The Myanmar JOURNAL

Letter from the Editor-in-Chief

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KOMYRA and YUE have co-published The Myanmar Journal since August 2014. So far, many scholars have published numerous papers through the journal, and We are sure that this journal has helped many people understand Myanmar and Korea more clearly and closely.

The Myanmar Journal covers various issues in Myanmar and Korea. It covers various topics that can promote bilateral development and mutual understanding, not limited to specific topics such as economy, industry, society, education, welfare, culture, energy, engineering, healthcare, and agriculture.

We hope that this journal will continue to promote understanding of the current status and potential capabilities of Myanmar and South Korea and promote in-depth international exchange and cooperation.

We would like to express our deepest gratitude to the editorial board and YUE and KOMYRA for their valuable support in The Myanmar Journal publication.

August 30, 2022

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INFORMATION ABOUT
The Myanmar Journal

The Myanmar Journal (ISSN 2383-6563) is the official international journal co-published by Yangon University of Economics (YUE) and Korea Myanmar Research Institute (KOMYRA).

This journal aims to promote the mutual cooperation and development of Myanmar and Korea through intensive researches in the entire filed of society, economy, culture, and industry.

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Articles for publication will be on-line released twice a year at the end of February and August every year on the Myanmar Journal webpage (http://www.komyra.com/bbs/board.php?bo_table=articles).

CONSUMER DECISION MAKING STYLE ON MYANMAR TRADITIONAL COSTUME

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ABSTRACT : This study is about consumer decision making style on Myanmar traditional costume. The objectives of this study are to explore the consumer decision making styles such as perfectionism, value consciousness, brand consciousness, fashion consciousness, time consciousness and support-seeker on Myanmar traditional costume and to analyze the relationship between the consumer decision making styles and consumer buying behavior of Myanmar traditional costume. Primary data for this study were collected the information of the structured questionnaires on consumers behavior for the purchase and wearing Myanmar traditional costume. Face to face interview for 185 customers from ten Myanmar traditional costume shops in Mandalay was applied in September, 2017. Descriptive statistics was applied to describe the profile of the respondents and the mean values of the variables of this study. Multiple regression analysis was used to analyze the relationship between the consumer decision making styles and consumer buying behavior. According to the results of correlation coefficient, all decision making styles had the positive correlation with consumer buying behavior of Myanmar traditional costume. The multiple regression results revealed that among the six consumer decision making styles, the four decision making styles namely perfectionism, value consciousness, brand consciousness, fashion consciousness, time consciousness and support-seeker had the significant effect on consumer buying behavior of Myanmar traditional costume. Among them, perfectionism (quality consciousness) gained as the most important and significant factor to influence on consumer purchasing behavior. Two decision making styles (brand consciousness and time consciousness) were not the factors to influence on consumer purchase behavior of Myanmar traditional costume.

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I. Introduction

The different consumer decision-making styles are the important and interesting area to explore the effects of these styles in the literature of consumer related studies. The previous studies explored the three ways to focus on consumer decision making: the psychographic/lifestyle approach (Lastovicka, 1982), the consumer typology approach (Moschis, 1976) and the consumer characteristics approach (Sproles, 1985; Westbrook and Black, 1985). Additionally, because of improved living standards and purchasing power, the consumers have become more conscious of the quality of products.

Sproles and Kendall (1986) proposed a model which composed of eight mental orientations "perfectionism consciousness", "brand consciousness", "novelty and fashion consciousness", "recreational and hedonistic shopping consciousness", "price and value consciousness", "impulsive and careless consumer", "confused by overchoice consumer" and "habitual and brand loyal consumer". In addition to the eight-factor consumer decision-making orientation model, the Consumer Style Inventory (CSI) which is used to measure consumer decision-making styles has also been developed on the basis of a sample of United States (U.S.) youngsters. Each of these styles independently represented an important mental approach to consumption.

The eight decision making styles are explored by Sproles and Kendall (1986) to focus on consumer decision-making styles.

Brand consciousness: Consumers tend to relate price with quality as well as preferring well-known, advertised brands.

Quality/Perfectionism: Consumers do not compromise with being 'good enough'.

Recreational shopping: Consumers view shopping as enjoyable consciousness and stimulating.

Confused by over choice: Consumers with this experience information overload as well as possessing a dearth of confidence and cannot manage the available choices.

Impulsive/careless Consumers: do not plan their shopping or amount they may spend after which regret may occur.

Price /Value: Consumers are aware of sale prices and consciousness attempt to get the best deal for the money.

Novelty/fashion: Consumers look for new, innovative, consciousness products and

fashions.

Habitual/brand-loyal: Consumers tend to shop at the same store and purchase the same brands consistently.

After testing the original model of consumer decision-making style with nine factors, six of the nine initially hypothesized factors were confirmed. Thus, the present study focused on the influence of six consumer decision making styles proposed by Sproles (1985) and Sproles and Kendall (1986) on the choice of Myanmar traditional costume. These six styles are perfectionism, value consciousness, brand consciousness, fashion consciousness, time consciousness and support-seeker. The study explored the consumer decision making style on the choice of Myanmar traditional costume.

Rationale of the Study

In history, Myanmar traditional costume plays an essential role in the life of Myanmar people. Myanmar people always are proud of wearing the traditional costume at any ceremony, especially wedding and donation ceremony. The role of Myanmar traditional costume is significantly important in the present days because Myanmar people do their performance and other activities in the international boundary. The consumer decision making style on Myanmar traditional costume is essential to provide the benefits for the marketers and suppliers of Myanmar traditional costume. Understanding consumer decision making style can fulfill the marketers to understand the needs of the consumers and can upgrade their satisfaction. In this study, Myanmar traditional costume is an essential costume for all Myanmar people. If the marketers understand the different consumer decision-making on

Myanmar traditional costume, they will effectively provide the consumers' requirements.

This study explored the importance of these decision-making styles and the most influencing consumer purchasing behavior on the choice of Myanmar traditional costume.

II. Material and Method

1. Objectives of the Study

The objectives of the study are as follows:
(i) to examine the consumer decision making styles namely perfectionism, value

consciousness, brand consciousness, fashion consciousness, time consciousness and support-seeker on Myanmar traditional costume.

(ii) to analyze the relationship between the consumer decision making style and consumer purchase behavior of Myanmar traditional costume.

2. Research Design and Sampling Method

Descriptive statistics method is used to describe the values of the variables of this study. Multiple regression analysis is used to analyze the relationship between the consumer decision making styles such as perfectionism, value consciousness, brand consciousness, fashion consciousness, time consciousness and support-seeker and consumer purchase behavior.

3. Instruments

The primary data was collected by using the structured questionnaires. The structured question consists of 44 items with a five point Likert scale with degrees of agreement ranging from: 1- strongly disagree, 2- disagree, 3- agree to 4- strongly agree. The reliability of the questionnaire was statistically tested. The alpha values of the variables of this study perfectionism (quality consciousness), value consciousness, brand consciousness, fashion consciousness, time consciousness, support-seeker and consumer buying behavior had the alpha value of 0.779, 0.758, 0.718, 0.860, 0.823, 0.794 and 0.795. The mean value for each factor and the overall mean value are computed to describe the agree level of the consumer. The mean value between 3.41 and 4.20 is regarded as the agree level of the respondents. As the final step of the analysis, multiple regression analysis is conducted to prove the objectives of the relationship between the consumer decision making styles and consumer buying behavior.

4. Literature Review

In Myanmar, the traditional wears market is a big market and most of Myanmar people with different age and different job wear the Myanmar dress proudly. This is the important character for that study. The pattern, texture, fashion creation of Myanmar dress are so attractive for Myanmar ladies and gentlemen and the dress are so consistent with weather in Myanmar.

To understand the customers or customer behavior, existing beliefs and attitudes and reasons for product/brand purchase or usage becomes paramount, particularly in every competitive national and international markets. There was also need to predict what might happen into the future. It was an essential and crucial part of marketing.

However not understanding the customer behavior and not   understanding their reasons for brand may eventually cause the wrong product benefits to be offered resulting in loss of sales and cooperate failure. Fan and Xiao (1998) focused on the consumer decision-making styles of young consumers in China, Korean and the United States. They found that young Chinese consumers focused on the five decision-making styles with their Korean and American counterparts. These are brand consciousness, time consciousness, quality consciousness, price consciousness, and information utilization. Additionally, male and female consumers spend different amount of time for their shopping. Based on the mean values of consumers, Yasin (2009) studies the gender different on consumers' Decision-Making Styles of Turkish consumers. The findings of the research revealed that the significant differences were found between the novelty-fashion conscious consumer factors, confused by over choice consumer factors, brand conscious consumer factors and recreational consumer factors to shape the different decision making styles.

5. Data Analysis

To support the objectives of this study, the data were analyzed by using SPSS 17.0. The data are described with the mean values, standard deviation and reliabilities (Alpha values) for each variables. The multiple regression analysis results revealed that perfectionism, and support seeker are statistically significant with p value less than 0.01and value consciousness, fashion consciousness with p-value 0.05 and positive relationship with consumer buying behavior.

III. Results & Discussion

1. Result

The table (1) presented the Descriptive statistics of the demographic characteristics of participants for this study.

Table 1. Profile of the Respondents

General information	Category	Frequency	Percentage
Age	18-25 years	76	41.0
	26-33 years	61	33.0
	34-41 years	24	13.0
	42-49 years	15	8.1
	50 years and above	9	4.9
	Total	185	100.0

Gender	Male		33	17.8
	Female		152	82.2
		Total	185	100.0
Educational level	Basic		3	1.6
	University		54	29.2
	Bachelor		93	50.3
	Master		35	18.9
		Total	185	100.0
Monthly income	200,000 Kyats and Less		62	33.5
	200,001-300,000 Kyats		37	20.0
	300,001-400,000 Kyats		31	16.8
	More than 400,000 Kyats		55	29.7
		Total	185	100.0
Organization	Government		53	28.6
	Non-government		132	71.4
		Total	185	100.0

Source: Survey data (September, 2017)

The general information of the respondents in the questionnaire included: (1) gender, (2) age, (3) educational level, (4) monthly income and (5) the organization. 185 respondents are included in this study. The age of the respondents between 18-25 years represented 41.0 per cent, 26-33 years was 33.0 per cent, 34-41 years represented 13.0 per cent, 42-49 years was 8.1 per cent and 50 and above was 4.9 per cent. In terms of gender of the respondents, the sample was made up of 33 respondents (17.8 per cent) males and 152 respondents (82.2 per cent) females. Regarding the educational levels, 3 respondents (1.6 per cent) and 54 respondents (29.2 per cent) held a high school level qualification and university level. 93 respondents (50.3 per cent) are bachelor degree holders and 35 respondents (18.9 per cent) are master degree holders. The monthly income of the respondents showed that 62 respondents (33.5per cent) had 200,000 Kyats and, 37 respondents (20.0 per cent) had between 200,001 kyats and 300,000 Kyats, 31 respondents (16.8 per cent) had monthly income between kyats 300,001 and 400,000 Kyats and 55 responds (29.7 per cent) had the monthly income above 400,000 Kyats.

Table 2. Mean, Standard Deviation and Reliabilities of the Variables

Variable	Mean	Std. Deviation	Item	Alpha
Perfectionism	4.20	0.463	5	0.779
Value Consciousness	4.22	0.459	5	0.758
Brand Consciousness	4.14	0.426	6	0.718
Fashion Consciousness	4.23	0.480	6	0.860
Time Consciousness	4.21	0.454	6	0.823
Support-seeker	4.27	0.444	5	0.794

Consumer Buying Behavior	4.24	0.437	6	0.795

Source: Survey data (September, 2017)

In Table (2), the alpha values of the variables of this study perfectionism (Quality consciousness), value consciousness, brand consciousness, fashion consciousness, time consciousness, support-seeker and consumer buying behavior had the alpha value of 0.779, 0.758, 0.718, 0.860, 0.823, 0.794 and 0.795. Standard deviation (S.D.) is a measure that is used to quantify the amount of variation or dispersion of a set of data values. A low standard deviation indicates that the data points tend to be closed to the mean or the expected value of the set, while a high standard deviation indicates that the data points are spread out over a wide range of values (Bland and Altman, 1996). The standard deviation is commonly used to measure confidence in statistical conclusions. In this study, the low standard deviation of each variable (not more than 0.50) indicates that the data points tend to be close to the mean. . The items of each variable showed the acceptable level of the reliability test of at least 0.70 (Cronbach, 1951). Table (4.2) showed the descriptive statistics and reliabilities (Alpha values) of the variables.

Table 3. Correlation of Consumer Decision Making Styles and Consumer Buying Behavior

No	Description	Pearson Correlation Coefficient	P-value
1	Perfectionism (quality consciousness)	0.828**	0.000
2	Value consciousness (value for money)	0.759**	0.000
3	Brand consciousness	0.778**	0.000
4	Fashion consciousness	0.821**	0.000
5	Time consciousness	0.808**	0.000
6	Support-seeker (Information utilization)	0.806**	0.000

**. Correlation is significant at the 0.01 level (2-tailed).
Dependent variable: Consumer buying behavior
Source: Survey data (September, 2017)

In Table (3), the decision making such as perfectionism, value consciousness, brand consciousness, fashion consciousness, time consciousness and support-seeker (Information utilization are significantly correlated with consumer buying behavior at 0.01 levels. The results revealed that consumer decision making styles have the strong correlation with consumer buying behavior. According to the correlation results, the stronger the decision making styles, the more the consumer buying behavior is created. Among the six decision making styles, perfectionism (quality

consciousness) had the strongest correlation with consumer buying behavior. The correlation results showed that the decision making styles are important to influence on consumer buying behavior. Its means that the marketers of Myanmar traditional costumes need to understand the different consumer decision making styles to create consumer buying behavior on Myanmar traditional costume.

Table 4. Multiple Regression Analysis of Consumer Buying Behavior

Model	Unstandardized Coefficients (B)	t	Sig.	
(Constant)	.652	2.695	.008	
Perfectionism	.569	3.175	.002	
Value	.118	1.993	.048	
Brand	.114	.827	.410	
Fashion	.101	1.963	.050	
Time	.086	.567	.571	
Support-seeker	.218	2.701	.006	
R Square				.769
Adjusted R^2				.759

P<0.05: Dependent variable: Consumer buying behavior
Source: Survey data (September, 2017)

In Table (4), the multiple regression analysis results revealed that perfectionism, value consciousness, fashion consciousness and support-seeker (Information utilization) were significant and positive relationship with consumer buying behavior (b = 0.569, t = 3.175, p<0.05), (b = 0.118, t = 1.993, p<0.05), (b = 0.101, t = 1.963, p<0.05), and (b =0.218, t =2.701, p<0.05) but the result did not support the significant relationship between brand consciousness and consumer buying behavior (b = 0.114, t = 0.827, p<0.05) and time consciousness and consumer buying behavior (b = 0.086, t = 0.567, p<0.05). Its means that perfectionism is significant effect and direct relationship towards consumer buying behavior. The value consciousness is significant effect and direct relationship towards consumer buying behavior. The fashion consciousness is significant effect and direct relationship towards consumer buying behavior. The support seeker is significant effect and direct relationship towards consumer buying behavior. The study estimates the following model:

Consumer buying behavior = 0.652+ 0.569 Perfectionism + 0.118 Value consciousness +0.101 Fashion consciousness + pport-seeker (Information utilization)

2. Discussion

As the first finding, based on the mean values of the variables, among the sixdecision making style, support-seeker or information utilization was the most important style with the largest mean value and gained the strongly agree level of the consumers. Additionally, all the information they obtain on different products were useful for them and gaining the information before they buy Myanmar traditional costume is essential requirement for them. Thus, providing the useful and effective information plays a significant role for consumers to make the decision on buying Myanmar traditional costume.

As the second finding, it is a positive and significant correlation between the consumer decision making styles namely perfectionism, value consciousness, brand consciousness, fashion consciousness, time consciousness and support-seeker and the consumer buying behavior. It was also explored at 0.01 level in this study. As the third finding, the four decision making styles such as perfectionism, value consciousness, fashion consciousness and support-seeker had the significant effects on consumer buying behavior according to the multiple regression analysis. Among them, perfectionism (quality consciousness) had the strongest influence on consumer buying behavior. The quality of Myanmar traditional costume is the first priority for consumers. To choose the best quality placed in the mind of consumers. The marketers need to provide the products with the best quality. The other three significant decision-making styles, namely value consciousness, fashion consciousness and support-seeker can influence on consumer buying behavior.

As the last finding, brand consciousness and time consciousness did not support the significant and positive relationship with consumer buying behavior consciousness. It means that the new and latest styles of Myanmar traditional costume are not sure to be famous brands or not. The consumers with the other decision making styles were not always interested in choosing the famous brand.

IV. Conclusion

The respondents perceived that the more information they obtain about Myanmar traditional costume, the easier it seems to choose the best traditional costume for them as expected. The six decision making styles gained the agree level and strongly agree level of the consumers. The consumers perceived that these styles were essential to be supported by the marketers to attract and retain the consumers and to create consumer buying behavior. According to the correlation results, the six decision making styles were significant to create consumer buying behavior. The more

the marketers understood the decision making styles, the more the requirements of consumers can be fulfilled. Thus, the decision making styles were essential to understand consumer buying behavior and to successfully expand the market of Myanmar traditional costume. This study provided the benefits for marketers to understand the consumer decision making styles and to focus on consumer buying behavior. Several previous empirical studies proved that these six styles cannot be ignored by the marketers to create consumer buying behavior. In this study, the consumers did not significantly try to get the branded Myanmar traditional costume. Not all branded products can fulfill the needs of consumers with fashion. Thus, the marketers had the knowledge to evaluate the effectiveness of consumer decision making styles to create consumer buying behavior.

Acknowledgements

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