

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**EFFECT OF MARKETING MIX ON ATTITUDE AND
BUYING BEHAVIOR OF CONSUMERS IN SHAN YOE
YAR RESTAURANT**

**YAMIN PAING
OMBA-160806
ONLINE MBA**

AUGUST, 2023

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ACADEMIC YEAR (2016-2023)

Supervised by:

Dr. Than Thu Zar
Professor
Department of Management Studies
Yangon University of Economics

Submitted by:

Yamin Paing
MBA (Online) 160806
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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for
the degree of Master of Business Administration (MBA)

Supervised by:

Dr. Than Thu Zar
Professor
Department of Management Studies
Yangon University of Economics

Submitted by:

Yamin Paing
MBA (Online) 160806
Online MBA
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ACCEPTANCE

This is to certify that this thesis entitled “**Effect of Marketing Mix on Attitude and Buying Behavior of Consumers in Shan Yoe Yar Restaurant**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairperson)

Dr. Tin Tin Htwe

Rector

(Supervisor)

(Examiner)

(Examiner)

(Examiner)

AUGUST, 2023

ABSTRACT

This study aims to analyze marketing mix, consumer attitude and consumer buying behavior of Shan Yoe Yar Restaurant. The self-administered survey was given out to eatery patrons at Shan Yoe Yar. This study uses both primary and secondary data. Primary data are collected from 300 sample respondents who are selected by using systematic sampling method. Secondary data are gathered from text books, Internet websites and previous research papers. Descriptive statistics and regression analysis are used to analyze the data. According to the multiple regression analysis, product, price, people, process and physical evidence have positively and significantly effect on consumer attitude at Shan Yoe Yar Restaurant. However, place and promotion are not significant effect on consumer attitude. The final result show that attitude significantly effect on customer buying behavior. This study suggests that Shan Yoe Yar restaurant should manage promotional tactics to increase consumer interest and recognition, as well as expand and develop stores.

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CHAPTER 1

INTRODUCTION

In today's competitive market, it is essential to have a complete understanding of client attitude and behavior in order to comprehend a firm. Since Myanmar has a market economy, consumers are essential to marketers. Understanding how a company's marketing qualities affect consumer attitudes and behavior is essential to its success. Customer behavior is centered on the marketing characteristics that can provide what customers want. Marketing characteristics are a variety of methods to incorporate data to customer information that isn't already displayed in master or value-based data. The marketing mix also has an effect on attitude and behavior. A firm must understand how to play the marketing mix (7 Ps) product, price, place, promotion, people, process and physical evidence in order to change attitudes and buying behavior.

Actual consumption of goods, word-of-mouth, exposure to the media, and other information sources are all ways that customers learn attitudes. To satisfy the requirements of consumers, marketers must have a thorough understanding of consumer buying behavior (Assael, 2004). One of the most challenging things to implement and study compared to other changes, such as those in technology, the political system, and others, is altering consumer behavior. An improved understanding of consumer attitudes and purchasing patterns can raise consumer awareness, enhance brand perception, and boost product sales. Understanding consumer attitudes and meeting their needs and wants are crucial for fostering good attitudes about the products, enhancing the brand's perception in the minds of consumers, maintaining long-term relationships with them, and controlling their purchasing behavior. By performing marketing research, it is crucial to determine consumer attitudes and purchasing patterns in order to maintain customer relationships.

The definition of attitude is one's viewpoint of something. When it comes to people, places, things, or events, attitudes can be either positive or negative. A person's attitude can be defined as their level of approval or disapproval for something. Behavior is described as a person's, an organism's, or a group's psychological reaction to a certain set of circumstances. A response to an event is manifested as behavior, such as an action or a feeling. An attitude is "a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols"

(Hogg & Vaughan, 2005). Consumers' behaviors are not only based on the actions and decisions that made by themselves or their households but also which can influence by a number of factors beyond attitude, cultural, lifestyle, social influences and their convenience. The consistency is the key underlying assumption about the link between attitudes and behavior which means that their behaviors can expect to be consistent with their attitudes. This can be addressed as the principle of consistency. It is to understand that the relation between attitudes and behaviors are perceiving as the other factors which also help to decide the behaviors, habits, purposes and beneficial outcomes (Eagly & Chaiken 1993).

^ Kotler & Keller (1993) started that consumer buying behavior is determined by the level of involvement that a consumer shows in a purchase decision when buying and disposing of products, facilities or experiences and it is being considered that consumer buying behaviors is an inseparable part of marketing. Buying behavior can be identified as "a process, which involved the decisions and actions when buying products or services to fulfill their needs and wants" (Enis, 1974). There is a numerous factor in consumer buying behavior which consumers are relying to have the impact in decisions making process in purchasing.

The first Shan-style formal dining establishment in Yangon, Shan Yoe Yar serves a variety of regional specialties from across Shan state. Beginning operations as a formal dining restaurant at War Dan Street in June 2013, and a second one offering casual dining in December 2016. Wood and traditional Shan components is tastefully used to decorate both restaurants. Fresh ingredients and an open-kitchen system are used to provide customers with healthy food that is also the cleanest and most hygienic. Shan Yoe Yar is a famous Shan dining restaurant in Myanmar so both international and local celebrities came to get real taste of Shan foods.

1.1 Rationale of the Study

A complete marketing plan must carefully consider how the product, promotion, price, and location perform a part. The mix assists in determining which marketing strategy is ideal for a company. This is the first step in creating a company or marketing plan. Positioning, targeting, and segmentation decisions have an impact on those relating to the marketing mix, according to the rationale. While decisions about positioning can be made based on price, decisions about targeting and segmentation are based on products. These choices have an effect on the price and promotion considerations as well. As a

result, positioning, targeting, and segmentation are all important components of a marketing mix plan. Each component of the marketing mix and extended marketing mix interacts with each other. If the business offers a service or a product, it must choose a price in order to make a profit.

From a theoretical and managerial perspective, customers' perceptions regarding marketing initiatives are important. Advertising and pricing can be evaluated depending on consumer attitudes, which is crucial for marketers. Marketers must take consumer perceptions into account. Knowing consumer opinions is typically a huge advantage, while sometimes being a disadvantage. Companies need to consider how consumers experience about their products or services when developing their marketing strategies. Business success is a result of consumers' attitudes regarding their products and services. Companies should take their customers' beliefs, attitudes, and behaviors into consideration as they develop their marketing strategies.

Understanding consumer attitudes and behavior is crucial for any business, and marketers should take note that doing so not only increases revenue but also ensures that a company that is in touch with its clients enjoys a long-term competitive edge. Understanding customer behavior is essential for any business before introducing a product. Consequently, buying behavior of consumers helps marketers achieve their sales goals. The thesis seeks to educate readers on the relationship between customer behavior and attitude in order to better handle consumers in any industry. The goal of this study is to help the case business determine whether or not they are employing the proper marketing strategy in a particular market. For a division of Shan Yoe Yar Restaurant, this thesis was created. Brand recognition, cost and quality, as well as the communication channels, were among the study topics.

1.2 Objectives of the Study

The specific objectives of the study are

- 1) To analyze the effect of marketing mix on customer attitude of Shan Yoe Yar restaurant
- 2) To examine the effect of customer attitude on buying behavior of Shan Yoe Yar restaurant.

1.3 Scope and Method of the study

A questionnaire design is to figure out the effect of customer attitude and behavior relationships on a Shan Yoe Yar restaurant. In order to get primary data, self-collection is made when customers are ready to leave after meals or while waiting for their bills and 300 people responded. For secondary data, the questionnaire was collected online using Google Documents. The questionnaire measures how customers' attitudes and behaviors are related. These questionnaires are divided into three parts: Part A, Part B, and Part C. Part A describes the participant's demographic data, and Part B describes their characteristics. In part C, there are six questions and a five-point Likert scale range from 1 (strongly dissatisfied) to 5 (strongly satisfied) and also five questions for the indicated participants' level of agreement. There is a five-point Likert scale range from 1 (strongly disagree) to 5 (strongly agree) that measures participants' satisfaction levels and the relationship between attitude and behavior as a result of the marketing mix.

This study uses primary and secondary data. Quantitative data are collected from consumer of Shan Yoe Yar Restaurant. Secondary data are obtained from Google documents and social network as Facebook. For sample size, the researcher randomly chose consumer buying behavior from Shan Yoe Yar restaurant. A systematic sampling method was adopted and primary data are collected from every 5th customer who came to Shan Yoe Yar restaurant in May, 2023. Sample respondents are 300. These people can belong to any income-group, age, occupation and profession. Among several restaurant in Food & Beverage Sector of Myanmar, the researcher chooses Shan Yoe Yar restaurant which are the strong and leading in Shan cuisine restaurant. Descriptive statistics and regression analysis are used to analyze the collected data.

1.4 Organization of the Study

This thesis has five different chapter. Chapter one describes the introduction of the thesis, rationale, objectives, scope and method of the study. Chapter Two focuses on developing a conceptual framework. This chapter includes consumer behavior that explains marketing mix, attitude and behavior. Chapter Three introduces the profile and marketing mix of Shan Yoe Yar restaurant. It continues with the explanation of the demographics profile of respondents. The data collected are analyzed in Chapter Four. Finally, Chapter Five presents the conclusion of the study.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter provides a theoretical overview of all the variables used in this investigation. Marketing management and marketing mix are presented first, followed by the idea of consumer attitude. and consumer buying behavior are examined. At the conclusion of the chapter, the conceptual framework for the study is constructed and presented.

2.1 Marketing Management

Businesses need marketing management because it assures strong consumer relationships, appealing products, and targeted campaigns that can increase sales and achieve organizational objectives. Without efficient management, a business could invest years in getting a product ready for market but still face several challenges. Marketing management guarantees that consumers are promptly mindful of what they crave, right down to bundling and color schemes. Without it, businesses risk learning that customers aren't even interested in their products. After putting a lot of work into preparing it for distribution, the right procedures ensure that the good or service reaches the target market via the right channels at the right time. A business can go from being unprofitable to becoming profitable with effective marketing management.

Kotler (2012) asserted that successful marketing management comprise with a chain of tasks: crafting marketing strategies and plans, collecting marketing information and generating marketing insights, building robust brand presence in the market, promoting the marketing offerings, communicating with customers and delivering value, and creating sustainable growth and fostering customer relationships; which are collectively performing to attain the objectives of organization and shared interest of its stakeholders. Thus, marketing management is both the balancing act of art and science, consisting of segmenting customers and selecting target markets, and also, acquiring, maintaining and growing customers through the process of creating, delivering and communicating superior customer value.

The marketing plan contains a series of marketing mix activities relating to marketing channel management and operations: price, product, place, promotion, tangible

proof, people, and procedure; in order to accomplish the marketing objectives. This is commonly referred to as the marketing mix.

2.2 Marketing Mix

The marketing mix, which includes factors like product, price, place, promotion, and people, has an impact on consumers buying behavior. The marketing mix can be characterized as a very effective business instrument that company management can employ to succeed in a highly competitive economy on a global scale. A crucial component of marketing management is the marketing mix. Every company organization has as its primary objective to generate and maximize its profit. As a result, the marketing mix refers to the parts of marketing that are correctly coordinated, combined, arranged, and applied to help businesses achieve their marketing goals and satisfy the needs of consumers.

According to Kotler (2005), the marketing mix is a collection of tactical marketing instruments that may be managed, including product, price, place, and promotion. The company then combines and employs these methods to generate the desired reaction in the target market. Marketing mix refers to all of the company's actions that can affect consumer demand for its goods. McCarthy (1964) divided the marketing mix into the four major categories of product, pricing, promotion, and place, also known as the 4Ps of marketing. He described the market mix as the cornerstone of any corporate entity. The marketing mix is a strategy used by businesses to achieve their marketing objectives in their target markets.

In today's business climate, organizations strive to incorporate more marketing mix into businesses with a broader range of products and markets. The primary focus of the marketing mix is on the 4Ps (product, price, place, and promotion), despite some theorists' attempts to expand from the 4Ps to the 7Ps by including physical evidence, people, and process. The final three components people, tangible evidence, and process—are frequently incorporated into the four essential ones (Nguyen, 2011). The 4P framework is commonly used and referenced in marketing textbooks because to its simplicity, despite the fact that it has significant drawbacks.

Business are driven by the intense competition in the market to provide clients with high-quality goods that satisfy their needs, at reasonable prices, and with effective marketing strategies. The marketing mix refers to the variety of marketing strategies that a business use to successfully meet the needs of its target market.

2.2.1 Product

A product is something that is designed or produced to meet the needs and desires of an audience. According to (Borden, 1984), the characteristics of products are size, type, shape, color, name and so on. Products (goods or services) can be tangible or intangible objects. Products were defined as "anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need" by (Armstrong & Kotler, 2006). The food and beverage industry use both tangible and intangible products.

The cuisine would be the main attraction for consumers to go to a market restaurant. Marketers must ensure that the taste and smell of the dishes are preserved. To accomplish this, they must examine the raw materials' quality. If they want to maintain quality, marketers must find reputable suppliers that can give us ingredients that follow to approved standards. Quality control must be carried out consistently. Marketers need to keep a recipe management module up to date to ensure flavor consistency.

2.2.2 Price

The pricing of a product refers to the cost at which it must be acquired. "Price of a product or service is the amount of money spent for it, or the overall value that consumers exchange for the benefits of getting or using the product or service," claim Kotler et al., (2008) study. Pricing services is more challenging than pricing products. According to the findings of their study (Peter & Donnelly, 2007), consumers emphasize price when determining what to buy. Before selecting to make another purchase from a service provider, customers usually examine if they received value for their money.

Pricing a product can have a dual impact, meaning it can be both beneficial and detrimental, based on the product's type and what kind of type. Low price and high, or premium, are the two primary categories of pricing. Price increases influence consumer purchasing decisions favorably. The results of the study show that a consumer's

inclination to buy a product is directly influenced and promoted by a product's high price. Despite the price, it makes consumers feel wealthy and luxurious, which increases demand. This is primarily due to the misconception that more expensive products are of higher quality.

2.2.3 Place

Hirankitti et al. (2009) assumed that place refers to how easy a potential client can obtain a service, which includes distribution and location. Determine the location of the service or product's performance by placing an order. Place considers both time and place. The customer can access the service at a time and location that are convenient for them to make a purchase. Customers can obtain services at places that are comfortable and easily accessible to them, thanks to distribution. Businesses need to focus on how they can supply products at the appropriate time and location, as well as the delivery channel to use (Copley, 2004).

The restaurant has to be located in an area with high pedestrian traffic, enough seating, and parking. The atmosphere must support the restaurant's theme. It ought to be pertinent to your intended audience.

2.2.4 Promotion

Kotler (2007) asserts that a crucial component of the marketing mix is promotion. Tools for advertising, personal selling, sales promotion, public relations, and direct marketing are all covered under the promotion category, and the business uses the promotion component to further its advertising and marketing goals. Promotion, according to Zeithaml, et al., (1985), is a targeted effort to compel clients to recommend their products to others. Promotion therefore encompasses a wide range of marketing communication elements. Promotion is a key component of marketing since it explains the efforts made by the seller to convince buyers to buy more products, which can boost sales and brand recognition.

According to (Lovelock & Wright, 2002), a communication strategy must educate and create its target purchasers to act. Limited-time activities may have an impact on customer perceptions, feelings, encounters, and purchasing decisions. Bulletins, journals, daily newspapers, television, radio, the internet, and any other routine can be used for a limited time. Communication are essential for service promoting because they provide

lasting impressions and a sense of authority, confirmation, and confidence (Lovelock & Gummesson, 2004). Without effective communication, potential clients would never learn about a service provider's presence, what it can do for them, or how to use its products to their best potential. It facilitates customer communication with the banking industry regarding new product introductions, interest rate changes, holiday promotions, branch openings, etc. Customers are more satisfied when banks use effective media to timely notify them about their offerings.

2.2.5 People

People are important in marketing because they have a personal connection to the brand. The right people must be hired and trained in order to provide customers with outstanding service and for a restaurant to succeed. To be able to serve clients at restaurants with friendliness and hospitality without being pushy, the staff members need to be trained and motivated. A service encounter occurs when staff and customers engage, and this encounter significantly affects how the customer perceives the quality of the service (Hartline & Ferrell, 1996). According to Kotler (2000), employees are seen as both the most crucial element of a customer-centered organization and a vehicle for separating other factors like goods, services, distribution channels, and brand image. The staff's smile and pre-service greeting can have a beneficial impact on a customer's attitude and conduct when they first enter a restaurant.

2.2.6 Process

Process is a procedure of performing activities and functions. It increases the value of products that are affordable and offer significant benefits to customers. Process matters more when it comes to services. The consumer is given a clear idea of both the skill of the service providers and the speed of the process, claim Hirankitti et al., (2009). The basis for consumer satisfaction with the purchase is also provided by it. Thus, process management ensures service quality availability and consistency. The development of service delivery alternatives has been greatly influenced by technology (Dabholkar & Bagozzi, 2002). As more banks use the newest technical tools to provide their services, expenses have decreased, value-added services for consumers have been created, and the facilitation of business transactions has increased. In order to deliver their services, an increasing number of restaurants are utilizing the most recent technological tools, which have resulted in lower costs, the creation of value-added services for customers Zhu, et

al., (2002). To eliminate misunderstanding and greatly reduce the risk of forgetting something, the restaurant must have clearly defined service protocols and standards that must be followed at all times.

2.2.7 Physical Evidence

Services cannot be exhibited like products. Because of the intangible characteristics of services, customers typically rely on physical evidence to evaluate the service before purchasing it as well as their satisfaction with the service both during and after consumption. Physical evidence is tangible proof that may be related to a product. Businesses should therefore create a setting that enables them to emphasize this truth to customers (Rathmell, 1974). This 7Ps component is very important because the consumer often assesses the service quality through it (Rafiq & Ahmed, 1995). The service scape, which includes the external (such as exterior design, signs, parking, landscaping) and interior (such as interior design, toilet, table and chair, air-corn, temperature, and appearance of the staff) of the facility.

Physical evidence is crucial for restaurants because this is the setting where services are provided and where customers and employees interact. For restaurants, tangible items like furniture, equipment, tableware, and plate ware are important. Customers evaluate the quality of services offered using tangible evidence. According to (Bitner, 1992), a service provider can stand out from its competitors thanks to their physical environment, which also makes it easier to influence customer behavior.

2.3 Customer Attitude

Considering the increased global competition, it is crucial for marketers to understand their target audience. Marketers are currently seeking a clear understanding of their target consumers in this respect Mangnale et al., (2011). Despite being crucial to marketing, consumer attitude is challenging to gauge consistently. In studies of consumer behavior, the idea of consumer attitude has drawn a lot of interest as businesses try to comprehend their target markets Du Plessis, et al., (2007). advance new goods, as well as create and assess promotional plans.

Consumer behavior is greatly influenced by buyer attitudes. Understanding customer attitudes is necessary in addition to understanding consumer behavior

(Schiffman & Kanuk, 2004). An attitude is the consistent propensity of consumers to act favorably or unfavorably toward a particular product or brand in the context of consumer behavior. Similar to this, Assael (2004) contends that knowing consumers' attitudes helps marketers identify target markets, advance new goods, and create and assess promotional plans.

According to Solomon (2002), an attitude is a continuous, all-encompassing assessment of a thing. People, including oneself, and problems are both examples of entities. According to Blackwell et al. (2006), an attitude is a general assessment of goods or companies. A positive attitude toward a product or brand indicates that the person enjoys it, whereas a negative attitude indicates that the person does not. According to Assael (2004) and Schiffman and Kanuk (2004), an attitude is a favorable or unfavorable tendency that influences how customers behave toward particular products. The term "object" in the consumer-oriented definition alludes to a particular aspect of consumer behavior, such as a product, product category, brand, or advertisement.

Therefore, accurate consumer attitude measurement supports the creation of marketing strategies. There are as many measures available to measure consumer attitude, according to data from Bruner II, et al., (2005). This shows that measuring the construct of customer attitude cannot be done in a trustworthy manner.

Consumers' attitudes vary from very product-specific behaviors (based, for example, on the brands of the products) to more general consumption-related behaviors. (e.g., habitual or need of customers). Depending on their attitudes toward a business, people decide or select various services. Analysts have developed models or hypotheses that capture the fundamental metrics of buyer attitudes in order to better understand customer attitudes and their relationship to consumer purchasing behavior (Schiffman & Kanuk, 2004). Consumer attitude is generally defined as the choices and deeds that affect a consumer's purchasing behavior.

2.4 Consumer Buying Behavior

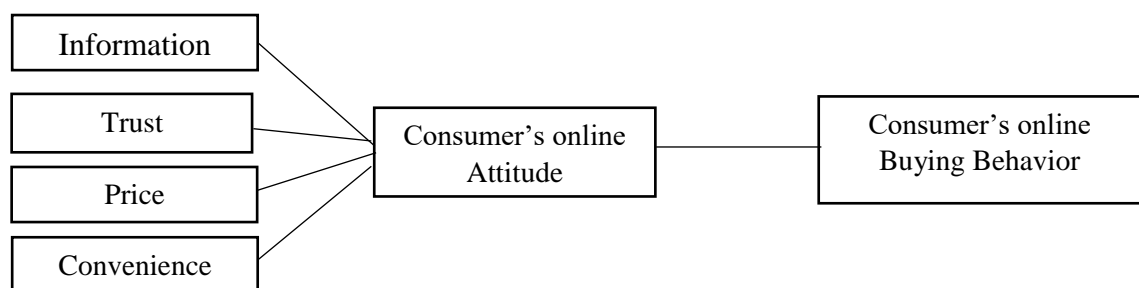
Consumer buying behavior is the study of a person's purchasing habits. It just makes up a portion of the definition, although. More specifically, "the psychological, emotional, and physical activities that people engage in when selecting, purchasing, using, and discarding products and services in order to satisfy needs and interests". It includes people who are participating in the purchasing process buying things and engaging in other consumption-related activities (Hoyer & Macinnis, 2009). The author provided a consumption process customized for the restaurant business by adapting the consumption process presented by Solomon et al., (2006).

In comparison, the restaurant industry exhibits different characteristics from the manufacturing industry. A consumer is present during both the production and service processes in food and beverage businesses Davis et al., (2008). When dining out, the customer participates in a number of activities, or a "meal experience". The dining experience consists of both tangible and intangible elements. In the simplest terms, the tangible element is made up of food and drink, whereas the intangible element consists of things like service, mood, and so on. Apparently, a customer's dining experience begins when they walk into the restaurant and finishes when they leave. However, it just represents the majority of the dining experience because it is important to consider the customer's feelings both before entering the restaurant and after leaving.

2.5 Previous Studies

The conceptual framework of (Cromme, et al., 2012) is presented in Figure (2.1)

Figure (2.1) Conceptual Framework of Cromme, Lawley& Sharma



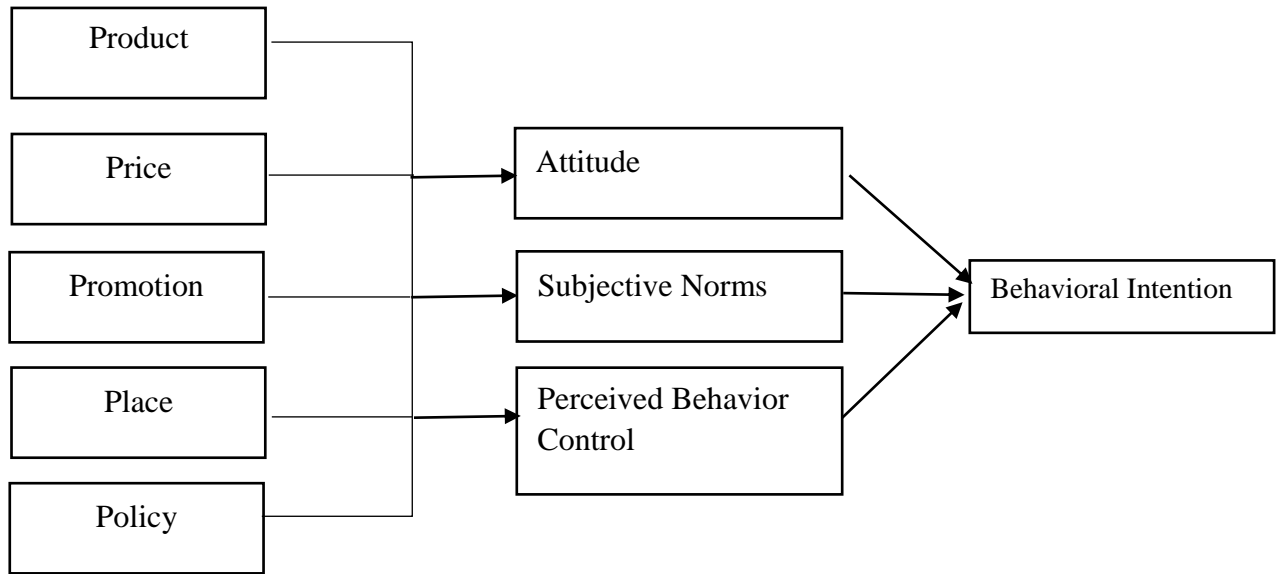
Source: Cromme, et al., (2012)

The findings indicated that consumer attitudes toward online purchasing had a favorable and substantial association to that behavior, whereas affective factors do not.

The study also discovered a favorable correlation between attitude and purchasing behavior in the context of online shopping.

Dolatabadi, et al., (2013) investigated how the marketing mix might affect consumers' intentions to switch from single-occupancy vehicles to urban public transportation. Their study's conceptual framework is shown in Figure (2.2).

Figure (2.2) Conceptual Framework of Dolatabadi, Parhizgar, and Aghcheh



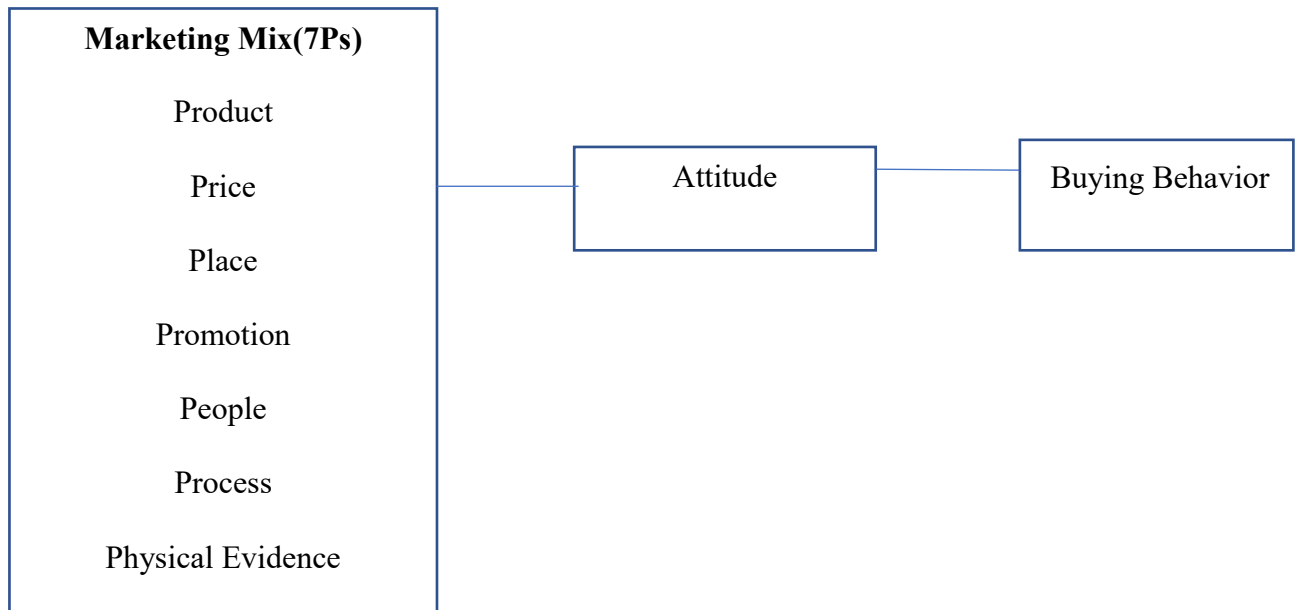
Source: Dolatabadi, et al., (2013)

The results of this study show that the use of the marketing mix in reducing home gas consumption is quite effective as there is a substantial positive relationship between the social marketing mix's dimensions, which is an ideal tool to encourage gas customers to reduce consumption. Additionally, based on the results, cost adjustment has a bigger impact on desire behavior than other components of the social marketing mix, although other dimensions being made to be able to adjust for this component as well.

2.6 Conceptual Framework

There are roughly two research objectives used in this study as a guideline. Examining the effects of the marketing mix on consumer attitude and purchase intention, consumer attitude and buying behavior. The combination of theoretical reviews serves as the conceptual framework for this research study. The relation between attitude and behavior of Shan Yoe Yar restaurant. The accompanying figures describe the study's conceptual framework.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2023)

In this study, the conceptual framework is mainly focused on consumer buying behavior towards Shan Yoe Yar restaurants. A conceptual framework is created using theoretical ideas and analyses of the findings of previous studies, as shown in figures (2.1) and (2.2). The structure of Figure 2.3 is based on the idea and theory of planned behavior. The product, price, place, promotion, people, process, and physical evidence parts are the primary components to analyze in the 7Ps of influencing factors and are also taken into consideration as initial factors of customer attitude. The consumer's intent to make more purchases and their recommendations of the Shan Yoe Yar restaurant are measured by their purchasing behavior. The study also assumes that customer attitude affects consumer purchasing behavior, including whether or not they will make repeat purchases and make recommendations.

CHAPTER 3

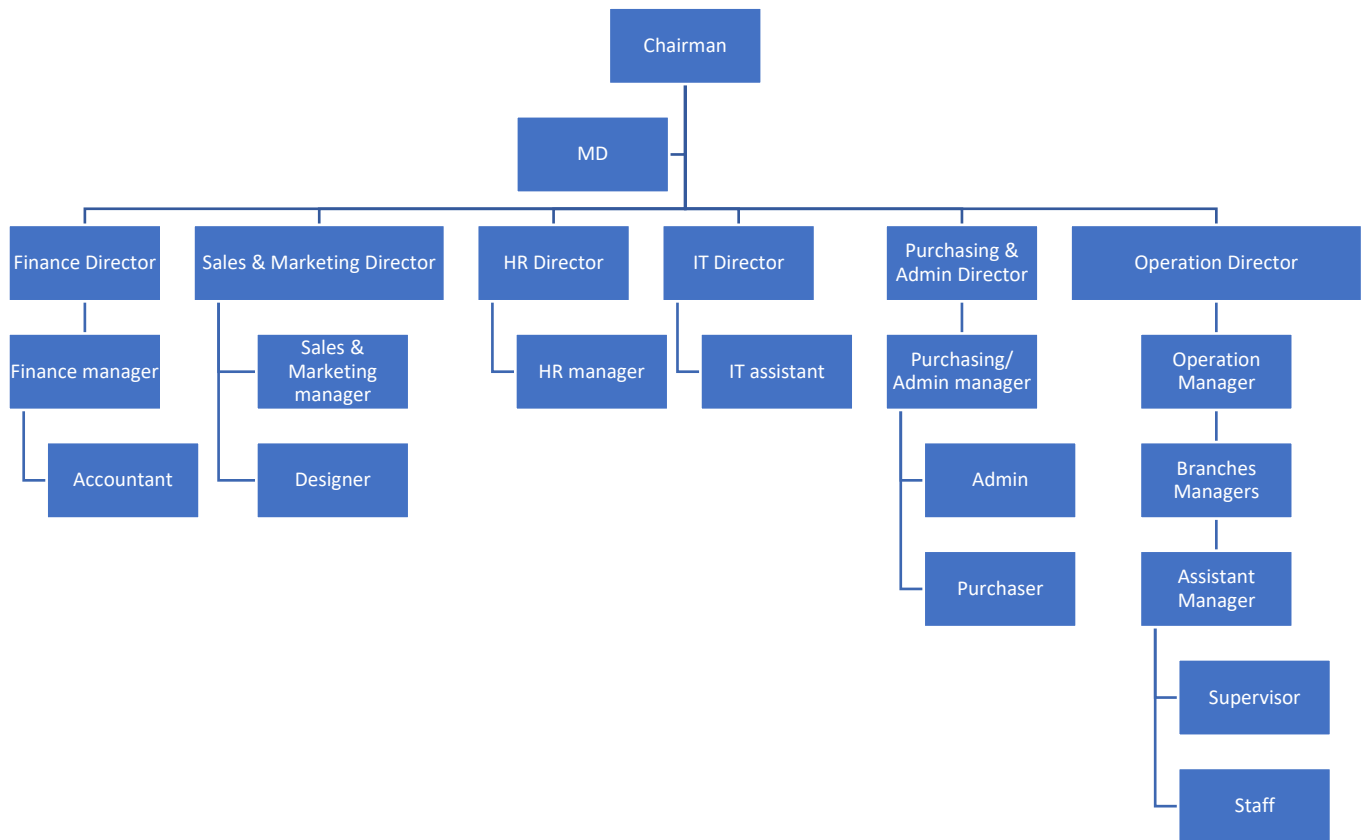
PROFILE AND MARKETING MIX OF SHAN YOE YAR RESTAURANT

In this chapter focus on the study of effect of marketing mix on attitude and effect of attitude on buying behavior towards Shan Yoe Yar restaurant. The introduction presents the background of the Shan Yoe Yar restaurant and the marketing strategies used by Shan Yoe Yar restaurant, and the profile of the respondents.

3.1 Profile of Shan Yoe Yar Restaurant

The company is known as Shan Yoe Yar restaurant and is managed by Yoe Yar Food & Beverages Company. It was established in 2013 and has its main branch in Warden Branch, Yangon. A century-old structure with lovely wood details houses the restaurant. The structure has two stories, individual rooms, and has provided numerous noteworthy services over the years. The restaurant expanded in 2016, moving to the downtown Sule Square Mall. The third branch is situated in the Yankin township, which is encircled by a sizable courtyard. In 2022, the Warden Branch will move to the recently inaugurated Manaw Hari Branch at Dagon Township. All branches were built in the design of Shan Haw Palaces and decorated with a variety of ethnic decorations, including paintings, rattan-handling items, Shan paper, greetings, and others. " The Shan (also known as the Tai Yai) make up more than 9% of Myanmar's population, making them the second-largest ethnic group after the Bamar. Approximately 33 different ethnic minorities make up this category, the majority of which are found in Myanmar's east and northeast (ghwelker, 2022). The restaurant was properly named "Shan Yoe Yar" (Shan tradition), reflecting the fact that Shan cuisine is as varied as its people, culture, and location, all of which are celebrated by the establishment. The Southern, Northern, and Eastern regions of Shan State are all represented in the variety of regional dishes that are available at restaurants. A nation's Shan cuisine is popular among its ethnic cuisines because it makes use of more fresh veggies and less oil. The majority of Shan noodle and steamed meals are foreigners' preferred meals in restaurants.

Figure (3.1) Organization Structure of Shan Yoe Yar Restaurant



Source: Shan Yoe Yar Restaurant (2023)

The Chairman is the leader with the most daily operational responsibility, according to the organizational structure. The Managing Director of Shan Yoe Yar is directly in charge of the operation department, sales & marketing department, finance department, and all other departments.

The sales and marketing team must do research, create marketing opportunities, plan and develop new sales strategies. The sales and marketing department's role is to increase sales volume and the company's revenue by putting the right marketing plans and tactics into practice. The finance department handles store accounts, maintains inventory control, handles cash receiving and payment managing, cash collection, and credit controlling. Human Resources department maintains the organizational structure up to date based on the duties, responsibilities, and standard operating procedures. Operation Department is responsible to make sure overall company's operations run smoothly and keeps in line with the company's vision and mission. The IT department is in charge of facilitating the company's overall software

and hardware. The purchasing department is in charge of sourcing raw materials from the Yangon, Shan, and other regions, as well as checking their quality.

3.2 Marketing Mix of Shan Yoe Yar Restaurant

One of the restaurants in Myanmar that is entirely owned by local is Shan Yoe Yar. The marketing mix techniques of a firm have a significant impact on its ability to grow. In the Shan Yoe Yar restaurant, there are seven marketing mix dimensions in use. These are product, price, promotion, people, place, physical evidence.

3.2.1 Product

Shan Yoe Yar Restaurant is a fine dining establishment with a diverse menu. Menus are differentiated as noodle, appetizers, main menus, salads, soups, desserts, and drinks. Shan Yoe Yar has a large array of dishes that could satisfy customer's appetite.

Table (3.1) Product of Shan Yoe Yar Restaurant

Sr.no	Category	Menu
1	Noodle	1) Shan Noodle 2) Bamaw Style Flag Rice Noodle 3) Beef Noddle Soup
2	Appetizers	1) Deep Fried cakes of Pounded Black Sticky Rice 2) Deep Fried Tofu 3) Inlay Style Fried Bean
3	Main menu	1) Deep Fried Chicken with Chilli Oil 2) Seabass Shan Style Fragrant Fish 3) Lashio Gyi Shan Style Pork Stew
4	Salads	1) Shan Green Lettuce Salad 2) Shan Tofu Salad 3) Bean Leaf Salad
5	Soups	1) Assorted Vegetables soup with dried soya beans powder 2) Shan Style Sour Mixed Vegetable Soup 3) Soup with Tomato and sour Mustard
6	Desserts	1) Banana pudding 2) Corn dessert 3) Seasonal Fruits
7	Drinks	1) Yoghurt with Raspberry 2) Tropical Lipton 3) Shan Sangria

Source: Shan Yoe Yar Restaurant (2023)

Customers at Shan Yoe Yar can choose from a variety of dishes from across Shan State. Shan Yoe Yar has brought fresh vegetables, meat and ingredients directly from Shan state and foreign countries in order to serve delicious food with a focus on the health of customer and never store meat for a long period. Products are a key factor in determining the brand and corporate image of Shan Yoe Yar among the 7Ps. The business is most renowned for its noodles. However, the company’s product line is gradually expanding. Customers can buy more products like breakfast meals, desserts, and lunch meals. The marketing mix of Shan Yoe Yar shows that creative things are designed to attract more clients and increase business stability.

3.2.2 Price

Shan Yoe Yar restaurant uses the bundle and psychological pricing method. Shan Yoe Yar's offers meal packages and other product bundles at prices that are lower under the bundle pricing model. To maximize cost and product value, clients can, for instance, select a breakfast set and a Hi tea set menu. On the other hand, psychological pricing involves using costs that seem more reasonable, such as MMK 4999 for a dinner rather than rounding it up or down. This pricing strategy encourages customers to purchase the company's food goods because of their apparent affordability. This component of Shan Yoe Yar's marketing mix highlights the importance of package pricing and psychological pricing to attract clients to acquire additional products.

3.2.3 Place

Shan Yoe Yar is distributing the product through the following channels.

1. Restaurants
2. Shan Yoe Yar’s mobile apps

At the moment, Shan Yoe Yar has three restaurants operating in Yankin, Manawhari, and Sule. These venues are found in overcrowded areas of Yangon's downtown.

Table (3.2) Place of Shan Yoe Yar Restaurant

Sr.no	Branch	Area
1	Manawhari Branch	Dagon Township
2	Yankin Branch	Yankin Township
3	Sule Branch	Kyaukdata Township

Source: Shan Yoe Yar Restaurant (2023)

Shan Yoe Yar created the mobile application so consumers could buy Shan Yoe Yar's food from different channels. Customers can use the Shan Yoe Yar's mobile apps for any mobile device to do an order, find branches, take the special promotions, and pay for their orders. This element of the marketing mix contributes to Shan Yoe Yar's mission and goal, especially in terms of expanding its consumer base.

3.2.4 Promotion

Advertising is the most important of Shan Yoe Yar's promotion tactics. The business uses print media like the Yangon Press and Myanmar as well as social media like Facebook, Instagram, and Youtube to promote itself. The business creates corporate discounts, special discounts for ladies only, food purchase seasonal drink-free promotion, and so on to attract and draw in more customers. The company occasionally uses direct marketing, for instance, to promote corporate clients, travel and tour companies or social gatherings and events. In this component of its marketing mix, Shan Yoe Yar creates a lot of focus on advertising as its main tactic for product promotion.

3.2.5 People

Shan Yoe Yar constantly hires employees and chiefs who are experts in serving customers and presenting food to consumers. By building and developing a systematic service culture, Shan Yoe Yar manages their workforce and offers ongoing training to their employees. To provide customers with the finest service likely, For the best customer service, Shan Yoe Yar makes sure that all employees have nice, organized uniforms. Customers are happy with the assistance received from the employees, who always have a smile on their face. The employees of Shan Yoe Yar come from a variety of ethnic backgrounds and has charming cultures and gestures.

3.2.6 Process

Time is the most important factor in the process; if it takes too long, the product's sale will be affected. So, Shan Yoe Yar makes the ordering, buying, and inventory operations quick and accurate by using CukCuk software. The managers, who develop training programs for each employee and re-examine them, perform out clear and exact operation SOPs from the time of greeting until the time the customer leaves. Each employee can then give the client the appropriate service in a timely manner by doing this.

3.2.7 Physical Evidence

The experience of using a service or product can be described to as physical evidence. For instance, brochures or booklets that describe a product's qualities and give the user an overview of it can be useful. People from every social class can eat and drink there comfortably thanks to the restaurant's welcoming decoration. The design of the hall can also be altered to allow for family seating. Shan Yoe Yar can be useful to customers from a range of categories. In the case of the various restaurant portions, it is detailed in its several menu cards for appetizers, entrées, desserts, and beverages. Another is their social media pages, where clients may view the meals in full. Their structures are a part of it as well, maintaining comparable restaurant designs to Shan Sawbwar Palace with their trademark colour of Shan Yoe Yar which ar royal red and royal green, as well as comfortable chairs and tables for customers to enjoy their meals in. Customers can observe that employees are all dressed in the same uniform at their restaurant, which is the final factor.

3.3 Reliability Test

The consistency and accuracy of the measurement scales are verified using a reliability test. Cronbach's alpha reliability test is used to ensure reliability. Alpha values between 0.60 and 0.80 are generally regarded as acceptable and good, whereas values close to 1.0 indicate great internal consistency reliability. Alpha values below 0.60 are considered to be poor. Table (3.3) describes the reliabilities (alpha values) of the variables.

Table (3.3) Reliability Test of the Variables

Sr.No	Particulars	No. of Items	Cronbach's Alpha
1.	Product	5	0.889
2.	Price	6	0.914
3.	Promotion	6	0.952
4.	People	5	0.931
5.	Place	5	0.917
6.	Process	5	0.974
7.	Physical Evidence	5	0.925
8.	Attitude	6	0.980
9.	Buying Behavior	6	0.981

Source: Survey Data (2023)

According to the Table (3.3), this indicates that the scale's internal consistency for the questionnaire is good and acceptable, and it can be determined to be an acceptable one. The findings demonstrate that the Cronbach's alpha values are satisfactory for each variable, indicating that the scale items on the questionnaire are considered as acceptable and reliable. As a result, it is possible to assume that the internal consistency of the measure used in this study explains why it can be expected that the results of the various constructs will be the same in different contexts and the reason that the data is considered valid and reliable.

3.4 Profile of Respondents

The demographic characteristics of respondents who purchase Shan Yoe Yar food and drink in Yangon are discussed in this section. Customers who purchase Shan Yoe Yar food and drink are given questionnaires. Table (3.4) provides a detailed illustration of population data. Included are their gender, age, marital status, level of education, monthly income, and the employment at which they purchased food and drink.

Table (3.4) Demographic Profile of Respondents

Sr. No.	Particular	No. of Respondents	Percentage (%)
	Total	300	100.0
1.	Gender		
	Male	82	27.3
	Female	218	72.7
2.	Age (Years)		
	18 – 25	39	13.0
	26-35	112	37.3
	36-45	114	38.0
	46 – 55	20	6.7
	Above 55	15	5.0

3.	Education		
	Graduate	184	61.3
	Post Graduate	101	33.7
	Others	15	5.0
4.	Occupation		
	Government Staff	13	4.3
	Company Staff	176	58.7
	Self-employed	102	34.0
	Others	9	3.0
5.	Monthly Income Level (Kyats)		
	300,001 – 600,000	13	4.3
	600,001 – 900,000	82	27.3
	Above 900,000	205	68.3

Source: Survey Data (2023)

The main respondents are female, as seen in Table (3.4). About 61.3% of all responders are graduates, and they make an average monthly income of more over 900,000 MMK. The majority of responses are company employees.

CHAPTER 4

ANALYSIS ON THE EFFECT OF MARKETING MIX ON CONSUMER ATTITUDE AND BEHAVIOR IN SHAN YOE YAR RESTAURANT

There are two sections in this chapter. The first section discusses Shan Yoe Yar's marketing mix, attitude, and consumer buying behavior. The impact of marketing mix on customer attitudes and the impact on consumer buying behavior are examined in the second section. The analysis is carried out by distributing structured questionnaires with five-point Likert scales to 300 respondents. The responses are interpreted in line with Best's classification (1977) as follows: The range of numbers between 1.00 and 1.80 is considered to be highly disagree, 1.81-2.60 is considered to be disagree, 2.61-3.40 is considered to be neither agree nor disagree, 3.41-4.20 is considered to be agree, and 4.21–5.00 is considered to be strongly agree.

4.1 Marketing Mix

Product, price, place, promotion, people, process and physical evidence make up the marketing attribute in this section.

4.1.1 Product

Structured surveys were utilized to determine the significance of the product factor for Shan Yoe Yar in Yangon. Based on the findings, the study presents the mean scores for the product factors. In this study, 300 customers were surveyed to determine the effect of the product in Yangon. Based on survey results, results are shown in Table 4.1.

Table (4.1) Product Factor of Shan Yoe Yar Restaurant

Sr. No	Description	Mean	Std. Deviation
1	Availability of Shan cuisine	4.22	.720
2	Fresh taste of food and beverage	4.36	.681
3	Health benefits by food and beverage	4.49	.657
4	Attractive plating	3.94	.814
5	Shan Yoe Yar's food is quality menu	4.44	.699
	Overall Mean	4.29	

Source: Survey Data (2023)

The results of the survey on product features show that consumers' decisions to purchase Shan Yoe Yar can be influenced by product features. As shown in Table (4.1), it can be found that the highest mean score is 4.49 and the lowest mean is 3.94. Consumers' intentions to purchase Shan Yoe Yar are influenced by attractive plating, a high-quality menu, and health benefits. These factors may encourage customers to purchase a Shan Yoe Yar's product more frequently if it is of high quality. The aforementioned facts can have a minor influence on Shan Yoe Yar's product in Yangon, according to the total mean score. The average score is 4.29, which indicates a strong agreement, therefore people support and purchase Shan Yoe Yar's product as being of high quality.

4.1.2 Price

Price is an important factor that influences customers' expected behavior while making purchases. Structured surveys were used to find out the value of pricing to Shan Yoe Yar. Based on the study's findings, the average scores for the price factors are shown.

Table (4.2) Price Factor of Shan Yoe Yar Restaurant

Sr. No	Description	Mean	Std. Deviation
1	Convenient price for the event	4.02	.890
2	Being relevant to the quality with price	4.23	.811
3	Being reasonable price than other	3.86	.931
4	Acceptance with bank payment	4.28	.727
5	Good value of 8500ks Breakfast Buffet	4.48	.686
6	Good value of 4900ks Hi tea menu	4.64	.647
	Overall Mean	4.25	

Source: Survey Data (2023)

In order to determine the influence of price in Yangon, 300 customers were polled. Based on the observations, the results are shown in Table (4.2). According to Table (4.2), the most significant mean score is 4.64, while the most reduced mean is 3.86. According to available information, the price that purchasers pay for an item is the amount they are willing to exchange in order to obtain the price and quality obtained from the specific item. Furthermore, price is the most important factor that impacts the wage generated by a certain commodity. The product's pricing is the most important factor in driving transactions and influencing buyer purchasing behavior.

On the other hand, some customers believe that things with greater costs are of superior quality and are willing to pay more for them. This obviously indicates to us that pricing is a variable that has a coordinated effect on customer purchase decisions. Estimating is a successful figure on Shan Yoe Yar's item in Yangon, according to the whole mean scores. Because the average score was 4.25, it was determined that Shan Yoe Yar's item is worth what customers are prepared to pay for it.

4.1.3 Place

Place matters and has an impact on consumer behavior. Structured surveys were used to evaluate Shan Yoe Yar's value.

Table (4.3) Place Factor of Shan Yoe Yar Restaurant

Sr.No	Description	Mean	Std. Deviation
1	Number of branches	4.07	.791
2	A lot of Parking space	4.12	.829
3	Being secure place	4.39	.751
4	Being easy and convenient	4.18	.821
5	Being situated in downtown	4.19	.788
	Overall Mean	4.19	

Source: Survey Data (2023)

In this study, 300 customers were surveyed to determine the impact of place factors in Yangon. Based on the results of the survey, the results are displayed in Table 4.3. As shown in Table (4.3), it can be found that the highest mean score is 4.39 and the lowest mean is 4.07. As a result of the survey, consumers find it convenient to come and join Shan Yoe Yar because the branches are located in a crowded and downtown area of Yangon. The survey's findings indicate that in Shan Yoe Yar, consumers' purchase decisions are moderately influenced by the place factor. The client ratings According to the average score of 4.19, which indicates agreement, Shan Yoe Yar's branches are located closest to the downtown area and secure for their privacy.

4.1.4 Promotion

Promotion is an important factor that influences consumers' purchasing decisions. Structured questionnaires were used to determine the importance of promotional activities for Shan Yoe Yar's product.

Table (4.4) Promotion Factor of Shan Yoe Yar Restaurant

Sr.No	Promotion	Mean	Std. Deviation
1	Being attractive promotion	4.14	.818
2	Unique seasonal Promotion	4.08	.814
3	Prompt notification alert on social media	4.16	.778
4	Special discount for all debit/credit card	4.18	.781
5	Buy-One-Get One promotion	4.06	.840
6	Can get dessert and room charges free for every purchase worth 100,000 Ks	4.06	.896
	Overall Mean	4.11	

Source: Survey Data (2023)

In this study to find out the effect of promotion in Yangon, 300 customers have been surveyed. The results are shown Table (4.4) based on survey findings. As shown in Table (4.4), it can be found that the highest mean score is 4.18 and the lowest mean is 4.06. Customers prefer Shan Yoe Yar restaurant mainly due to attractive advertising and promotions, according to the mean score of survey data. According to data result, consumers appreciate the unique discount scheme for debit and credit and also like the Shan Yoe Yar Facebook page, which is constantly active and sends the message to the client in a timely manner. The customer rates Shan Yoe Yar's promotion as being both creative and attractive, as indicated by the average score of 4.11, which shows agreement.

4.1.5 People

People have an important part in influencing consumer behavior. Structured questionnaires were employed in order to determine the significance of people factors on Shan Yoe Yar. The study's conclusions are reported together with the mean, standard deviation, and percentage scores for the people components.

Table (4.5) People factor of Shan Yoe Yar

Sr.No	People	Mean	Std. Deviation
1	Being professional staff and having full menu knowledge	4.22	.670
2	Being polite, smiling and sweet staff	4.37	.650
3	Being helpful and friendly staff	4.43	.634
4	Being neat and tidy	4.23	.678
5	Being care about to customer	4.47	.652
	Overall Mean	4.34	

Source: Survey Data (2023)

The survey's results show that Shan Yoe Yar's employees are friendly and helpful to clients. As shown in Table (4.5), it can be found that the highest mean score is 4.47 and the lowest mean is 4.22. Furthermore, the staff at Shan Yoe Yar is kind, knowledgeable about the foods, and qualified. The survey statistics strongly agree, as evidenced by the mean score of 4.34 in Table 4.5.

4.1.6 Process

Process are matters and has an impact on consumer behavior. Structured surveys were used to evaluate Shan Yoe Yar's process. Based on the findings, the study provides the standard deviation, percentage, and mean scores of the place factors.

Table (4.6) Process Factor of Shan Yoe Yar Restaurant

Sr.No	Process	Mean	Std. Deviation
1	Being convenient opening and closing time	4.36	.744
2	Being fast for ordering and service process	4.34	.751
3	Short waiting time for delivering food	4.34	.742
4	Can deliver food from home	4.33	.736
5	Being consistently prompt service	4.34	.704
	Overall Mean	4.34	

Source: Survey Data (2023)

In this study, 300 customers were surveyed to determine the impact of process factors in Yangon. Based on the results of the survey, the results are displayed in Table 4.6. As shown in Table (4.6), it can be found that the highest mean score is 4.36 and the lowest mean is 4.33. As a result of the survey, consumer appreciate the fast they can order products and receive services of Shan Yoe Yar. The survey's findings indicate that in Shan Yoe Yar, consumers' purchase decisions are moderately influenced by the process factor. The client ratings According to the average score of 4.34, which indicates strongly agreement.

4.1.7 Physical Evidence

Physical Evidence is an important factor that influences consumers' purchasing decisions. Structured surveys were used to evaluate Shan Yoe Yar's physical evidence. Based on the study's findings, the standard deviation, percentage, and mean scores for the physical evidence factors are presented. In this study, 300 customers were surveyed to determine the impact of physical evidence factors in Yangon. Based on the results of the survey, the results are displayed in Table 4.7. According to the survey results, it was found that customers like the Shan traditional building, seats, and the smell inside the Shan Yoe Yar restaurant.

Table (4.7) Physical Evidence factor of Shan Yoe Yar

Sr.No	Physical Evidence	Mean	Std. Deviation
1	Being the nice decoration	4.45	.672
2	Having cozy to rest tables and chairs	4.54	.602
3	Creating traditional Shan atmosphere by the interior decoration	4.64	.565
4	Being the building as magnificent as Shan Haw Palace	4.63	.568
5	The green surroundings of restaurant	4.55	.592
	Overall Mean	4.56	

Source: Survey Data (2023)

As shown in Table (4.7), it can be found that the creating traditional Shan atmosphere by the interior decoration gets highest mean score 4.64 and being the nice decoration gets the lowest mean 4.45. The survey's findings indicate that in Shan Yoe Yar, consumers' purchase decisions are moderately influenced by the physical evidence

factor. According to the average score of 4.56, which indicates strongly agreement. Consumer are preferred the physical evidence of Shan Yoe Yar Restaurant.

4.2 Attitude

Consumer attitude towards the product can contribute to the buying behavior of consumers. To analyze the factor, influence on attitude and buying behavior of customers, 300 customers are surveyed. The results of the attitude, control of consumer is shown in Table (4.7). In terms of attitude, the "fresh & healthy food & beverage" at Shan Yoe Yar restaurant had the highest mean score (4.46), while the "always update Facebook page" scored the lowest (4.43). The fact that the "fresh & healthy food & beverage" of the Shan Yoe Yar restaurant is important to the consumers can be seen from this.

Table (4.8) Consumer Attitude of Shan Yoe Yar Restaurant

Sr.No	Attitude	Mean	Std. Deviation
1	Decision to purchase fresh and healthy food and beverage	4.46	.722
2	Decision to purchase if can get more information from social media	4.45	.765
3	Try and visit to eat healthy and fresh food at Shan Yoe Yar	4.44	.751
4	Being always updated at Social media	4.43	.753
5	Believe about the cleanliness and freshness of food at Shan Yoe Yar	4.44	.741
6	Definitely intend to eat at Shan Yoe Yar	4.44	.754
	Overall Mean	4.44	

Source: Survey Data (2023)

According to the attitude, overall mean score of consumer attitude is 4.44. Thus, consumers perceive Shan Yoe Yar as a premium brand for their healthy lifestyle. The reason is that the consumers already had product knowledge and know the benefits of Shan Yoe Yar's foods before purchase. Decision to purchase fresh and healthy food and beverage gets the highest mean score 4.46. Most of the respondents are company employees and business owners, they choose Shan Yoe Yar which has quality foods and services. Being always updated at Social media gets the lowest mean score 4.43. And

then, consumers know the updated news of Shan Yoe Yar through social media, so they buy Shan Yoe Yar's food and choose a restaurant as a priority. According to the overall mean score, many customers have attitude components that can moderately influence on Shan Yoe Yar.

4.3 Consumer Buying Behavior

To analyze the buying behavior of the customers, 300 customers are surveyed. The results of their buying behavior are shown in Table (4.9).

Table (4.9) Consumer Buying Behavior factor of Shan Yoe Yar

Sr.No	Consumer Buying Behavior	Mean	Std. Deviation
1	Decision to purchase more expensive than others	4.38	.777
2	Influencing on behavior to purchase at Shan Yoe Yar	4.42	.778
3	First priority for Shan Yoe Yar restaurant purchasing	4.42	.779
4	Share information to family and friends	4.43	.740
5	Recommend to family and friends	4.42	.743
6	Intending to repurchase	4.44	.771
	Overall Mean	4.42	

Source: Survey Data (2023)

According to the buying behavior Table (4.9), overall mean score of consumers buying behavior is 4.42. Thus, it means that the only way for customers to wish to buy Shan Yoe Yar's food is through a good repurchase service. When they confront their environment and themselves, they praise Shan Yoe Yar if they are satisfied with the quality that Shan Yoe Yar's food can provide, and they recommend it to their friends who have not bought Shan Yoe Yar's food. Most of the respondents have the intention of buying Shan Yoe Yar's food. Consumers choose Shan Yoe Yar because their past and current experiences contribute to buying Shan Yoe Yar's food. According to the overall mean score, most customers have purchase decisions that can moderately influence their buying behavior.

4.4 Analysis on the Effect of Marketing Mix on Attitude

In this research, multi linear regression model is used in order to find out the analysis on product, price, place, promotion, people, process and physical evidence by surveying 300 customers from Yangon area. Table (4.10) shows the effect of marketing mix (7Ps) such as product, price, place, promotion, people, process and physical evidence on Attitude Component of the Customers. The results of the analysis are presented in Table (4.10).

Table (4.10) Effect of Marketing mix on Attitude

Variable	Unstandardized Coefficients		β	t	Sig	VIF
	B	Std Error				
(Constant)	-.279	.177		-1.575	.116	
Product	.141**	.065	.117	2.153	.032	4.255
Price	.208***	.060	.192	3.447	.001	4.424
Place	.090	.063	.087	1.425	.155	5.348
Promotion	.030	.041	.031	.735	.463	2.607
People	.173***	.064	.140	2.714	.007	3.816
Process	.491***	.066	.478	7.495	.000	5.811
Physical Evidence	.231***	.054	.169	4.304	.000	2.216
R Square	.796					
Adjusted R Square	.791					
F Value	162.800***					
Durbin-Watson	1.764					

Source: Survey Data (2023)

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

As shown in Table (4.10), R square value is 0.796 and adjusted R square value is 0.791. The value of the F test, which represents the overall significance of the show, is extremely important at the 1% level. This indicated demonstrate is significant. Furthermore, the Durbin-Watson value is 1.764, which falls between the worthy reference run 1.5 and 2.5.

Product, price, people, process and physical evidence have the expected positive sign and highly significant effect on attitudes component of the customers. Product is significant and positive effect on consumer attitude. When there is availability of Shan cuisine food and beverage in Shan Yoe Yar, consumers prefer the food and beverage of

this restaurant. Moreover, food and beverage provide health benefits with attractive plating and the quality menu is offered to the customer.

Price is also positive and significant effect on consumer attitude. Shan Yoe Yar restaurant offers menu that suit the budget for events such as birthday party, wedding and etc. The price is worth enough to food and drink quality and is not expensive to compare with another popular restaurant. Shan Yoe Yar restaurant create breakfast set menu and Hi Tea set menu and these menus are cheapest and reasonable price for all consumers.

People has positively and significantly effect on consumer attitude. Shan Yoe Yar's staff are professional and have full menu knowledge. Staff are helpful and friendly when they are catering their customers.

Process has also significantly and positively effect on consumer attitude at Shan Yoe Yar Restaurant. Opening and Closing time are convenient for the lifestyle of their customers. The ordering and service process is fast and it doesn't take long time to get the dish. It is convenient to order from home because delivery is available. The service is consistently prompt for every customer.

Physical evidence has significantly and positively effect on consumer attitude at Shan Yoe Yar restaurant. Shan Yoe Yar restaurant is nicely decorated. Their tables and chairs are cozy to rest on. Their interior decoration makes the customers feel like the traditional Shan atmosphere. The building has a grand structure and gives the impression that consumers are dining in a Shan Haw Palace.

4.5 Analysis on the Effect of Attitude on Buying Behavior

This section examines how attitudes impact consumer purchasing behavior. 300 customers are surveyed in order to examine the customers' buying behaviors. Table (4.11) shows the findings related to their buying behavior. Consumers are satisfied with the quality that can be offered, and when they confront their environment and themselves, they will praise and recommend Shan Yoe Yar's cuisine to their friends, according to the buying behavior Table (4.11). Most of respondents are intention to buy Shan Yoe Yar's food.

Table (4.11) Effect of Attitude on Buying Behavior

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.117	.085		1.375	.170
Attitude	.968***	.019	.948	51.428	.000
R Square	.899				
Adjusted R Square	.898				
F Value	2644.873***				
Durbin-Watson	2.239				

Source: Survey Data (2023)

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

Since the value of R^2 is close to 90%, Table (4.11) indicates that the given model could well explain the variation in the purchasing behavior of the respondents in Yangon. At the 1% level, the value of the F test, which measures the model's overall significance, is extremely significant. The specified model can be said valid and tangible evidence have the anticipated favorable indication and a highly substantial impact on the customers' opinions.

Attitude variable has the expected positive sign and a notable coefficient value at the 1% level. The positive relation indicates an increase in attitude influences customers' purchasing behavior.

CHAPTER 5

CONCLUSION

The conclusions and discussion, suggestions and recommendations, as well as the need for further research are all presented in this chapter. It investigates the marketing mix, consumer attitudes, and consumer buying behavior. This study advises and gives recommendations to achieve more success based on the findings.

5.1 Findings and Discussions

The quality of the cuisine is the most crucial element in a restaurant. The study reveals that the majority of restaurant patrons prioritize good food. The second crucial element is support. Customers seek out excellent service after eating good food. Good treatment is provided in every restaurant at five-star hotels. Food and service are the two most crucial factors in a restaurant's success or defeat. Restaurants that are profitable offer excellent food, service, atmosphere, menu items, and prices. Shan Yoe Yar restaurant provides excellent customer happiness.

Individual factor analysis in this study includes the demographic profile of respondents, frequency, and features of different kinds of influencing factors. According to survey data and demographic profiles, the majority of respondents are female. Most of the respondents are graduates who are employed as company employees and are those who have an income more than above 900,000. Of the 300 responses, respondents above 55 years old represent the smallest proportion since they are unfamiliar with buying food at the Shan Yoe Yar restaurant.

According to the mean score result, physical evidence has a higher mean score than the other six components of the Shan Yoe Yar restaurant's marketing mix, which include product, pricing, place, promotion, people, process, and physical evidence.

Physical evidence factors have a significant positive effect on consumers who have buying behavioral control components, according to the regression's results. Customers who have a component of buying behavioral control experience good benefits from increases in product, pricing, people, and process. On the other hand, clients who have a buying behavioral control component of the customers cannot be affected by place or promotion.

5.2 Suggestions and Recommendations

According to the data, Shan Yoe Yar should focus on targeting those between the ages of 31 and 40 who typically have a proper job and can afford to purchase Shan Yoe Yar's products for a safe and healthy lifestyle. By focusing on building B2B partnerships with local corporations, Shan Yoe Yar may better serve its employees and clients, who frequently make purchases using exclusive discounts and B2B packages.

Regarding products, Shan Yoe Yar should develop new and diverse menus by season and market demand to increase market share. Then, to make sure that everyone is aware of the new product on the market, social media must be utilized. Most respondents are business employees and graduates; they are willing to learn about innovative products, menu decoration, and how these menus differ from those of other restaurants in terms of things like cost, flavor, or the quality of the cuisine. Thus, the menu offers should include updated information, such as recipes, quality, and recommendations, to increase customer interest in Shan Yoe Yar's food. According to the results, better plating and decoration must be created by Shan Yoe Yar's chiefs, and the marketing team needs to advertise well on social media to increase consumers' awareness of Shan Yoe Yar's food.

Regarding price, Shan Yoe Yar's price is not the cheapest on the market, but consumers believe it to be appropriate given the product's quality and price. Regular promotions should be offered by the business to ensure that loyal clients are happy with them. Most B2B customers are going to wait for their purchases until a promotion appears. Additionally, the business could provide seasonal discounts as well as extra benefits like free desserts and buy one, get one drinks.

Regarding promotion, Shan Yoe Yar should create updated packaging designs and product information for promotion base on consumer needs and wants, making online content and dialogues led by bloggers, celebrities, and/or social media stars to influence consumer opinion. They may be persuaded by those incentives to make more purchases.

Regarding people factor, Shan Yoe Yar team should be aware that each interaction with a consumer offers an opportunity or a vulnerability. The team should concentrate on providing post-purchase services that customers value just as highly as the pre-purchase experience. People claim that the majority of respondents occasionally inquire about others' purchasing experiences because they value learning about high-quality and unique foods. People in Myanmar are following recommendations to purchase

food from Shan Yoe Yar. Furthermore, consumer behavior has an impact on staff recommendations.

Regarding Place, Place refers to distribution or the methods and location buy for Shan Yoe Yar's food to be easily accessible to the target customers. To expand the market and make it more convenient for customers, shan yoe yar should be opened in crowded townships and Shopping center.

Regarding process, Shan Yoe Yar should concentrate on using computerized standard systems, such as ERP, to enhance effective and efficient techniques or system, such as stock control, order taking, payment, and collection, among others.

Regarding physical evidence, Shan Yoe Yar should pay careful attention to the smell since some consumers tend to confuse the smell of wood with that of mushrooms because the Shan culture is embellished with wood. Moreover, staff uniforms should be changed in every six month and fur oil should be available to keep fur from smelling.

Shan Yoe Yar should pay more attention to place and promotion aspects in order to improve customer satisfaction because the marketing mix has a significant effect on attitudes, which can change as attitudes fluctuate and increase customer purchases.

5.3 Needs for Further Research

The study measures influencing factors on customer attitude towards customer buying behavior. It doesn't include business at other restaurants. Therefore, while developing marketing strategies for other businesses, it will be useful to compare consumer purchasing behavior at different restaurants. The respondents in the sample are consumers from Shan Yoe Yar in a nearby area of Yangon. If the study is being conducted in the entire nation, it might be reliable. In this study, client purchase behavior in restaurants is exclusively studied with the theory of planned behavior model. It would therefore be excellent if the following studies could also be based on additional relevant models.

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APPENDIX (I)

SURVEY QUESTIONNAIRE

Dear Respondent,

I'm a student at OMBA. I'm writing a thesis for my graduation from OMBA courses. "The relationship between attitude and behavior in Shan Yoe Yar restaurant" is the title of my research project. I would prefer to request you to select the responses to the questionnaire when you have some spare time. Only academic purposes will be served by the information gathered through this questionnaire, which will be held in strict confidence. We appreciate your participation and cooperation in advance.

Part A

Respondents' Characteristics

Gender

- Male
- Female

Age

- 18-25
- 26-35
- 36-45
- 46-55
- Above 55

Education

- High school
- Undergraduate
- Graduate
- Master/PhD
- Others:

Profession

- Student
- Government Staff
- Company Staff
- Self employed
- Other:

Monthly Income Level

- MMK 300,000 and below
- MMK 300,001- 600,000
- MMK 600,001- 900,000
- Above MMK-900,000

Instruction: Please select one of the numbers below for each line according to the index.

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

Part (B) Marketing Mix (4Ps)

Product

No	Particular	1	2	3	4	5
1	There is availability of Shan cuisine food and beverage you want in Shan Yoe Yar.					
2	The Food and beverage are tasted fresh.					
3	Food and beverage provide health benefits.					
4	Food and beverage have attractive plating.					
5	The quality menu is offered to the customer.					

Price

No	Particular	1	2	3	4	5
1	Shan Yoe Yar restaurant offers menu that suit my budget for events (eg. birthday party, wedding and etc.)					
2	The price is worth enough to food and drink quality.					
3	Price is not expensive to compare with other fine dining restaurant					
4	Using online banking transfer and all card accept for purchase.					
5	There is a good value (8500 ks) Breakfast Buffet					
6	There is Hi tea set menu worth 4900 ks.					

Promotion

No	Particular	1	2	3	4	5
1	The promotion of shan yoe yar restaurant are attractive					
2	The seasonal unique promotions offered during pitch season					
3	The prompt notification of promotion on social media					
4	The special discount offers on payment through debit/credit cards.					
5	When a shan yoe yar restaurant is offering a buy-one-get-one-free deal, I will purchase one of the menu items.					
6	I like that people who eat more than 100000ks are given dessert and room charges free.					

People

No	Particular	1	2	3	4	5
1	Shan Yoe Yar's staff are professional and have full menu knowledge.					
2	Shan Yoe Yar's staff are polite, smiling and sweet at all times.					
3	Staff are helpful and friendly.					
4	Staff are neat and tidy.					
5	All the staff care about the customer					

Place

No	Particular	1	2	3	4	5
1	I visit to Shan Yoe Yar restaurant because of a number of branches.					
2	I visit to Shan Yoe Yar restaurant because they have parking lots.					
3	I go to Shan Yoe Yar restaurant because the location makes me feel secured doing business.					
4	I visit to Shan Yoe Yar restaurant because location is easy and convenient for me.					
5	Their branches are located in downtown.					

Process

No	Particular	1	2	3	4	5
1	Opening and Closing time are convenient for my lifestyle.					
2	The ordering and service process is fast and you don't have to wait long					
3	It doesn't take long to get the dish, so it's convenient					
4	It is convenient to order from home because delivery is available.					
5	I visit this restaurant because the service is consistently prompt.					

Physical Evidence

No	Particular	1	2	3	4	5
1	I visit to Shan Yoe Yar restaurant because of how nicely it is decorated.					
2	Their tables and chairs are cozy to rest on.					
3	Their interior decoration makes you feel like you are in Shan State with the traditional Shan atmosphere					
4	The building has a grand structure and gives you the impression that you are dining in a Shan Haw Palace.					
5	Shan Yoe Yar's surroundings have a lot of plants, and it looks like you're eating in a garden because everything is green and cool.					

Part (C) Consumer Attitude and Behavior

Attitude

No	Particular	1	2	3	4	5
1	I will purchase fresh and healthy food and beverage in Shan Yoe Yar restaurant.					
2	I will purchase Shan Yoe Yar food menu if I can get more information from social media.					
3	I consider my knowledge to be high regarding healthy life, especially as it comes to eating well and using healthy					

	products. So, I try and visit to eat healthy and fresh food at Shan Yoe Yar restaurant.					
4	There is always update Shan Yoe Yar's Facebook page.					
5	I always believe about the cleanliness and freshness of the ingredients used to prepare the cuisine in Shan Yoe Yar restaurant.					
6	For a healthy life, I believe that I prefer Shan Yoe Yar's nutritious food.					

Behavior

No	Particular	1	2	3	4	5
1	I would definitely intend to eat healthy food at Shan Yoe Yar restaurant that are keep healthy and happy life.					
2	I buy Shan Yoe Yar food and beverage even if they are more expensive than others.					
3	I will always remember if I need food and beverage.					
4	The Shan Yoe Yar restaurant is the first place that comes to mind when I want to choose an establishment.					
5	I will share the information to my family and friends after eating at Shan Yoe Yar restaurant					
6	I will recommend to my family and friends Shan Yoe Yar restaurant when choosing restaurant					
7	I have full intention to visit in this Shan Yoe Yar restaurant.					

Thank you for your co-operation in completing this questionnaire.

APPENDIX (II)

MULTIPLE REGRESSION FOR THE RELATIONSHIP BETWEEN ATTITUDE AND BEHAVIOR IN SHAN YOE YAR RESTAURANT

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.892 ^a	.796	.791	.32674	1.764

a. Predictors: (Constant), Physical, Promotion, Price, People, Place, Product, Process

b. Dependent Variable: Attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.659	7	17.380	162.800	.000 ^b
	Residual	31.173	292	.107		
	Total	152.832	299			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Physical, Promotion, Price, People, Place, Product, Process

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.279	.177		-1.575	.116		
	Product	.141	.065	.117	2.153	.032	.235	4.255
	Price	.208	.060	.192	3.447	.001	.226	4.424
	Promotion	.030	.041	.031	.735	.463	.384	2.607
	People	.173	.064	.140	2.714	.007	.262	3.816
	Place	.090	.063	.087	1.425	.155	.187	5.348
	Process	.491	.066	.478	7.495	.000	.172	5.811
	Physical	.231	.054	.169	4.304	.000	.451	2.216

a. Dependent Variable: Attitude

LINEAR REGRESSION FOR THE RELATIONSHIP BETWEEN ATTITUDE AND BEHAVIOR IN SHAN YOE YAR RESTAURANT

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.948 ^a	.899	.898	.23279	2.239

a. Predictors: (Constant), Attitude

b. Dependent Variable: Behavior

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.323	1	143.323	2644.873	.000 ^b
	Residual	16.148	298	.054		
	Total	159.471	299			

a. Dependent Variable: Behavior

b. Predictors: (Constant), Attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.117	.085		1.375	.170
	Attitude	.968	.019	.948	51.428	.000

a. Dependent Variable: Behavior