized beta value show the positive or negative relationship between variables. This is the analysis on the effect between dependent variable, perceived scarcity and independent variable, buyer's psychological factors. The buyer's psychological factors have four factors of components, which are competitiveness, hedonic shopping motivation and need for uniqueness of male shoppers in MK Fashion shops in Yangon. These factors are presented with the significant value to analyze the relationship on perceived scarcity.

From the analysis, R value is 0.793 and R square value is 0.629, the model is found that this value is used to explain about the variance of dependent variable and independent variable, perceived scarcity. Since the value of adjusted R square is 0.615, and the model explains that 61.5% of variance can be occurred between dependent variable and independent variable. Based on the F value, the result is concluded that the model is highly significant at 1% level, and the model is valid.

Table (4.10) The Effect of Male Shoppers' Psychological Factors on Perceived Scarcity of MK Fashion Shops

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-1.888	0.647		-2.918	0.005
Competitiveness	0.541***	0.123	0.466	4.386	0.000
Hedonic Shopping Motivation	-0.075	0.143	-0.048	-0.525	0.601
Need for Uniqueness	0.889***	0.203	0.426	4.373	0.000
R Value	.793				
R Square	0.629				
Adjusted R Square	0.615				
F Value	45.744***				

Source: Survey Data (2022)

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

According to the table (4.10), among three independent variables, competitiveness, hedonic shopping motivation and need for uniqueness, competitiveness and need for uniqueness are at 1% significant level. For the analysis on Standardized Coefficient (Beta) values, the result shows that competitiveness and need for uniqueness obtain positive beta values, showing that competitiveness and need for uniqueness have significant effect on perceived scarcity which is the dependent variable. Perceived scarcity is is mostly contributed by competitiveness as the respondents in MK Fashion shops are males who have strong competitive spirit. For the respondents, with the need for uniqueness, the respondents have the effect on the perceived scarcity as the respondents have high need for uniqueness, the increase in the perception of scarcity.

Competitiveness and need for uniqueness play as contributing factor for scarcity environment, and with more competitiveness, and need for uniqueness, perceived scarcity can be higher. The positive relation between them are described above and competitiveness is considered as a key aspect for perceived scarcity. The hedonic shopping motivation is not significant and this shows that the impact of the variable is not as strong as the other two variables.

31

4.5   Analysis on the Effect of Male Shoppers' Psychological Factors on Anticipated Regret of MK Fashion Shops

This section reports that competitiveness and need for uniqueness has significant relationship with anticipated regret. In this study, linear regression is used to test the relationship between independent variables– competitiveness, hedonic shopping motivation, need for uniqueness and dependent variable– anticipated regret. Table (4.11) shows the outcome data.

Table (4.11) The Effect of Male Shoppers' Psychological Factors on Anticipated Regret of MK Fashion Shops

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-1.312	0.757		-1.733	0.087
Competitiveness	0.555***	0.144	0.469	3.854	0.000
Hedonic Shopping Motivation	-0.147	0.168	-0.091	-0.877	0.383
Need for Uniqueness	0.783***	0.238	0.367	3.293	0.001
R Value	.716				
R Square	0.513				
Adjusted R Square	0.495				
F Value	28.435***				

Source: Survey Data (2022)

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

According to the Table (4.11), the model can explain 51.3% about the variation of the anticipated regret of the respondents since the value of R square is 0.513. The model can explain about 50% about the variance of the independent variables, competitiveness, hedonic shopping motivation, need for uniqueness and dependent variable, anticipated regret because adjusted R square is 0.495. The value of F-test which represents the overall significance of the models, turned out highly significant at 1% level. The value of R is 0.716 which lies between 0 and 1. It indicates that both independent variables and dependent variable are correlated. The survey shows that competitiveness and need for

uniqueness are significant at 1% level. The two variables have the expected positive signs which mean that an increase in each variable lead to strong anticipated regret.

The increase of competitiveness can affect the anticipated regret of the respondents while shopping at MK fashion shops. The competitiveness of the respondents has positive effect on the anticipated regret. Among the independent variables, competitiveness of the respondents has greater contribution than need for uniqueness to the anticipated regret according to the standardized coefficient (Beta). The higher the competitiveness of the respondents, the higher anticipated regret when the respondents cannot get the products wanted to buy.

4.6 Analysis on the Effect of Scarcity Environments of MK Fashion Shops on Consumer Behavior of Male Shoppers

In this section of analysis, the effect of scarcity environments of MK Fashion shops on consumer behavior of male shoppers is analyzed by using Linear Regression model. Table (4.12) shows the analysis on the effect of scarcity environments on consumer behavior. In analyzing the effect of scarcity environments on consumer behavior of male shoppers, scarcity environment is an independent variable and consumer behavior is a dependent variable. Table (4.12) results as the analysis on the effect of scarcity environment on consumer behavior of male shoppers. From the analysis, R value is 0.986, and R square value is 0.971. According to the value of adjusted R square 0.971, the model explains 97% of the variances of the variables. Based on the F value, the model is significant at 1% level, and can be concluded that this specific model is valid.

Table (4.12) The Effect of Scarcity Environments of MK Fashion Shops on Consumer Behavior of Male Shoppers

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	0.173	0.067		2.599	0.011
Perceived Scarcity	0.594***	0.047	0.646	12.743	0.000
Anticipated Regret	0.321***	0.046	0.356	7.027	0.000
R Value	.986				
R Square	0.971				
Adjusted R Square	0.971				
F Value	134.698***				

Source: Survey Data (2022)

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

Among two dimensions of scarcity environments, perceived scarcity and anticipated regret have positively significant effects on consumer behavior of male shoppers of MK Fashion shops. With significant value of 0.000, perceived scarcity and anticipated regret is significant at 1% significant level. With positive Standardized Coefficient (Beta) values, perceived scarcity and anticipated regret of scarcity environments dimensions, have positively significant effect on consumer behavior.

According to results of standardized coefficients (Beta), perceived scarcity has greater contribution on consumer behavior of respondents. Having perceived scarcity at MK Fashion shop can trigger consumer behaviors such as urgency to buy, impulse buying, in-store hoarding and in-store hiding. According to the results, there is not a big change to the consumer behavior as the respondents do not have high perception of scarcity on MK Fashion shops. And also, for the anticipated regret, with the increase of anticipated regret, this can lead to the increase of consumer behavior.

CHAPTER 5
CONCLUSION

This chapter is organized with three main sections, starting from findings and discussions, suggestions and recommendations, and lastly, the needs for further research.

5.1   Findings and Discussions

This is the study of the effect of scarcity environments on consumer behavior of male shoppers at MK Fashion shops in Yangon; total of eighty-five respondents, all male respondents who have shopped at MK Fashion shops in Yangon are chosen to participate in this study. The survey questionnaire is structured and an on-ground survey is conducted by distributing questionnaire to the respondents at the randomly selected MK Fashion shops in Yangon. The findings on demographic factors of the respondents are discussed. Based on the results, most of the male respondents are young and working adults with employed. The respondents have spending power and the respondents have the interest on fashion and take care of their own personal style. As most of the respondents are working, the respondents are graduated and post graduated. The majority of respondents to the study are employed and earn respectable salaries. Private sector employment makes up the largest percentage of respondents who are employed, with self-employment coming in second.

There are two objectives for this study: to analyze the effect of psychological factors on scarcity environments of male shoppers at MK fashion shops in Yangon, to analyze the effect of scarcity environments on consumer behavior of male shoppers at MK fashion shops in Yangon. For psychological factors of buyers, male shoppers at MK Fashion shops, two variables, competitiveness and need for uniqueness have significant effect on scarcity environments. Based on the results, and analysis, perceived scarcity and anticipated regret variables of scarcity environment, have significant effect on consumer behavior although the respondents do not have great impact on consumer behavior.

The respondents have competitiveness as the respondents are males and have the high spirit of compete against with others. However, the respondents do not have the willing to win extremely even in the scarcity environments. For the hedonic shopping motivation, the respondents enjoy their shopping time in MK Fashion shops. The respondents want to shop comfortably at the store and not hurrying to buy things. It is not

enjoying an escape feeling of shopping for the respondents. The respondents enjoy shopping time as the respondents are looking for the products which are suitable with their personal style and appearance. However, hedonic shopping motivation is not a significant factor. Majority of the respondents have their own personal style and do not like to get advice or recommendations by others and getting suggestions may lead to doing the opposite. Regardless of a brand is bought by general population or not, the respondents only focus on design, color which match with their personal unique style.

As for second objective, it is found that perceived scarcity and anticipated regret, which are two components of scarcity environments have significant effect on consumer behavior of male shoppers at MK Fashion shops. With increased scarcity environment, the higher the response of consumer behavior of male shopper. Although it has the positive relationship between two variables, scarcity environment and consumer behavior, the respondents have low perception on scarcity and anticipated regret. Most of the respondents do not think that the store intentionally or strategically creates the scarcity environments. Therefore, the respondents do not have strong consumer behavior of impulse buying, urgency to buy, in-store hoarding and in-store hiding at MK Fashion shops.

5.2   Suggestions and Recommendations

The results on the analysis of psychological factors of buyers can be analyzed and according to their results, two variables, competitiveness and need for uniqueness have significant effect on scarcity environments. As male shoppers have the competitiveness, the stores can consider this when the respondents plan promotion plans. Since there is hedonic shopping motivation to the respondents, it is great to create the environment which is comfortable and enjoyable shopping environment at the stores. The males are becoming concentrating on their appearance and pay attention on fashion, even creating their own personal style with unique designs that match with their style. Therefore, creating environment which is comfortable and can choose their preferred style freely, with no interference from sales staff or employees at the store without consumer request their help can be the best strategy for this type of consumers.

As most of the consumers in Myanmar do not think or may not aware the strategy of the store which is creating the scarcity environments intentionally or strategically. It is the reason although perceived scarcity and anticipated regret have significant effect on consumer behavior, the respondents do not generate the strong impact on consumer

behaviors of urgency to buy, impulse buying, in-store hoarding and in-store hiding. This is also a good sign of showing the shopping environment is enjoyable and consumers can get the products of interest by no need to worry about other people grab and miss the products to buy. MK Fashion shops should maintain the current momentum as this strategy match with the perception of consumers in Myanmar. The scarcity environment can also create by doing is special promotion time or special event. This is more visible to the customers in Myanmar. It can drive more sales to the store and consumers can be happy by getting the interested products in the price lower than the normal time and sometimes limited edition of products.

5.3   Needs for Further Study

The study is based on only 85 respondents who are male respondents buying at MK Fashion shops in Yangon. The results of the study may not be relevant to respondents from other fashion stores or brands selling in Yangon or other cities. For future research, studies can be conducted with respondents from other fashion shops from other geographical locations aside from Yangon. Larger sample size can also be utilized in conducting future researches. This study uses two dimensions of scarcity environments in measuring its effect on consumer behavior of male shoppers. And also, there are only three psychological factors in measuring its effect on scarcity environments. There can be other factors that influence and affect on consumer behavior of male shoppers and those factors are not considered in the study. Those factors can be employed for future researches.

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APPENDIX A

SURVEY QUESTIONNAIRE

Questionnaire for Effect of Scarcity Environments on Consumer Behavior of Male Shoppers at MK Fashion Shops in Yangon.

Dear Participants,

I am a student of MBA program from Yangon University of Economics. I am conducting this survey to complete my thesis which is part of the academic requirements to achieve Master of Business Administration (MBA) degree. The purpose of my study to analyze the effect of scarcity environments on consumer behavior of male shoppers at MK Fashion shops in Yangon. I really appreciate your time and effort to fill out this questionnaire. Your answer will be strictly confidential and will only be used for this study.

Thank you in advance for your time and support to complete my survey!

Section 1

Demographic Information

1. Age

- ☐ 20 years and below
- ☐ 21- 30 years
- ☐ 31- 40 years
- ☐ 41- 50 years
- ☐ 51 years and above

2. Education Level

- ☐ High School
- ☐ Undergraduate
- ☐ Graduate
- ☐ Post Graduated

3. Occupation

- ☐ Student
- ☐ Business Owner
- ☐ Employee
- ☐ Others _____

4. Monthly Income

- ☐ Less than 100,000 MMK
- ☐ 100,001 – 300,000 MMK
- ☐ 300,001 – 600,000 MMK
- ☐ 600,001 – 900,000 MMK
- ☐ Above 900,000 MMK

5. How much time, on an average, do you spend shopping in the MK store when each time shopping there?

- ☐ Less than 1 hr
- ☐ 1 hr – 2 hrs
- ☐ Above 2 hrs

6. Within a typical month, how frequently do you shop at this store?

- ☐ 0 time
- ☐ 1 time
- ☐ 2 times to 3 times
- ☐ 4 times and above

7. Have you returned products that you bought in this store?

- ☐ Yes
- ☐ No

8. If yes, how many times have you returned the products which were bought from this store?

- ☐ 0 time
- ☐ 1 time
- ☐ 2 times to 3 times
- ☐ 4 times and above

Section 2

Based on your shopping experience at the store, please answer the following questions on a 5-point Likert scale. Please indicate how much you agree with the following statements:

1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree

	Questions					
	Perceived Scarcity	**1**	**2**	**3**	**4**	**5**
	While shopping in this store,					
1	I found that there were a limited number of products per size, style, and color					
2	I found that the products of interest were often scarce in my size.					
3	I found that the styles or the products that I was interested in were almost out of stock.					
4	I found that this store sells out fast and rarely resells the same merchandise/product.					
5	I think that the retailer intentionally creates the product scarcity by limiting product quantity for a particular size/style.					
6	I thought that product scarcity was strategically created by store policies.					
	Competitiveness	**1**	**2**	**3**	**4**	**5**
1	I enjoy competition more than others.					
2	I feel that it is important to outperform others.					
3	I enjoy testing my abilities against others.					
4	I feel that winning is extremely important.					
5	I resist the attempts of others to influence me					
6	When someone forces me to do something, I feel like doing the opposite					

	Hedonic Shopping Motivation	1	2	3	4	5
1	Shopping is truly a joy for me					
2	While shopping, it truly feels like an escape for me.					
3	While shopping, I enjoy being immersed in exciting new products.					
4	Compared to other things done, the time spent shopping is truly enjoyable.					
5	While shopping, I have a good time because I am able to act on the "spur-of-the-moment."					
6	During shopping, I feel the excitement of the hunt.					
7	While shopping, I feel a sense of adventure.					
	Need for Uniqueness	1	2	3	4	5
1	Often, when buying merchandise, an important goal is to find something that reflects my unique style.					
2	I actively seek to develop my personal style by buying special products or brands.					
3	I often try to avoid products or brands that I know are bought by the general population.					
4	I become frustrated when I am unable to get my preferred choice					
5	Advice and recommendations induce me to do just the opposite					
6	It irritates me when someone points out things which are obvious to me					
	Anticipated Regret	1	2	3	4	5
	While shopping in this store,					
1	I feel like I would experience regret if I waited and ended up without the desired product.					
2	I would be upset if I missed buying some products of interest.					
3	I feel like if I missed buying the product of interest right away, I would regret it later.					

4	Once bought, it was difficult for me to return a product to the store					
5	While shopping in this store, I have carefully planned most of my purchases					
6	The return policies of this store are strict					
	Urgency to Buy	**1**	**2**	**3**	**4**	**5**
1	While shopping in this store, when I found products of interest, I developed a desire to buy them immediately.					
2	I had an urge to buy them even though I had not intended to purchase them.					
3	When I found products of interest, I couldn't resist buying them.					
4	In this store, if I don't buy the product of interest right away, it is very likely that I won't have a chance to purchase it later					
	Impulse Buying	**1**	**2**	**3**	**4**	**5**
1	While shopping in this store, I bought products of interest spontaneously.					
2	When I found products of interest, I bought them without considering the consequences.					
3	I bought products of interest without thinking.					
4	Buy now, think about it later describes me.					
5	While shopping in this store, I felt like buying things on the spur of the moment					
	In-store Hoarding	**1**	**2**	**3**	**4**	**5**
	While shopping in this store,					
1	When I found products of interest in this store, I hurried to grab them and kept them to myself while shopping.					
2	Sometimes when I selected a product at this store, I did not want to put it down although I was not sure if I would buy it or not.					
3	I have carried more products than what I intended to buy.					
4	Putting products, I am possibly interested in on hold for a short time is easy at this store					

		1	2	3	4	5
5	When I found products of interest in this store, I didn't feel like grabbing them and keeping them to myself while shopping					
6	While shopping in this store, carrying more items than what I intend to buy when I go to the dressing room is convenient for me					
In-store Hiding		**1**	**2**	**3**	**4**	**5**
1	When I have found products of interest in this store, I have purposely hidden them within the store in secret hiding places so that other customers might not buy them.					
2	I have hidden them somewhere where they did not belong originally.					
3	I have put them in completely different section where nobody else could see.					
4	I have hidden items so that they would be available to me later.					
5	When shopping in this store, I have intentionally removed the desired product from other consumers' sight					
6	The merchandise at this store seemed to be disorganized					

APPENDIX B

STATISTICAL OUTPUTS

(1) The Effect of Buyer's Psychological Factors on Perceived Scarcity

Model Summary

Model	R	R square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Sig. F Change	Durbin-Watson
1	.793[a]	0.629	0.615	0.56010	0.629	45.744	0.000	1.745

a. Predictors: (Constant), Need for Uniqueness, Hedonic Shopping Motivation, Competitiveness

b. Dependent Variable: Perceived Scarcity

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.052	3	14.351	45.744	<.001[b]
	Residual	25.411	81	0.314		
	Total	68.463	84			

a. Dependent Variable: Perceived Scarcity

b. Predictors: (Constant), Need for Uniqueness, Hedonic Shopping Motivation, Competitiveness

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.888	0.647		-2.918	0.005
	Competitiveness	0.541	0.123	0.466	4.386	0.000
	Hedonic Shopping Motivation	-0.075	0.143	-0.048	-0.525	0.601
	Need for Uniqueness	0.889	0.203	0.426	4.373	0.000

a. Dependent Variable: Perceived Scarcity

(2) The Effect of Buyer's Psychological Factors on Anticipated Regret

Model Summary

Model	R	R square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Sig. F Change	Durbin-Watson
1	.716[a]	0.513	0.495	0.65501	0.513	28.435	0.000	1.712

a. Predictors: (Constant), Need for Uniqueness, Hedonic Shopping Motivation, Competitiveness
b. Dependent Variable: Anticipated Regret

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.598	3	12.199	28.435	<.001[b]
	Residual	34.752	81	0.429		
	Total	71.350	84			

a. Dependent Variable: Anticipated Regret

b. Predictors: (Constant), Need for Uniqueness, Hedonic Shopping Motivation, Competitiveness

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.312	0.757		-1.733	0.087
	Competitiveness	0.555	0.144	0.469	3.854	0.000
	Hedonic Shopping Motivation	-0.147	0.168	-0.091	-0.877	0.383
	Need for Uniqueness	0.783	0.238	0.367	3.293	0.001

a. Dependent Variable: Anticipated Regret

The Effect of Scarcity Environments on Consumer Behavior

Model Summary

Model	R	R square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Sig. F Change	Durbin-Watson
1	.986[a]	0.971	0.971	0.14192	0.971	1394.698	0.000	1.872

a. Predictors: (Constant), Anticipated Regret, Perceived Scarcity

b. Dependent Variable: Consumer Behavior

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.183	2	28.091	1394.698	<.001[b]
	Residual	1.652	82	0.020		
	Total	57.834	84			

a. Dependent Variable: Consumer Behavior

b. Predictors: (Constant), Anticipated Regret, Perceived Scarcity

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.173	0.067		2.599	0.011
	Perceived Scarcity	0.594	0.047	0.646	12.743	0.000
	Anticipated Regret	0.321	0.046	0.356	7.027	0.000

a. Dependent Variable: Consumer Behavior