

**YANGON UNIVERSITY OF ECONOMICS
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**THE EFFECT OF MARKETING MIX ON INTENTION TO
PURCHASE OF HOME LOAN IN UAB BANK**

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PURCHASE OF HOME LOAN
IN UAB BANK**

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degree of Master of Banking and Finance (MBF)**

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ABSTRACT

This study purposes marketing mix factors which affect intention to purchase by examining marketing mix practices of UAB Bank. In this study, marketing mix elements include product, price, place, people and process. The study is done by descriptive and analytical research methods and uses primary and secondary data. Primary data was collected by interviewing with structured questionnaire among 110 respondents from 1789 customers of UAB Bank in Yangon. Secondary data are collected international and local research papers, published text book, survey report, relevant journals, articles and websites. According to descriptive statistics, respondents agree upon the influence of product and place on the intention to purchase a home loan at UAB Bank. And respondents are less likely to agree with the influence of price, people, and process on the intention to purchase a home loan at UAB Bank. Home loan products have effective products for customers, which provide home loans to customers for the purchase of houses, condominiums, apartments, acquisition of land and construction of houses. As a result of the multiple regression analysis, product and place have a significant 1% level influence on consumer purchase intention. Therefore, it is suggested that the bank should maintain the quality of products because consumers are more conscious of quality than price. Moreover, location is important for the customer in choosing a bank. Therefore, the bank should consider opening the new branches in locations where the customers' connectivity infrastructure is suited to their needs and convenience.

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CHAPTER I

INTRODUCTION

The twenty-first century represents major changes in the marketing strategies used by organizations and institutions to assist them be competitive and sustainable in the market that they find themselves. In order to survive in the market, companies are keenly interested in creating strong brands that lead to long journeys and customer relationships (Hass, Story and Danes, 1983).

Home loan is one of the main product of the bank which simply means a sum of money borrowed from bank to purchase a house or apartment. Home loan is attained to buy a property by submit it as collateral and loans pay value-added fund at lower interest rates and for long terms. Banks provided home loan services to help major requirement for people to own a house or apartment. Consumers purchased a house with home loan from banks, the rental cost will be reduced and able to get asset at the end of the loan period (Rose and Hudgins, 2008).

Consumer purchase intention has defined the possibility of a consumer who wants to purchases the item (Dodds, Monroe and Grewal, 1991). Consumer purchase behavior is the study of groups, individuals or organizations that used to choose of products, experiences, services or ideas to need and the impacts on the consumers and society Consumer willingness to purchase a specific product or service is called purchase intention. Purchase intention as a measurement is effective design in marketing activities or advancements. Intention is a combination of trust from consumer attitudes towards products and services. Purchase intention is a determinant of purchase to carry out an action such as buying a product or service. Satisfied customers will behave positively by making repeat purchases (Kuester, 2012).

Marketing mix variables included product, price, place and promotion which have been utilized by marketers all around the world (McCarthy, 1964). According to Kotler (2004), marketing mix is the mixture of controllable marketing factors that an organization uses to achieve a desired level of sales in the target market. Marketing mix is helpful method for marketers to comprehend concept about the right product, right price and right place. If a product satisfies the wants and needs of target consumers who will have a favorable attitude towards these products. The main

challenge for marketers are related to appropriate marketing strategies to outstrip consumer expectations (Kotler, 2004).

1.1 Rationale of the Study

Home loan is a sum of money borrowed for a predetermined amount of time with a predetermined repayment schedule that includes an adjustable interest rate and payment terms (Time of India, 2018). Home loan needs to prepay initial down payment of the property purchase price and have to repay the equated monthly instalment. A home loan means that the collateral of the house must be presented to the bank until the end of the loan period. People normally take a home loan for either purchasing a house, apartment or extending, renovating and repairing the existing house (Bajaj Finserv, 2007). According to Hasan, Wahid and Basalamah, (2016), conducted the study on the marketing mix of customer's decision in choosing a house purchase loans. Marketing mix which are the most important factors effecting the customer's decision in choosing a mortgage. Mortgage products have strongly influenced the decisions of customers who choosing mortgages by providing credit facilities that are accessible to own a home.

Consumer purchase intention refers to that consumer's attitude toward a specific purchase behavior of willingness to pay (Dodds, Monroe and Grewal, 1991). Purchase intention is a factor in deciding whether or not to carry out an action, like making a purchase of a good or service. Development of the banking industry, consumers are increasingly purchased house with bank's home loan. Increasing housing finance market has positive effects on home purchasing for consumer. Purchase intention is a plan to purchase certain services or goods in the future (Warshaw and Davis, 1985). One of the most important information sources that marketing managers use to anticipate future sales and evaluate how their actions will effect consumers' purchasing behavior is their reference to purchase intentions. According to Jamieson and Bass, (1989), one study, between 70% and 90% of marketing mix research providers consistently measure and use purchase intentions. According to Santoso and Sungkari, (2013), conducted the study on the marketing mix toward software purchase intention. It found that the study would assist the lead company in developing the best plan to lower software piracy in Indonesia.

Marketing mix is an important consideration for consumer who want to decide to purchase or reject product and service offered. Marketing activities based on

purchase intentions as a measurement lead to the expansion in the return on investment in terms of marketing activities. According to (Kotler, 2004), marketing Mix is the set of controllable variables that the business can utilize to affect how customers react. Having an idea or a definite measure of intentions of a customer can help plan marketing activities in ways that reach their target audience and achieve the desired results that is more significant customer engagement and higher return on investment. Banks need to analyze purchase intention for the reason that consumer reactions to a Bank's marketing practice mainly effect on the Bank's success., highlight that marketing is the most important function of an organization which focus on customers who they want. Bankers need to create appropriate marketing mix activities to attract consumers among competitors. According to Ruedas, (2021), conducted the study on marketing mix which influence consumer's decision to purchase on credit. It found that attractive promotional schemes attract more customers. Service provider mostly affects the quality of services provided to achieve the customers' satisfaction. Therefore, the objective of the study is to analyze the influences of marketing mix elements on consumer purchase intention of home loan products.

1.2 Objectives of the Study

The objectives of the studies are as follows.

- 1) To identify marketing mix factor of UAB bank.
- 2) To analyze the effect of marketing mix factors on intention to purchase of home loan in UAB Bank.

1.3 Scope and Method of the Study

This study only focuses on the customer who intended to purchase of home loan from UAB bank. In this study, primary data was collected to 110 persons among them from 1789 users of UAB in Yangon region. The study is done by descriptive and analytical research methods and uses primary and secondary data. This study used descriptive research method. Both primary data and secondary data are collected in this research. The primary data are collected by personal interview method to the customer of UAB Bank that are randomly selected, to collect data and information from them. Secondary data are collected international and local research papers,

published text book, survey report, relevant journals, articles and websites. Multiple linear regression analysis is applied. Data were recorded and analyzed using SPSS.

1.4 Organization of the Study

This study contains with five chapters. In chapter (1) is introduction of the study was consisted of rationale of the study, objectives of the study, scope and method of the study and organization of the study. In chapter (2) stated theoretical background and the literature review of the study and the relationship between the dependent and the independent variable is influential as a framework. And chapter (3) expressed profile of UAB Bank which is include background of UAB Bank and Organization structure and also discuss with home loan service of UAB Bank. In chapter (4) described the analysis of marketing mix influences on consumer purchase intention of home loan in UAB Bank. The last, chapter (5) expressed the findings and conclusion of survey result, recommendation and suggestions for further study.

CHAPTER II

THEORETICAL BACKGROND

This chapter discussed the review of literature on the concept of marketing mix, consumer purchase intention, marketing mix influences on consumer purchase intention and finally the conceptual framework of the study.

2.1 Concept of Marketing

An organizational function and a collection of procedures for producing, disseminating, and providing value to customers as well as for managing customer relationships in a way that is advantageous to the firm and its stakeholders (Cristopher and Jochen, 2011). According to Kotler and Armstrong, (2010), marketing is the science and art of discovering, developing, and providing value in order to satisfy the needs of a target market while making a profit. Marketing helps people realize their unmet needs and desires. Marketing identifies the consumer segments that it can best serve and develops the appropriate goods and services for those segments. The supporting causes make marketing crucial (Kotler and Armstrong 2010).

According to Kotler and Armstrong (2012), customers are the focus of marketing more than any other corporate activity. The objectives of marketing are to bring in new customers by providing higher value and to keep and expand the base of present customers by satisfying their needs. For marketing organizations that comprehend the market and the needs of their target audience, devise value-creating marketing strategies and create integrated marketing campaigns that thrill and provide value to their target consumers, who forge lasting relationships. Customers provide the business with value in the form of sales, earnings, and client loyalty in exchange. The marketing process by which banks create value for customers and build strong customer relationships in order to capture value from customers in return.

Marketing facilitates the transfer, exchange, and movement of products: Customers can access goods and services through a variety of intermediaries, such as wholesalers, retailers, and so on. Marketing is advantageous to both consumers and producers. "Marketing encompasses the design of the products acceptable to consumers and the conduct of those actions which stimulate the exchange of ownership between the dealer and purchaser" (Divakar, 2017).

The standard of living in the community can be raised and maintained with the help of marketing, which itself provides a standard of living for society. The statement "Marketing is the activity that produces and delivers a standard of life to the community" was introduced by Professor Malcolm McNair (1949). Marketing has played a vital part in enhancing and maintaining the community's living standards by making an uninterrupted supply of goods and services to consumers at a fair price. The community is made up of people from the rich, middle class, and low classes. Marketing supported everything that these different groups of people use. Even the most underprivileged parts of society now enjoy a respectable quality of living thanks to the advancement of modern marketing strategies. Due to mass production and lower product and service pricing, this is essential. Modern society's individual living standards have been transformed and changed by marketing (Buskirk, 1992).

Purchasing, selling, finance, transport, warehousing, risk-taking, standardization, and other key marketing operations all contribute to job creation. Numerous individuals and bodies fulfill each of these various functions. In this approach, marketing provides employment opportunities to lots of people. About 40% of the population is thought to be dependent on marketing, either directly or indirectly. The role of marketing has grown in the modern period of mass production and industrialization. "Constant marketing is necessary for persistent output; only then can employment be supported and high levels of company activity be sustained (Converse and Mitchell, 1965).

The marketing department's success is crucial since it is the only way for the company to generate income and gain benefits. Marketing is a source of income and revenue. "Any activity related to earning income is a marketing action,". By generating time, place, and possession utilities, marketing offers several opportunities to make money during the buying and selling of the commodities. This revenue and profit are reinvested in the business, resulting in further growth of the earnings. Given that the success of the marketing function is essential to the company's survival, marketing should be given the utmost priority (Buskirk, 1992).

Today, marketing must be viewed in terms of meeting client needs rather than the outdated concept of "telling and selling." If the marketer comprehends the wants of the consumer, creates products that offer the client superior value, then prices, distributes, and promotes them skillfully, their products will be simple to sell. Marketing, when used broadly, is a social and management process by which people

and organizations fulfill their needs and desires by producing and exchanging value with others. Marketers need to understand customer wants and needs the marketplace in which they operate. According to the marketing concept, accomplishing organizational goals depends on understanding target consumers' needs and wants and providing the desired satisfaction more effectively than rivals. Implementing the marketing concept often means more than simply responding to customers' stated obvious needs and desires (Kotler and Armstrong 2012).

2.2 Background Theory of the Study

Marketing concept basically represents a move in orientation as from production orientation to marketing orientation, from product orientation to customer orientation, from supply orientation to demand orientation and from sale orientation to satisfaction orientation. Among these orientation, customer orientation and satisfaction play an imperative role in the well-being of the economies of local, national and international. One of the key ideas in contemporary marketing is the marketing mix. It was described as a collection of carefully selected strategic marketing tools that the company combined to elicit the desired response from the target market. Everything the company could do to influence the demand for its product is included in the marketing mix (Kotler and Armstrong, 2000).

The marketing strategy has evolved in large part as a result of ongoing marketing efforts (Borden, 1964). The exact set of activities used by an organization to broaden the appeal of concepts, goods, or services is known as the marketing mix. This group of actions frequently consists of product or service marketing activities as well as pricing, place (channel of distribution), sales, sales promotion and advertising (Hass and Wotruba, 1983).

According to Cristopher and Jochen, (2011), the marketing mix focuses on the target market's needs while sending out the required brand or product messages and signals. The "marketing mix" is the combination of tactical marketing techniques used by the company to elicit the desired response from the target market. According to Kotler and Armstrong (2013), define customer satisfaction as "the extent to which a product's perceived performance matches a consumer's expectations." The components of the marketing mix serve as a means to an end, enabling marketing managers to successfully prepare for and accomplish organizational goals and objectives.

According to Kotler and Keller, (2012), to better understand the results of certain marketing initiatives, assess data from a range of sources, including retailer scanner data, corporate shipment data, pricing, media, and promotion spending data. Modeling the marketing mix can be used to reallocate or allocate spending. Although marketing-mix modeling can help with effect isolation, it is less useful for assessing how different marketing components interact with one another. In contrast to baseline sales or long-term effects, marketing-mix modeling emphasizes incremental growth. The integration of crucial criteria like client happiness, brand equity, and awareness into marketing-mix modeling. The various potential outcomes could be categorized under the four Ps: product, pricing, venue, and promotion (Kotler and Armstrong, 2000).

According to Grönroos, (1994), optimize the profit function, the marketer develops numerous forms of competition and incorporates them into a "marketing mix". According to Cengiz and Yayla (2007), asserted that the phrase "marketing mix" refers to a group of strategies utilized by a company to effectively promote its goods or services to a certain target market in order to achieve its goals. Marketers frequently use the 4Ps framework as the foundation of their marketing planning. Marketing professionals have overwhelmingly embraced the 4Ps concept. Bank must give the marketing mix components priority in a competitive environment. The importance of acknowledging that some parts may be more significant than others at a particular time is emphasized through prioritizing. On the other hand, in recent years, some scholars in marketing literature have increased the marketing mix to the "5 Ps", to include people. Besides, some discuss the "7 Ps," which include physical evidence and process (Cengiz and Yayla, 2007).

Product

Product is everything that the company provides to potential clients, whether it be a physical product or an intangible service such as a service (Lertthongpaiboon, 2007). Service products included a core product that responds to the customers' initial require and a variety of additional service components that are mutually reinforcing value-added enhancements that help clients in making more efficient use of the main product. It performed as the base for the development of new product concepts and product categories to satisfy specific client needs (Cristopher and Jochen, 2011). The core offering of a business is defined by its products and services. Managers in the banking sector must work to please clients because they want value and benefits

(Mohammad, 2015). According to Kotler and Armstrong (2013), product is anything that is presented to the market for consideration, usage, or consumption with the intention of meeting the requirements and desires of consumers. Products offered by banks include a variety of accounts for clients to use, such as current accounts, savings accounts, and savings accounts for children. According to Kotler and Armstrong (2012), product refers to the combination of goods and services that the business offers to its target market. Therefore automobile comes with a comprehensive warranty that is as much a part of the product as the tailpipe and is fully serviced. Product quality and improvement are the majority of marketing strategies. Customers will favor products that offer the highest levels of quality, performance, and features, which the company should focus its efforts on creating ongoing product enhancements.

Price

Marketers used consumer research to identify the psychological price points at which customers are willing to purchase a product (Cristopher and Jochen, 2011). Consumer perception of price is regarded to be a critical factor in purchasing decisions and product or service selection. Price, which takes into account product lines and assortments, price adjustments, and payment options, can be made by the company at a competitive rate (Cengiz and Yayla, 2007). Customers must pay the product's price in order to acquire it. Adjusting prices to reflect current economic and competitive conditions and consumer perception (Kotler and Armstrong 2012). Consumer choice is thought to be most significantly influenced by price. One of the most crucial components of the marketing mix that increases the organization's turnover is pricing. Alternatively, price may be utilized to support other elements of the marketing mix (Khan, 2014). Decisions about the level of prices to be charged, discount structures, terms of payment, and the degree to which price discrimination between different client groups is to be practiced are all strategic and tactical aspects of the pricing mix (Lertthongpaiboon, 2007). According to Riaz and Tanveer, (2012), the bank determines the price at which they can make a targeted profit or repay their manufacturing and marketing expenses. The bank determines the price at which they can make a targeted profit or repay their manufacturing and marketing expenses.

Place

Place, which is called distribution, is considered to cover the distributional activities of organizations (Mohammad, (2015). Consumer research reveals

consumers' retail locations and their opinions of different distribution channels, and it forms the basis of efficient distribution strategies (Cristopher and Jochen, 2011). According to Riaz and Tanveer, (2012), expressed that place refers to the product's accessibility to the intended customers. Branding strategies for place that direct channels to reach customers could be company owned stores, internet selling and phone while indirect selling could be through intermediaries such as agents or distributors. Using indirect channels, the bank has to give up control over selling and distribution. Company loses control over the pricing customers pay and the way products are presented (Riaz and Tanveer, 2012). According to Wolfe, and Crotts, (2011), stated that the term "place strategy" describes how a company will deliver a good or service to a customer. The location encompasses business operations that make the product accessible to target customers (Kotler and Armstrong, 2012). Product and goods that must be physically delivered. Delivery costs will vary depending on the product's shelf life, the delivery method selected, the volume, and the delivery time. The client must be made aware of the terms and the delivery cost in advance (Pogorelova, Yakhneeva, Agafonova, and Prokubovskaya, 2016).

People

According to Muala and Qurneh (2012) refers to the service providers who perform and provide the service. Services organization will always be a need for direct communication between service staff and clients for many services (Cristopher and Jochen, 2011). The direct engagement of the customer with the staff of the trading company in the contact zone defines traditional commerce (Pogorelova, Yakhneeva, Agafonova, and Prokubovskaya, 2016). People who play a role in the presentation of products and services affect the perception of the buyer. Every employee's behavior and attitude have some bearing on how customers perceive the services being provided and how successfully they are delivered (Hurriyati, 2005). Customers look to bank staff for guidance, complaints, and direction towards some of the banks' products and distribution channels (Thompson, Gamble and Strickland, 2004). When selling their banks' products, management should use the correct mix of employees, including those who are not unpleasant, view the customer as king, and respond quickly to consumer complaints. Internal marketing has received more attention as a result of the significance of human resources in the marketing of services. The importance of internal marketing services firms in assessing the success of marketing to external consumers is growing (Hasan, Wahid, and Basalamah, 2016).

Establishing a pattern of communication between clients and service providers is another component of people planning within the marketing mix. Well-trained bank employees who politely and efficiently deliver banking services and information satisfy customers (Lertthongpaiboon, 2007).

Process

Delivering and creating product elements required design and implementation of effective processes (Cristopher and Jochen, 2011). Customers of high-contact services, where customers may be viewed as service co-producers, may have serious concerns about the process. Generally, a process is the application of an action or function that boosts the value of a product at a low cost and with a significant benefit to the consumer; it is more crucial for services than for products. The process and the service providers' skills are what determine if the consumers are satisfied with their purchase (Muala and Qurneh, 2012). "Process" refers to a collection of all operations, typically including procedures, work schedules, processes, activities, and routines used to produce and provide services to clients (Octari, Matondang, and Zen, 2018). According to Hashim and Hamzah (2014), the operation of inputs and outputs from marketers and sellers to customers is included in the process. The process creates a highly interactive service experience (Helm and Gritsch, 2014).

2.3 Purchase Intention

Purchase intention is the likelihood that a customer will wish to buy the product (Dodds, Monroe and Grewal, 1991). The evaluation of marketing from a selling concept to a consumer-oriented marketing concept has led to the separation of buying behavior into its own discipline. Purchase intentions cover a buyer's decision to repurchase as well as their readiness to make future purchases (Rahman, Haque and Khan, 2012).

End user markets, business to consumer markets, or B2C markets are terms used to describe the consumer market. Compared to the process that occurs in corporate or industrial markets, the decision-making process in consumer markets is distinct. The personal consumer and the organizational consumer are the two main categories that consumer behavior primarily represents. An individual who purchases products and services personally or individually does so for their own use, the use of their family, or as a gift for friends, or what is known as the "final use" by end users. The three main stages of service consumption are pre-purchase, service encounter,

and post-experience. Pre-purchase activities included recognizing a need, gathering information, assessing alternatives, and choosing a course of action. Service encounter refers to starting by contacting the chosen supplier for the needed service or starting the self-service process. Evaluation of service performance following an interaction, which means post encounter (Cristopher and Jochen, 2011).

Consumer buying behavior refers to the purchasing habits of ultimate consumers, including people and households who buy products and services for their own consumption that consumers include both people and other non-living things of all ages, socioeconomic statuses, educational levels, genders, and tastes (Kotler, 2003).

Purchase intention is the likelihood that a customer will wish to buy the product (Dodds, Monroe and Grewal, 1991). Purchase intentions cover a buyer's decision to repurchase as well as their readiness to make future purchases (Rahman, Haque and Khan, 2012). Customers who are more motivated to buy a product and who have stronger desires for it may increase their purchase intention. One of the key ideas covered in the literature on marketing is the concept of purchase intentions. The connection between purchase intentions and purchasing behavior is what has marketing scholars so excited. According to a number of surveys, buying behavior and intentions are positively correlated. Purchase intention is a major factor in how consumers decide what to buy. It is a type of decision-making that investigates why consumers choose a particular brand (Shah, 2012).

Consumer goods manufacturers focus on client purchase intent in the most fiercely competitive markets in order to uphold their market reputation and increase their goodwill. Because repeat customers are a reliable source of income. The consumer's inclination to purchase a good or service is known as their "purchase intention." In other words, buying intention also includes the consumer's decision to buy a product following evaluation (Younus, 2015).

Marketing managers often gauge and include purchase intentions in choices about both new and existing goods and services. Future sales are only partially predicted by purchase intentions, which are connected. Consumers frequently have every intention of buying a product within a certain time frame. Purchase intentions are used to predict future product demand and to determine how marketing strategies may affect sales in the future (Morwitz, 2014).

2.4 Marketing Mix on Customer Purchase Intention

Effective marketing mix management gives marketers the ability to put together elements that will help them control the company's budget and achieve their goals. Companies have significant challenges, and in order to continue operating successfully, they must expand their service offerings, sell high-quality products, pay to satisfy the needs of customers, and reduce costs. To get the best results, it is not enough to use only one or a few components of the marketing mix. In order to create marketing mix elements that are aligned, it is necessary to take into account each element's qualities, yet non-alignment may be a weakness for the organization. Marketing mix refers to the tactics for the product, price, place, and promotion that are used to generate and carry out value exchanges and reach the target markets. The marketing mix is a collection of pertinent elements and strategies for accomplishing customer satisfaction goals and business objectives. According to a study on facial makeup, all elements of the marketing mix and customers' intention to buy are related (Huang and Foosiri, 2017). It follows that the marketing mix and consumers' intention to buy are related.

2.4.1 Product Factor on Purchase Intention

Products were described as the whole bundled benefits that a consumer obtains throughout an exchange transaction (Blackwell, Miniard and Engel, 2006). Customers may be drawn to a product based on its design, quality, features, options, services, warranties, and brand name in addition to the actual product itself. The first and most important component of marketing is the product. In order to meet the needs of a certain target market, successful managers pay special attention to their product groupings. Luxury items, for instance, should project an image of consumers who possess everything, but many basic things should appeal to buyers who are budget conscious.

As a result of new product launches being planned as a result of shortened product life cycles, increased competition, and quicker diffusion processes, test marketing is becoming more prominent and packaging plays a significant part (Majumdar, 1996). Consumers today demand updated product features and palpable product quality, which causes them to repeatedly buy the same brand or switch to a different one. Consumers are the vulnerable party who will buy the product in

marketing. Each business must understand what influences clients to choose their goods over those of rivals or why they are required to buy goods (Lonkila, 2010).

2.4.2 Price Factor on Purchase Intention

Price is the sum of the values that consumers exchange for the benefit of a good or service or the amount of money to pay for that good or service (Armstrong, Kotler and Silva, 2006). Given that it aids in understanding the worth of the goods, price is one of the factors influencing the buyer. For the purpose of raising overall income, the right pricing approach is crucial. In general, there is an inverse relationship: sales decline as price increases. Some companies can frequently charge greater costs for their unique services, but affordable pricing for growing the company's share or for entering new markets. In contrast to product attributes, advertising, and distribution methods, price is one of the marketing mix's most adaptable components and can be adjusted quickly (Kagira and Kimani, 2010).

In any situation, the cost consideration plays a significant role in consumer purchasing decisions. When making decisions based on the criteria of quality, convenience of use, usefulness, performance, durability, and status, consumers always take the price and brand name information into consideration differently. Key marketing variables such as price, brand name, and product attributes affect consumers' judgment processes. Consumers evaluate quality dimensions differently based on price and brand name (Brucks, Zeithaml and Naylor, 2000).

2.4.3 Place Factor on Purchase Intention

A location, which is often referred to as distribution, is an essential component of the marketing mix. The question posed under the location of the marketing mix is where businesses should offer their goods. There are three types of place strategies: exclusive, selective, and intensive. Exclusive denotes fewer locations and the sale of a single brand. The intermediate ground is selective, when the goods are sold at specific locations that may be outside the organization. Intensive strategy, which is primarily employed by low-price/high-volume tactics, suggests that products are visible and readily available everywhere (Parment, 2008).

Places must be accessible at the appropriate time and location (Lamb, Hair, and McDaniel, 2012). Location is related to a premise's accessibility, convenience, and availability. These can be distributed to consumers through a variety of channels,

including shops, supermarkets, wholesalers, and pharmacies. Customers buy things because of the convenience of the location as well as the product's quality, promotion, and loyalty program. In particular, if business are located in a particularly beneficial location, businesses need to be mindful of how easy it is for customers to visit to the premises. The location of a service company depends on the services that company provides. The right location can help potential consumers better satisfy their demands and offer advantages for the business to influence a purchasing decision (Putra, 2020).

2.4.4 People Factor on Purchase Intention

People all the actors who play a role in the presentation of services so that it can affect the perception of the buyer. Employees of businesses, consumers, and other consumers of environmental services make up part of the population. Every employee's behavior and attitude has some bearing on how customers perceive the services they receive and how successfully they are delivered. People are a factor that is crucial for all of these individuals when carrying out any business activity. The "people" component acknowledges the crucial role that people play in the delivery of financial services. All those involved in providing the services to the clients are referred to as "people" who refers to bank employees in the context of banking. Customers rely greatly on the bank personnel who provide them with service because banks mostly deal with intangibles, which can be challenging for the mind to comprehend. This action has prompted other banks to create and train specialized sales teams in order to better serve the needs of their business customers. During a service interaction, clients can interact with the surroundings, the staff, and even other customers. Each encounter has the potential to either create or take away value (Lamb, Hair, and McDaniel 2012).

2.4.5 Process Factor on Purchase Intention

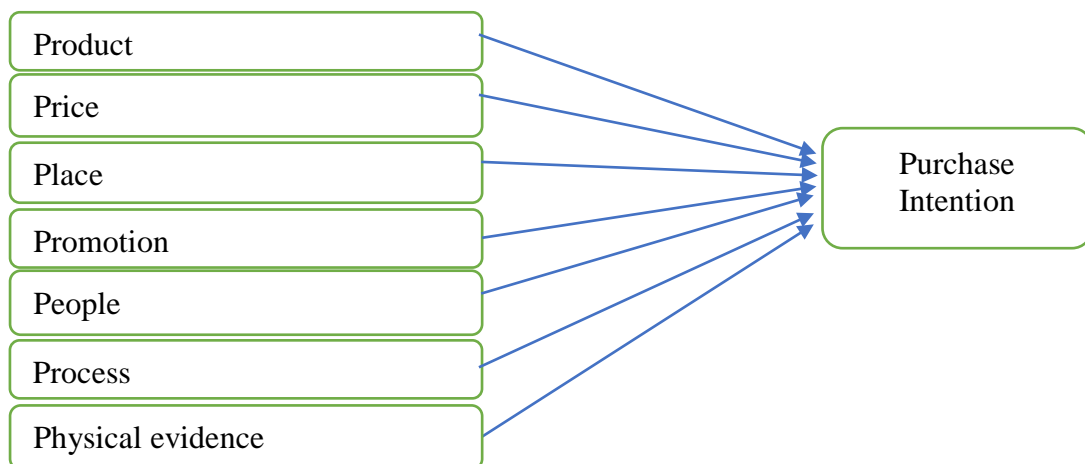
According to Hurriyati, (2005), process is all the procedure of actual mechanism, and an activity stream that is used to deliver the services, elements of this process has the sense of a company's efforts in implementing and carrying out activities to meet the needs and desires of consumers. The collaboration between marketing and operations is a crucial part of this process for service businesses, particularly when it comes to meeting all of the wants and preferences of customers. The delivery of the service is the main focus of the process. Business practices for

providing services, procedures, and levels of mechanization are included. The emphasis on process arises from several sources. The diversity of services presents concerns about quality management because the consumer may be very aware of the service and it must be adaptable enough to meet varying demand. Due to the intangibility of services, the method used to provide them has a significant impact on how well consumers perceive their quality (Hasan, Wahid and Basalamah, 2016).

2.5 Previous Studies

Hossain, Humayun, Hasan, Shamsuzzaman, Fahim and Yusuf, (2020) defined banking service in Bangladesh: impact of service marketing mix on purchase intention of university students. This study about the impact of a service marketing mix on the purchase intention of banking service among university students in Dhaka city which is the capital of Bangladesh. Based on the marketing mix theory, included all the elements of the product, price, place, promotion, people, process as independent variables in the marketing mix. Purchase intention is used as a point out of consumer behavior. The responses were from 258 respondents who had at least one bank account and were enrolled in 15 different universities in Dhaka city. The responses employed the sampling method, particularly simple random sampling, are identified using multiple regression analysis. The research was carried out using a quantitative survey method, and information was gathered using a structured questionnaire. The conceptual framework of this study shown in follow Table (2.1).

Figure (2.1) Banking Service in Bangladesh: The Impact of Service Marketing Mix on Purchase Intention of University Students



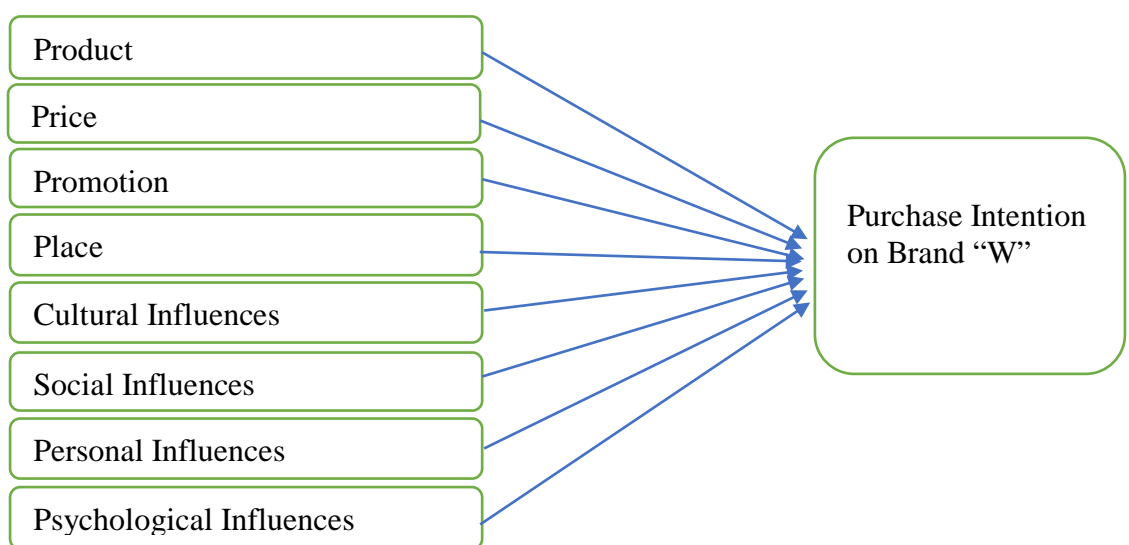
Source: Hossain, Humayun, Hasan, Shamsuzzaman, Fahim and Yusuf, (2020)

The above study shown that of the seven components of product and service marketing, price, people, and process significantly influence consumers' propensity to buy. Place, promotion, and physical evidence do not significantly influence consumers' intentions to buy. The service marketing mix and purchasing intention were highly correlated, with the exception of place, promotion, and physical evidence.

Nugroho, (2017), presented the impact of marketing mix, consumer's characteristics, and psychological factors to consumer's purchase intention on Brand "W" in cosmetic market in Asia Pacific. This research was not only use marketing theory, but also consumer behavior theory to strengthen and complement the research's veracity. Based on the marketing mix theory, the features of the product, price, promotion, and place are employed as independent variables in the marketing mix. Based on consumer behavior theory are used to analysis the influences consumer's characteristics (i.e. cultural, social, and personal influences) and psychological.

The responses from 138 respondents who employed the sampling method, particularly simple random sampling, are examined using multiple regression analysis. From the analysis, marketing mix, psychological and consumer's characteristics factors have significant impact toward consumer's purchase intention on Brand "W". Culture influences, psychological influences and product have significant impact toward consumer's purchase intention on Brand "W. The dependent variable is purchase intention and is measured by transactional intention.

Figure (2.2) Impact of Marketing Mix, Consumer's Characteristics and Psychological Factors on Consumer's Purchase Intention



Source: Nugroho, A. R., Irena, A. (2017)

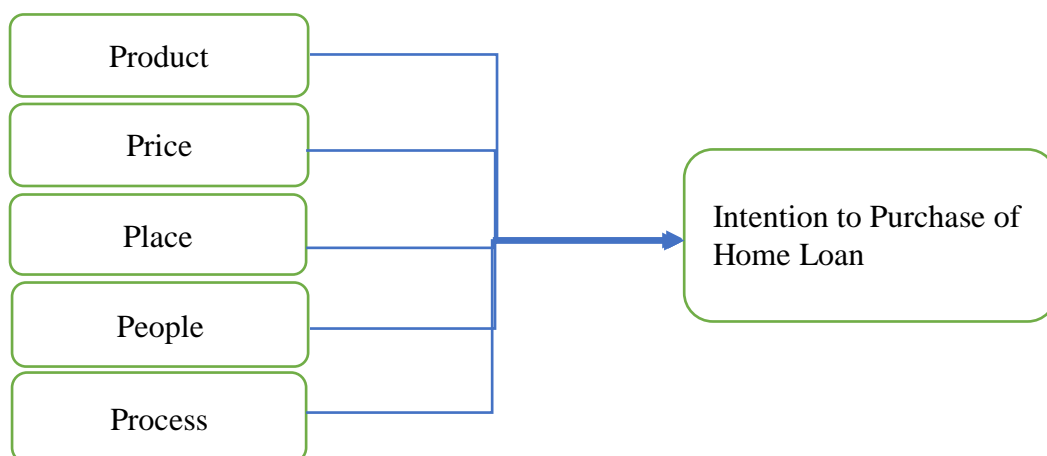
Nugroho and Irena, (2017) research confirmed that only product, culture influences and psychological influences have significant impact on consumer's purchase intention. Price, promotion, place, social influences and personal influences have no significant impact on purchase intention. This study is limited to Surabaya only where one of the city of Indonesia. Therefore, the researchers recommend enlarging the scope of future research to include all of Indonesia or five factors and should be used different independent variables. If these independent variables are added to the research, brand "W" can take these factors into consideration to improve consumers' purchase intention.

2.6 Conceptual Framework of the Study

According to previous studies, the conceptual framework was designed to analyze common factors. As per the first previous study conducted by (Hossain, 2020), the findings showed that among the seven elements of the marketing mix, product, price, people, and process are the most significant drivers affecting the purchase intention of university students.

Another previous study conducted by (Nugroho, 2017) the impact of marketing mix, consumer's characteristics, and psychological factors to consumer's purchase intention on Brand "W" in cosmetic market in Asia Pacific. This study focuses on the marketing mix theory because the organization can easily control the marketing mix factors to suit the needs of the business. Figure (2.3) proposes the conceptual framework of the study to understand the consumer's purchasing intention of home loan products.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2022)

The conceptual framework includes five independent variables that are stated as customers' intention to purchase home loan services by product, price, place, people, and process. Marketing mix practices have been used as an independent variable and purchase intention as a dependent variable. The promotion element was measured by bank social, cultural events and advertisements. Promotion techniques are traditional and have low impact on consumers. UAB bank does not conduct promotion activities for home loan products, and neither do the other banks promote home loans in Myanmar. Therefore, product, price, place, people, and process are the 5Ps of the marketing mix that were chosen as independent variables for this study. The dependent variable analyzed in this study is the intention to purchase a home loan.

Working Definition

Product

UAB provides a range of financial services and products with distinctions for retail, corporate, and consumer consumers. The bank provides a variety of products which including cards, deposits, loans, remittances, payment apps. UAB will provide in local and international remittance service, ATM Card, Mobile Banking, Bill Collections services.

Price

Commonly referred to as monetary units which included savings deposit interest, loan interest and other service charges for service and product.

Place

Branches and subsidiaries are taking place in the banking sector continues to include bank branches as the number of (domestic) branches.

People

Ensured the continuity of bank operations and the safety of employees, their families, and the communities in which bank operate. Implemented flexible work policies and practices that enable mobile working, and rollout of necessary technology infrastructure.

Process

Bank processes are anchored to how banks have always done business and often serve the needs of the bank more than the customer.

CHAPTER III

BACKGROUND STUDY ON UAB BANK

This chapter described the overview of UAB Bank which include profile of UAB Bank, mission, vision, purpose, strategy priority and core value. And also discuss with home loan service of UAB Bank.

3.1 Overview of UAB Bank

UAB Bank is the one of the private commercial Banks in Myanmar that started operation in August 2010. UAB bank achieved (41) awards of banking sector in Myanmar. For example are “Myanmar’s Best Bank 2022” by Euro money, “Best Retail Bank Myanmar 2022” by Retail Banker International and “Best Bank in Myanmar 2022” for Myanmar by Global Finance. UAB Bank supported the banking sector with the biggest challenge to overcome as well as a growing competitive landscape. UAB Bank made a point of emphasizing its professionalism in its capacity to meet the difficulties posed by a promising future for the world's economy and financial system.

UAB Bank would be prepared to carry out long-term goals in order to take advantage of opportunities presented by the transformation and rapid growth of emerging economies that had a strong capital base, a stable funding and liquidity situation, and significant investments in digital technology and talent. At that time, UAB created robust and sustainable performance across all of its numerous branches and increased consumer, employee, and community participation. The digital transformation of UAB Bank has also been expedited, along with the expansion of its sustainability plan and the maintenance of its strategic orientation (uab, n.d.).

In Myanmar, UAB currently serves its customers through 84 branches. UAB offers a wide range of financial services including transaction banking, investment banking, SME banking, corporate banking, securities trading and treasury services. UAB is able to conduct business ethically and show a commitment to the area it serves. UAB supported a wide range of financial services through its discriminated business segments. In order to address the needs of consumers in each sector, UAB Bank interacted with its clients and provided each segment with skilled and specialized staff (uab, n.d.).

Vision is expressed as “to lead the way to a better Myanmar by providing humanizing banking, connecting people, creating opportunities and changing lives”

Mission of Bank is defined as below

- (a) To lead changes in financial services. To be an institution of strength built on sound principles and good governance
- (b) To deliver banking with a heart with the care for people and communities where bank services in
- (c) To connect people and build relationships to foster a stronger community spirit.
- (d) To create opportunities and a better future for staffs and customers
- (e) To be the change that will empower the communities around UAB, and together enrich the lives of those UAB touch.

The objectives of the UAB Bank are:

- 1) To provide excellent professional services and improve its position as a leader in the field of financial related services.
- 2) To build and maintain a team of motivated and committed workforce with high work ethos.
- 3) To use the latest technology aimed at customer satisfaction and act as an effective catalyst for socio-economic developments.

Strategic Priorities

Strategic priorities was driven by Bank purpose (vision) and mission which are delivering strong performance, bringing digital banking to consumers and businesses. Building a workforce and a sustainable of the future with a focus on high impact areas and embracing values and principles of good governance.

The details of strategic initiatives and impact of strategy each year are stated in the Financial Statements and various reports found in Bank’s latest Annual Report.

The impact on Assets and Capital have been positive and this is illustrated in the 5year “Highlights of Financial performance” found in Bank’s website and latest Annual Report.

Further the challenges and uncertainties in pursuing strategy and its potential implications to the business model are stated annually in the Chairman’s Statement and the Risk Management Report found in the Bank’s latest Annual Report (uab, n.d.).

Values (Connect. Create. Change.)

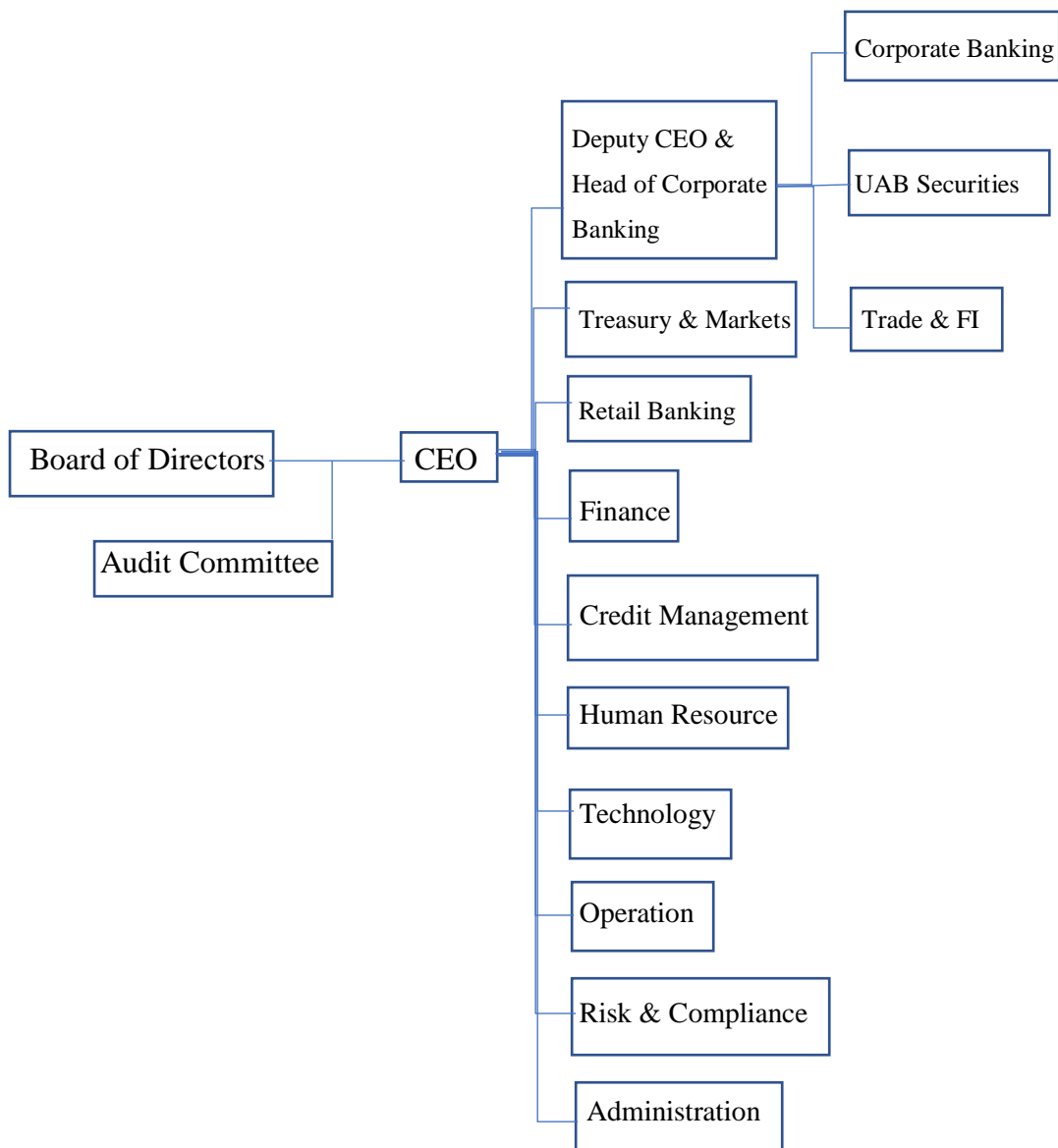
Values included 3 C's, which are a desire to connect, a passion to create, and the courage to lead change.

- a) A desire to connect: UAB believes in the power of building strong and meaningful relationships, connecting with fellow uabians, clients and the society in the bank. UAB objectives for success that is inclusive through teamwork and collaboration, appreciating each other's contribution and opinions.
- b) A passion to create: UAB value creativity that is constantly looking for realistic ways to bring improvements, solve problems and simplify banking. Bank is trying to innovate and redefine banking in Myanmar, generating new ideas and opportunities for the market and customers.
- c) The courage to lead change: UAB could lead change, remembering that change is disruptive and necessary to change. UAB could encourage people to stand up for their own ideas, look forward to the future and challenge the present. Bank believe in a culture guided by performance, but always keep in mind the value of integrity, stewardship and creating a sustainable future for people and country.

3.2 Organizational Structure of UAB Bank

As per annual report 2022 issued by UAB, there are 1,756 workforce in UAB who are from race, ethnicity, age, gender, physical abilities, socioeconomic status, political beliefs, religion, various nationalities, sexual diversity and orientation. As per annual report 2022 issued by UAB, there are 1,756 workforce in UAB who are from race, ethnicity, age, gender, physical abilities, socioeconomic status, political beliefs, religion, various nationalities, sexual diversity and orientation. UAB has well-structured organization in accordance with corporate governance. Board of Directors sits on the very top of the organization chart and directly handle Audit Department with the support of Chief Executive Officer (CEO). CEO is supported by Dy.CEO and Head of various Departments. Dy.CEO is mainly responsible for Trade finance department, Corporate Banking department and Investment Banking department. Treasury & Market department, Retail Banking department, Credit Management department, Human Resource department, Technology department, Risk and Compliance department, Administration department, Operation department and Legal & Secretariat department are directly handle by CEO.

Figure (3.1) Organization Chart of UAB



Source: UAB Bank, 2019

Corporate Governance at UAB Bank

UAB is committed to keep good corporate governance which is essential to success and growth of the bank. The Basel Committee's Guidelines and the Bank's Corporate Governance Framework are used to organize the bank's corporate governance procedures. The Board of Directors ("The Board") is accountable for the overall governance, management and strategic direction of the Bank. The Board is ultimate responsible for the Bank's business strategy and key personnel decisions, organizational structure, financial soundness, governance framework and practices,

regulatory obligations and risk management. The Board has organized four committees to implement Good Corporate Governance standard.

- i) Board Risk Committee
- ii) Board Audit Committee
- iii) Board Credit Committee
- iv) Board Nomination & Remuneration Committee

The Bank has also organized senior management committees to assist in making business decisions with due consideration to risks and returns.

- i) Management Risk Committee
- ii) Asset & Liability Committee
- iii) Product Committee
- iv) Disciplinary Committee
- v) Management Audit Committee

3.3 Home Loan Service of UAB Bank

UAB Bank provided home loan to customers is available for purchase of house, condominium, apartments, acquisition of land and construction of house. UAB home loan provided to customer including the renovations to house, condominium and apartment. The interest rate is 10% per annum and service charges is 1% on loan amount. UAB Bank home loan charges 80,000 MMK for lawyer and assessor fees. Home loan term up to 15 years, take as repayment time as the customer need to repay. Home loan repayable on monthly installments. Home loan eligible customer is individuals having permanent source of income such as employees, businessman and professional. Home loan eligibility will be adjusted to ensure that total monthly installments from all loans should not exceed 1/3 of gross monthly salary/ monthly income as per the supporting documents provided. The application process is easy to know which the skilled home loan specialists guide for every step of the way. The minimum down payment requires to pay only 30% on the new home loan. Borrower apply to branch in Home Loan application along with required documents. Borrower requires to submit personal guarantee of spouse of father and mother.

Customer requires to submit the documents for borrower and guarantor, the application form, copy of National Registration Card, recent passport photo, copy of household registration letter, recommendation letter from head of quarter, letter of chief of quarter certifying that collateral security owner has not married again, in case

of first wife/ husband passed away. The goal of UAB Bank is to help customers buy the homes of their dreams without having to pay the entire purchase price up front. Instead, the bank will offer suitable installment plans that will allow customers to start living in their homes as soon as they are ready while still making monthly payments. Along with helping customers choose their dream homes and determining their eligibility for certain loan amounts, the bank and its authorized dealers also assist consumers in making choices in the current real estate market. The customer discloses their income source and any supporting paperwork which source of income with bank statement for last 3 months or salary pay slip and copy of tax book. If self-employed /Business required to submit the bank statement for last 6 months, business license/ company registration, shareholders list of DICA Business License/ Company Registration, tax receipt for previous year, site visit assessment for business activity of bank staff. The customer submits the documentation regarding house property, which includes details and copies of all related documents. Related contracts / agreements with the contractor, architecture and supplier. Stage wise construction cost details, in case of construction/renovation of house. Above all document are needed the information about provided home loan by UAB Bank (uab, n.d.).

3.4 Marketing Mix Factor of UAB Bank

This section included five factors marketing mix of UAB Bank which included product, price, place, people, and process offered of UAB Bank.

Products/services offered by UAB Bank

UAB Bank offered a range of consumer and business banking, financing, and investing services. These services included deposit, card, loans, digital, fund transfer, insurance and safe deposit box. Home loan service included one of the main product of loan service in UAB.

A strong product or service offering can increase customer satisfaction. It can also help a company build brand loyalty and increase customer retention. Additionally, it can lead to new revenue streams from cross-selling and upselling. UAB Bank to provide customers with products and services that address their current and future financial needs.

Charges of UAB Bank

The second element of this marketing mix of UAB Bank is pricing. Pricing is a very important factor as it affects all other elements of the mix. There are many different pricing strategies that companies can adopt. According to some analysts, UAB Bank pursues a competitive pricing strategy to stay close if not ahead of its competitors.

Distribution (Place) Channel of UAB Bank Services

Place includes all the aspects of distribution, including the channels through which a company delivers its products and services. It can be retail locations, the internet, call centers and so on. An efficient place can help the business maximize its reach and minimize its costs.

UAB Bank has a substantial retail network across the country. It has 84 branches and ATM machines to make it easy for the customers to have accesses to the services. It also offers a mobile app to make banking convenient.

Service Provider of UAB Bank

The people of UAB Bank focuses on hiring talented and skilled individuals for different functions in the company. This helps it provide better and more personalized services to its customers. UAB Bank has developed a positive working environment that encourages team members to excel. Thousands of its workforce of the UAB Bank is conducted to engagement and commitment. This is indeed a great strength of the bank.

Operation Process of UAB Bank

Process usually refers to the way a business operates and manages everything. It includes the strategies and systems it uses to deliver the products and services and manage its customers. For example, the clients of UAB Bank can have access to their accounts online or by visiting a branch. Interestingly, clients are increasingly relying on the bank's award-winning digital solutions to manage their finances (uab, n.d.).

CHAPTER IV

ANALYSIS OF MARKETING MIX OF HOME LOAN IN UAB BANK

In this chapter describes the demographics factors of respondents and influences of marketing mix elements on intention to purchase of home loan in UAB Bank based on the survey data collected. In this chapter, survey results are presented with frequency, mean score and percentage based on the findings.

4.1 Research Design

In this study, descriptive research method is used. This study was conducted both primary and secondary data. In order to the conceptual framework, the primary data are collected using the structure questionnaire for this study. The sample size of the survey was randomly chosen for this study was 110 customers among them from 1789 users of UAB in Yangon region. Marketing mix factors which include product, price, place, people, process and purchase intention are to be rated with five-points of Likert-scale, ranging from "1" indicated "strongly disagree to "5" indicated "strongly agree" which Likert scale was developed to quantitatively assess respondents' attitudes (Likert, 1932). Secondary data are obtained from international and local research papers, published text book, survey report, relevant journals, articles and websites. Data analysis is done by using Statistical Package for the Social Science (SPSS) software. There are three level for mean scores: low, moderate, and high. A mean score of 2 or less is considered low, a mean score of 2 to 3.5 is considered moderate, and a mean score of 3.5 or more is considered high. To get the sample size from the population, Taro Yamane (1973) formula is taken into consideration.

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

N = Population size = 1789

e = level of precision (A 95% confidence level)

$$n = 1789 / 1615.5725 = 110$$

Finally, the sample size is 110 respondents from 1789 users of UAB in Yangon region are selected.

4.2 Demographic Information

This study is made to realize participants' demographic information in terms of their gender, age, marital status, education, occupation and monthly income are studied and are shown in Table (4.1). Descriptive statistics means respondents' demographic information in terms of frequency, percentage, pie chart graph, bar graphs.

Table (4.1) Demographic Profile of Respondents

Gender	Number of Respondents	Percentage
Male	68	62
Female	42	38
Total	110	100
Age Years	Number of Respondents	Percentage
21 to 30 years old	17	15
31 to 40 years old	31	28
41 to 50 years old	32	29
51 to 60 years old	30	28
Total	110	100
Marital Status	Number of Respondents	Percentage
Single	38	35
Married	67	61
Other	5	4
Total	110	100
Education Level	Number of Respondents	Percentage
Undergraduate	6	5
Graduate	78	71
Master	25	23
Doctorate	1	1
Total	110	100
Employment Status	Number of Respondents	Percentage
Self-Employed	11	10
Government Sector	3	3
Private Sector	56	51
Business Owner	33	30
Other	7	6
Total	110	100

Table (4.1) Demographic Profile of Respondents (Continued)

Monthly Income Kyats	Number of Respondents	Percentage
Between 1,000,000 - 1,500,000	74	67
Between 1,500,000 - 2,000,000	24	22
Between 2,000,000 - 2,500,000	10	9
Above 2,500,000	2	2
Total	110	100

Source: Survey Data (2022)

Gender participant have two types of gender male and female who response of gender information is listed in Table (4.1). According to Table (4.1), the survey consists of 42 female respondents and 68 male respondents. Most of the respondents are male which represent 62% and 38% of the respondents were female.

As a Table (4.1), age between 21 and 30 years are 15% of respondents and between 31 and 40 years are 28% of respondents, age between 41 and 50 years are 29% and age between 51 and 60 years are 28%. Middle age group of respondents are highest percentage other age group of all respondents which represent 29%.

As a Table (4.1), in terms of marital status 35% of respondents are single, 61% of respondents are married and 4% of the respondents are other which included divorce and widow.

According to the Table (4.1), 5 percent of respondents are undergraduate, 71 percent of respondents are graduate, 23 percent of the respondents are master degree and 1 percent of the respondents are doctorate.

According to the Table (4.1), 10% of respondents are self-employed. The respondents of government sector are 3% and respondents with private sector are 51%. 30% of the respondent are business owner, 6% of the respondents are other job.

Monthly income of the respondent as shown in Table (4.1), monthly incomes between 1,000,000 and 1,500,000 kyats are 67 percent, between 1,500,000 and 2,000,000 kyats are 22 percent, between 2,000,000 and 2,500,000 kyats are 9 percent, above 2,500,000 kyats are 2 percent. As per survey result, the highest income level is 67% of the respondent who got monthly income between 1,000,000 and 1,500,000 kyats.

4.3 Reliability Test of the Study

The variables included in the study are marketing mix variables; product, price, place, people, process and purchase intention. The degree to which a measure is free from random error and produces consistent findings is referred to as its reliability (Zikmund, 1997). Cronbach's alpha is a measure for the internal consistencies of the items that together cover the particular factor which is a reliability coefficient that showed how well items in a set are positively correlated to one another (Sekaran, 2003). The commonly accepted strength of association rule of thumb for interpreting Cronbach's alpha for the Five-Likert Question is that an alpha α of <0.6 states poor and 0.6 to < 0.7 states moderate. An alpha of 0.7 to < 0.8 states good, 0.8 to < 0.9 states very good and 0.9 states excellent (Hair, 2003). Based on the survey data, the reliability or the internal consistency among the variables was checked with the Cronbach's alpha as per table (4.2).

Table (4.2) Reliability Test for Marketing Mix (Product, Price, Place, People, Process) and Purchase Intention

Sr. No.	Factors	No. of items	Cronbach's Alpha
1	Product	5	0.868
2	Price	5	0.981
3	Place	5	0.792
4	People	5	0.786
5	Process	5	0.957
6	Purchase Intention	5	0.831

Source : Survey data (2022)

According to the result of table (4.2), the Alpha value for product has 0.868. The Alpha value for price has 0.981. The Alpha value for place has 0.792. The Alpha value for people has 0.786. The Alpha value for process has 0.957. The Alpha value for purchase intention has 0.831. All the alpha value are between 0.786 to 0.981. Therefore, the research data for this survey are excellent and it's reliable.

4.4 Analysis of Marketing Mix Influencing Factors on Purchase Intention of Home Loan Product

In this study, the marketing mix factors which are assumed as influencing factors on intention to purchase. Each factor includes different numbers of statements and each statement is measured with five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree). Thus the mean value of all variables was further variable can be categorized into three significant level. Mean values of less than 2.00 was categorized as low level, mean value between 2.00 and less than 3.50 was the moderate level and mean value of 3.50 or above was categorized as high level of significant which categorization is based on (Sekaran, 2003).

Product Factor

Table (4.3) presents mean and standard deviation of respondent agreement on purchase intention regarding with the product. In this study, product influence is measured by five statements.

Table (4.3) Mean Value of Product

No	Statement	Mean	Std. Dev
1	UAB bank's home loan is very helpful when buying home.	3.86	.598
2	UAB bank's home loan is easier to apply by appropriate income level.	3.77	.585
3	UAB bank's home loan is disbursed to sufficient amount of home-buying.	3.84	.479
4	UAB bank's home loan is settled the full loan repayable on monthly installment.	3.80	.485
5	Trust in the bank to keep the collateral until the maturity of the loan.	3.75	.627
Overall Mean of Product		3.80	

Source: Survey Data (2022)

According to Table (4.3), the reliability of the product and the highest is quality of product is 3.86. The lowest mean score of product is 3.75. The overall mean

score of product is 3.80. According to the table, customer trust to keep the collateral in the bank for home loan is lowest mean value which the customer less likely to give their ownership document to the bank until the maturity of the loan. The respondents of the highest mean value is the bank's home loan is very helpful when buying home which the customer to purchase the home with sufficient amount.

Price Factor

Table (4.4) the analysis on the influence of price on consumer purchase intention describes in this section. As a Table (4.4) presents mean and standard deviation of respondent agreement on purchase intention regarding with the price. In this study, price influence is measured by five statements.

Table (4.4) Mean Value of Price

No	Statement	Mean	Std. Dev
1	Initial down payment of home loan in UAB bank is acceptable for me.	2.05	1.255
2	The interest rate of UAB Bank is reasonable for me.	2.15	1.262
3	Bank service charges is a fair rate for me.	2.15	1.255
4	Penalty for overdue payment of home loan periods is acceptable for me.	2.01	1.177
5	I like to prefer monthly installment payment for home loan by UAB bank.	2.28	1.389
Overall Mean of Price		2.12	

Source: Survey Data (2022)

According to the result, the highest mean score of price is 2.28 and the lowest mean score of price is 2.01 in which price is a reflection of usefulness of the product. The overall mean score of price is 2.12. Therefore, customer agree with monthly installment payment for home loan is highest mean value which refers the customer most likely has the ability to repay their loan. The respondents of the low level mean value is penalty fee for overdue amount of home loan which the customer is less likely to pay the penalty fee.

Place Factor

One of the independent variable place in Table (4.5) that affects the consumer purchase intention. This section describes the levels of respondents' agreement on purchase intention regarding with the place. In this study, place influence is measured by five statements.

Table (4.5) Mean Value of Place

No	Statement	Mean	Std. Dev
1	Home loan application applied to branch with required documents.	3.76	.620
2	Bank's physical features are one of the factor to build the trust on the bank in Myanmar.	3.76	.620
3	Bank location are convenient to communicate with the bank for me.	3.70	.567
4	UAB Branch has nearest location with the customer.	3.48	.554
5	I often look advertisements on new products in social media.	3.74	.645
Overall Mean of Place		3.68	

Source: Survey Data (2022)

From the above Table (4.5), it has shown that highest mean vale of place with the same mean score of 3.76. The lowest mean score of place is 3.48 which indicated the location has not nearest with the customer. The overall mean score of place is 3.68. Therefore, customer agree with loan application applied to branch with required documents is highest mean value which refers the customer's most likely branch location has the ability to choose the purchase intention of banking service. The respondents of the high level mean value are the bank's physical features, which provide timely access to banking services when the customer requires service. The respondents of the low level mean value are the branches that have the nearest location to the customer which the customer is less likely to agree to the nearest location.

People Factor

The following Table (4.6) shows, employee relationship (People) classified five categories which describe the levels of respondents' agreement on purchase intention.

Table (4.6) Mean Value of People

No	Statement	Mean	Std. Dev
1	Service providers are always willing to help me.	3.70	.583
2	Bank's staff efficiently explain their product information to answer my questions.	3.82	.453
3	I like high-quality customer care service of bank's staff on customer feedback.	3.59	.547
4	Bank's staff usually review and follow up to usage of their banking services.	3.54	.585
5	I am satisfied with the timely service provided by the bank's employees.	3.76	.487
Overall Mean of People		3.68	

Source: Survey Data (2022)

From the above table (4.6), it has shown that all of the mean values of the people is 3.68. The highest mean value is the respondents' gives employee good work is 3.82. The respondents of the lowest mean value is 3.54. The respondents with the highest mean value are the bank's staff, who efficiently explain their product information, which refers to the well-trained service knowledge of the bank. The respondents with the lowest mean value are the bank's staff who follow up on the usage of the customer's banking services which the service provider's weakness is follow-up service for their customers.

Process Factor

This section describe the levels of respondents' agreement on purchase intention regarding with the process. In this study, process influence is measured by five statements.

Table (4.7) Mean Value of Process

No	Statement	Mean	Std. Dev
1	UAB bank's document verification process is fast.	2.95	.952
2	UAB bank properly verifies the site visit inspection process for home loan.	3.22	.980
3	UAB bank's home loan approval process doesn't take much time.	3.26	1.002
4	The disbursement time of home loan given by UAB bank is very short.	3.06	.941
5	Loan payment period is selected based on the customer's ability to repay.	3.45	1.019
Overall Mean of Process		3.18	

Source: Survey Data (2022)

From the above table (4.7), it has shown that all of the mean values of the process is 3.18. The highest mean value is the respondents give customer ability to repay the bank loan by UAB Bank is 3.45. The respondents of the lowest mean value is 2.95. The respondents with the highest mean value are those whose loan payment period is selected based on the customer's ability to repay, which refers to deciding the loan term based on the customer's income level. The respondents with the lowest mean value are those whose banks' document verification processes are fast which refers to the customer is less likely to agree that the documentation process is quick.

Customer Purchase Intention of UAB Bank in Yangon

This section analyzes the levels of respondents' agreement on consumer purchase intention. In the study, purchase intention is measured by five statements and the mean of each statement are shown in table (4.8).

Table (4.8) Mean Value of Consumer Purchase Intention

No	Statement	Mean	Std. Dev
1	Reputation of the bank effects on intension to choose of their product.	3.92	.544
2	I consider the bank's reliable when choosing home loan product.	3.80	.445
3	I always look for bank awareness about home loan product.	3.83	.486
4	I will look for positive attitude about home loan product.	3.52	.554
5	I prefer home loan product over any other loan product of UAB bank.	3.81	.479
Overall Mean of Purchase Intention		3.77	

Source: Survey Data (2022)

According to Table (4.8), respondents look for positive information about current product is the highest mean score with 3.92. The lowest mean score with 3.52. The overall mean score for consumer purchase intention is 3.77. The respondents of the low level mean value are looking for information about home loan products, which is a linkage of the attitude and the reputation to purchase intention. The findings indicated a high level of mean value that the reputation of the bank has an effect on the intention to choose their product, which indicates the reputation is a major factor when the customer considers the decision to purchase goods and services.

Correlation between Marketing Mix and Consumer Purchase Intention

Table (4.9) demonstrates the correlation coefficient for dependent variable consumer purchase intention and independent variables i.e the five dimensions: product, price, place, people and process. The correlation coefficient (r) range is between 1.0 to +1.0. If the value is positive, it implies that it has perfect positive linear relationship and negative value shows a perfect negative linear relationship. When the r value equivalent to 0 means that there is no correlation indicated among factors.

Table (4.9) Correlation between Marketing Mix and Consumer Purchase Intention

Marketing Mix	Consumer Purchase Intention	P Value
Product	.379**	.000
Price	.115	.140
Place	.538**	.000
People	.345**	.000
Process	.291**	.000

Source: Survey Data (2022)

Note: **. Correlation is significant at the 0.01 level.

*. Correlation is significant at the 0.05 level.

According to the Table (4.9), product, place, people, process are significant correlation with consumer purchase intention to home loan. The correlation coefficient between product and consumer purchase intention is 0.379 at significant 0.01 level. Consumer purchase intention and price have a 0.115 correlation, which is not significant. The correlation between place and consumer purchase intention is 0.538 at significant 0.01 level. The correlation between people and consumer purchase intention is 0.345 at significant 0.01 level. The correlation between process and consumer purchase intention is 0.291 at significant 0.01 level.

Multiple Regression Analysis of Marketing Mix of Product, Price, Place, People, Process and Intention to Purchase

In this study, the analysis started with testing the effect of marketing mix of product, price, place, people, process and intention to purchase. All the data types and sample size are consistent with the assumptions of multiple linear regression statistics. There are six assumptions of multiple linear regression analysis.

Table (4.10) Analysis of the Marketing Mix of Product, Price, Place, People, Process and Intention to Purchase

Independent Variables	Unstandardized Coefficients		Beta	Sig.	t	VIF
	B	Std.Error				
(Constant)	0.963	0.282		0.001	3.420	
Product	0.330***	0.068	0.390	0.000	4.849	1.385
Price	0.009	0.024	0.027	0.724	0.354	1.283
Place	0.285***	0.079	0.332	0.000	3.624	1.800
People	0.132	0.087	0.136	0.133	1.514	1.721
Process	0.003	0.035	0.006	0.941	0.074	1.491
R	0.718 ^e					
R Square	0.515					
Adjusted R Square	0.492					
F	22.095***(0.000)					

Source: Survey Data(2022)

Dependent variable: Intention to Purchase of Home Loan

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

As shown in Table (4.10), R (the correlation between the observed value and the predicted value of the criterion variable) is 0.718. Thus levels of marketing mix factors by respondents and intention to purchase for independent variables are correlated. R^2 (proportion of the variance in the criterion variable accounted by model) is 0.515 explains that 51.5% and adjusted R^2 is 0.492, ($p < 0.01$) with five independent variables. This indicates those independent variables can explain 49.2 % percent variation independent variable. The computed multiple regression model indicates that the value of F 22.095 is significant at the level of 1% for this data. It is found that there is a positive relationship between marketing mix factor and intention to purchase at 1% significance level. The regression coefficient (Beta) of product is 0.390 at 1% significant level and regression coefficient (Beta) of place is 0.332 at 1% significant level. As a result of the multiple regression analysis, it can be concluded that product and place have a significant positive influence on consumer purchase intention.

CHAPTER V

CONCLUSION

The study is conducted with the aim of analyzing the influences of marketing mix elements on consumer purchase intention. Based on the results of the data analysis, this chapter presents the findings and discussions, suggestion and recommendation and needs for further study.

5.1 Findings and Discussions

This study provided the importance of marketing mix to increase consumer purchase intention. The main objective of the study is to analyze the effect of marketing mix factors on intention to purchase of home loan in UAB Bank. In this study, 110 respondents are surveyed to achieve the objective of the study. Regarding the demographic factors of the respondents, the majority of the respondents in this study are 42 females and 68 males, at the age of 41 to 50 years are mostly interested in home loan products. Most of the respondents are single and regarding the education of respondents, majority is bachelor's degree holders.

According to the descriptive statistics, most of the respondents agree upon the marketing mix element that product influence on intention to purchase. Regarding reward, the study found that the customer to purchase the home with sufficient amount based on the bank's home loan is very helpful when buying home has the highest mean score but the customer gives their ownership documents to the bank until the maturity of the loan has the lowest mean score. Regarding reward, the study found that the customer's ability to repay with monthly installment payment for a home loan has the highest mean score, but the customer's dislike of paying the penalty fees for overdue repayment of the loan has the lowest mean score. Regarding reward, the study found that the customer ability to access the branches to purchase the intention of banking service has the highest mean score, but the branches that have the nearest location to the customer have the lowest mean score. Regarding reward, the study found that the customer likely to explain the banking service of the bank's staff has the highest mean score, but the staff follow up on the usage of the banking service of the customer has the lowest mean score. Regarding reward, the study found that the

customer likely to select the loan period has the highest mean score, but The customer does not accept processing time fast and has the lowest mean score.

According to the results of correlation coefficient state that all the independent variables; product, place, people and process are positively correlated with the purchase intention of home loan. Product significant on purchase intention is a positive relationship between product and purchase intention. The home loan offered by UAB Bank is particularly beneficial to customers purchasing homes. Place significant on purchase intention is a positive relationship between place and purchase intention. Consumers most likely to build trust in the bank's physical features are one of the factors in Myanmar. People significant on purchase intention is a positive relationship between people and purchase intention. Employees who pay close attention to detail, demonstrate empathy for others, are helpful and pleasant, and provide prompt service to customers. Process significant on purchase intention is a positive relationship between process and purchase intention. Price has no significant effect on purchase intention, implying that price refers to interest rate, and service charges are not a reflection of the usefulness of the product because most private banks set rates in accordance with the central bank.

In this study to analyze the influences of marketing mix elements on intention to purchase, the result found that product has a significant influence on intention to purchase of home loan. According to this study, high product quality leads to high purchase intent among consumers. The home loan product is an effective tool to fulfill the housing gap by purchasing a property for the customer. UAB Bank provided customers with home loan products that were one of the most beneficial products for purchasing a home that fulfilled the customer's current and future financial needs.

The result is found that price has no significance influence on intention to purchase. Most of the banks are charged interest, service charges, and other charges according to the rate set by the central bank, so price has no significant effect on the purchase intention of the customer.

The result is found that place has a significant influence on the intention to purchase. For banking transactions, customers want places where the communication

system is favorable for them. All UAB branches are located with easy access all over Myanmar.

The result is found that people have no significant influence on their intention to purchase. Customers do not significantly purchase intention on employees' personal attention, politeness, willingness to help, and prompt response.

The result is found that the process has no significant influence on the intention to purchase. The process and procedures duration time taken into account will not greatly affect the customer's purchase intention to take a home loan.

Regarding to the finding based on the main objective of the study, it can be concluded that the marketing mix of product and place relationship with the bank user has a strong positive effect on the purchase intention. Moreover, it can be concluded that the marketing mix has a strong positive relationship with purchase intention.

5.2 Suggestions and Recommendations

Regression test results have shown that among five elements of the marketing mix (product, place) in regression have a positive and significant influence on the intention to purchase a home loan. However, price, people, and process are not significantly related to purchasing intention. The better product will inspire the intention to purchase. The right product placement and timely product delivery will augment the business location and distribution, helping the customers get the product. Therefore marketing mix (product, place) are the most important factors influencing purchase intention.

Firstly, the management wants to upgrade its products and earn profit by providing support to customers. With increasing competition, banks are attempting to take on a new and expanding market area, like the house loan segment. Fulfilling a gap to explore customers' purchase intentions for banking services is consequently important because intention is one of the most important indicators of behavior. Banks utilize service marketing strategies, a key concept of service marketing, to attract new customers and retain existing ones. The reliability of products is one of the key components that make a successful business. Nowadays most customers are more concerned with quality than price. Furthermore, banks should maintain the quality of their products and modify their products and services.

Secondly, customers prefer locations for financial transactions where the connectivity infrastructure is suited to their needs. If the product is delivered to the appropriate location and on time, which means customers do not find the location convenient to reach when the location is chosen incorrectly. Therefore, the bank's marketers should think about picking the best location where the customers' time is used effectively. Furthermore, the bank should consider choosing the right location where customers' time can be utilized appropriately.

Thirdly, the results indicate that price, people and process have no significant influence on purchase intention. In generally, customers pay attention to a product's pricing because they are considering how much money they will spend on it in exchange for the benefits the product will provide. Different prices for the same service reflect differences in clients' willingness and ability to intend usage products by way of price differentiation. Prices are one factor in the customers' decision to change banks, banks should continue to maintain the lowest prices for the services they are currently providing. Therefore, the bank should entice customers to purchase its products if it employs the proper pricing strategies. Furthermore, if the price is changed, the bank should be shown the transparency of fees and charges in time.

Finally, employees who serves close attention to detail, demonstrate empathy for others, are helpful and pleasant, and provide service to customers. The mix of service marketing for that market segment should be carefully crafted by managers of service providers. Therefore, customer-focused service should improve relationships between customers and employees. Moreover, bankers should concentrate on their staff and strengthen their customer service expertise. Furthermore, bank managers should implement an internal marketing program to enable their staff to provide a service properly. On the other hand the bank should strive to improve the business process by providing services throughout Myanmar based on customer purchase intention. Therefore, customers will be more intention to purchase the bank's products if they are attracted to an easy and smooth service delivery process. Furthermore, banks should strive to provide a service process that is easier to understand and accessible online.

5.3 Needs for Further Study

This study analyzed the effects of five marketing mix factors which are product, price, place, people and process on consumer purchase intention of home loan products in UAB Bank. Hence, further studies should take into another additional factors that were not considered in the current study in order to better understand why customers intention to purchase home loan products. Further research is required to monitor the remaining elements price, people and process of the marketing mix's effect on the purchase intention. Hence, further studies would conducted by the analysis of various segments of the purchase intention to home loan products. Therefore, implementing the different questionnaire formats show different results in the future. Hence, further studies should additional factor and different segment variable might be selected in the future.

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APPENDIX I

The Effect of Marketing Mix on Intension to Purchase of Home Loan in UAB Bank

Questionnaire Section One: General Information (Personal Data)

Please tick one answer for the following questions:

1. Please choice your age group:

- 21 to 30 years old
- 31 to 40 years old
- 41 to 50 years old
- 51 to 60 years old

2. Please choice your gender:

- Male
- Female

3. Please choice your marital status:

- Single
- Married
- Other

4. Please choice your education level:

- Undergraduate
- Graduate
- Master
- Doctorate

5. Please choice your employment status:

- Self-Employed
- Government Sector
- Private Sector
- Business Owner
- Other

6. Please choice your monthly income:

Between 1,000,000 - 1,500,000

Between 1,500,000 - 2,000,000

Between 2,000,000 - 2,500,000

Above 2,500,000

**Section Two: Effect of Marketing Mix on Intension to Purchase of Home Loan
Factors**

Please tick one answer for the following questions:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Product

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	UAB bank's home loan is very helpful when buying home.					
2	UAB bank's home loan is easier to apply by appropriate income level.					
3	UAB bank's home loan is disbursed to sufficient amount of home-buying.					
4	UAB bank's home loan is settled the full loan repayable on monthly installment.					
5	Trust in the bank to keep the collateral until the maturity of the loan.					

Price

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Initial down payment of home loan in UAB bank is acceptable for me.					
2	The interest rate of UAB Bank is reasonable for me.					
3	Bank service charges is a fair rate for me.					
4	Penalty for overdue payment of home loan periods is acceptable for me.					
5	I like to prefer monthly installment payment for home loan by UAB bank.					

Place

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Home loan application applied to branch with required documents.					
2	Bank's physical features are one of the factor to build the trust on the bank in Myanmar.					
3	Bank location are convenient to communicate with the bank for me.					
4	UAB Branch has nearest location with the customer.					
5	I often look advertisements on new products in social media.					

People

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Service providers are always willing to help me.					
2	Bank's staff efficiently explain their product information to answer my questions.					
3	I like high-quality customer care service of bank's staff on customer feedback.					
4	Bank's staff usually review and follow up to usage of their banking services.					
5	I am satisfied with the timely service provided by the bank's employees.					

Process

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	UAB bank's document verification process is fast.					
2	UAB bank properly verifies the site visit inspection process for home loan.					
3	UAB bank's home loan approval process doesn't take much time.					
4	The disbursement time of home loan given by UAB bank is very short.					
5	Loan payment period is selected based on the customer's ability to repay.					

Intention to Purchase on Home loan

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Reputation of the bank effects on intension to choose of their product.					
2	I consider the bank's reliable when choosing home loan product.					
3	I always look for bank awareness about home loan product.					
4	I will look for positive attitude about home loan product.					
5	I prefer home loan product over any other loan product of UAB bank.					

APPENDIX II

OUTPUT

(a) Reliability Test

Product

Reliability Statistics

Cronbach's Alpha	N of Items
.868	5

Price

Reliability Statistics

Cronbach's Alpha	N of Items
.981	5

Place

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

People

Reliability Statistics

Cronbach's Alpha	N of Items
.786	5

Process

Reliability Statistics

Cronbach's Alpha	N of Items
.957	5

Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.831	5

Summary Table of Reliability Statistics

Sr. No.	Factors	No. of items	Cronbach's Alpha
1	Product	5	0.868
2	Price	5	0.981
3	Place	5	0.792
4	People	5	0.786
5	Process	5	0.957
6	Purchase Intention	5	0.831

(b) Frequencies Test

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	68	62	62	62
	female	42	38	38	100
	Total	110	100	100	
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 to 30 years	17	15	15	15
	31 to 40 years	31	28	28	43
	41 to 50 years	32	29	29	72
	51 to 60 years	30	28	28	100
	Total	110	100	100	
Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	38	35	35	35
	married	67	61	61	96
	others	5	4	4	100
	Total	110	100	100	

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under graduate	6	5	5	5
	graduate	78	71	71	76
	master	25	23	23	99
	doctorate	1	1	1	100
	Total	110	100	100	
Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	self-employed	11	10	10	10
	government sector	3	3	3	13
	private sector	56	51	51	64
	business owner	33	30	30	94
	other	7	6	6	100
	Total	110	100	100	
Monthly Income Kyats					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 1,000,000-1,500,000	74	67	67	67
	Between 1,500,000-2,000,000	24	22	22	89
	Between 2,000,000-2,500,000	10	9	9	98
	Above 2,500,000	2	2	2	100
	Total	110	100	100	

(c) Descriptive Analysis

**Summary Table
Descriptive Statistics**

	N	Mean	Std. Deviation
Purchase Intention	110	3.7836	0.38230
Product	110	3.8036	0.45169
Price	110	2.1273	1.22414
Place	110	3.6891	0.44482
People	110	3.6818	0.39193
Process	110	3.1891	0.90456
Valid N (listwise)	110		

(d) Correlations Analysis

		Product	Price	Place	People	Process	Purchase Intention
Product	Pearson Correlation	1.000	-0.013	.465**	.399**	0.135	.379**
	Sig. (2-tailed)		0.872	0.000	0.000	0.077	0.000
	N	110	110	110	110	110	110
Price	Pearson Correlation	-0.013	1.000	0.108	0.136	.349**	0.115
	Sig. (2-tailed)	0.872		0.162	0.076	0.000	0.140
	N	110	110	110	110	110	110
Place	Pearson Correlation	.465**	0.108	1.000	.551**	.349**	.538**
	Sig. (2-tailed)	0.000	0.162		0.000	0.000	0.000
	N	110	110	110	110	110	110
People	Pearson Correlation	.399**	0.136	.551**	1.000	.449**	.345**
	Sig. (2-tailed)	0.000	0.076	0.000		0.000	0.000
	N	110	110	110	110	110	110
Process	Pearson Correlation	0.135	.349**	.349**	.449**	1.000	.291**
	Sig. (2-tailed)	0.077	0.000	0.000	0.000		0.000
	N	110	110	110	110	110	110
Purchase Intention	Pearson Correlation	.379**	0.115	.538**	.345**	.291**	1.000
	Sig. (2-tailed)	0.000	0.140	0.000	0.000	0.000	
	N	110	110	110	110	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Marketing Mix	Consumer Purchase Intention	P Value
Product	.379**	.000
Price	.115	.140
Place	.538**	.000
People	.345**	.000
Process	.291**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

(e) Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718 ^e	.588	.582	.42829	1.884
a. Predictors: (Constant), Marketing Mix (Product, Price, Place, People, Process), Relationship with Purchase Intention b. b. Dependent Variable: Purchase Intention					

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.206	5	1.641	22.095	<.001 ^b
Residual	7.725	104	0.074		
Total	15.931	109			
a. Dependent Variable: Purchase Intention b. Predictors: (Constant), Marketing Mix (Product, Price, Place, People, Process), Relationship with Purchase Intention					

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.963	0.282		3.420	0.001		
Product	0.330	0.068	0.390	4.849	0.000	0.722	1.385
Price	0.009	0.024	0.027	0.354	0.724	0.780	1.283
Place	0.285	0.079	0.332	3.624	0.000	0.556	1.800
People	0.132	0.087	0.136	1.514	0.133	0.581	1.721
Process	0.003	0.035	0.006	0.074	0.941	0.671	1.491

a. Dependent Variable: Purchase Intention