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EFFECT OF DIGITAL MARKETING PRACTICES ON
CONSUMER BUYING BEHAVIOR AT MAKRO MYANMAR
SUPERMARKET

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**EFFECT OF DIGITAL MARKETING PRACTICES ON
CONSUMER BUYING BEHAVIOR AT MAKRO MYANMAR
SUPERMARKET**

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ABSTRACT

This study focuses on Digital Marketing Practices on Consumer Buying Behaviour of Makro Myanmar Supermarket. The study aims to analyse the effect of digital marketing practices on consumer buying behaviour at Makro Myanmar Supermarket in Yangon. Primary data is collected from the respondents who have bought products of Makro Myanmar within previous three months (February 2023 to April 2023). At that time, total number of the customers is around 250,000. Out of them, 399 respondents were selected by simple random sampling method. Required data were collected through the use of structured questionnaire prepared by Google form. The questionnaire link is sent through digital ways like telegram, e-mail, messenger, Viber etc. Descriptive Method (calculation of mean values) and analytical statistics are used for data analysis. This study considers the seven independent variables which are search engine optimization, email marketing, social media marketing, mobile marketing, online affiliate marketing, pay-per-click advertising and display advertising and the dependent variable is consumer buying behaviour. The study found that all the digital marketing practices except mobile marketing are strongly significant on consumer buying behaviour. Moreover, according to survey, most of the customers are attracted by social media marketing and display advertising. Therefore, Makro Myanmar should to maintain a regular posting schedule and need to engage with audience by responding to inquiry, messages and comments promptly on social media sites. Makro Myanmar need to target ads strategically by using audience segmentation and demographics to reach the right and potential customers by display advertising.

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CHAPTER 1

INTRODUCTION

Digital Marketing is broad term which consists different kinds of marketing practices. People are becoming highly rely on the use of Internet, applications and social media websites are increasing and becoming a essential part of daily life activities of every person. Digital marketing helps a marketer to reach their products for consumers via various channels like e-mail marketing, social media, websites, e-commerce, etc.

A marketer, before launching any products or services, can conduct a survey online and take responses from potential consumers, so that a marketer can launch according to the needs of consumers, after analysing the responses given by them (Francesca James). In this highly competitive market and technological advancements, marketing practices have been changed from traditional practices to digital marketing (El-Gohar, 2010).

In the highly competitive market, the growth of the internet has established the potential the e-commerce. E-commerce is a traditional business by using electronic means. (Pallavi Dinodia, Anuj Tiwar, 2018). Today traditional market becomes shrink and now the future depends on e-commerce which is the new way of making market research and using the new strategies with digital transformation. It involves all the process from buying to manufacturing and selling of goods by using Internet (Manzoor, 2010). It helps to build closer relationship between both the consumers and the sellers and it also allows companies to be more flexible in their operations.

Digital marketing practices are essential components of modern marketing strategies that leverage the power of the internet and technology to reach and engage with target audiences effectively. There are many kinds of digital marketing likes website and content management systems (CMS), search engine optimization (SEO), email marketing platforms, social media management tools, content creation and design tools, analytics and data visualization tools, pay-per-click (PPC) advertising platforms, marketing automation software, customer relationship management (CRM) software, chatbots and live chat software, affiliate marketing platforms, display marketing and marketing analytics and reporting tools.

Myanmar has adopted the market-oriented economic system since 1988 by reducing the centralization of Union Government, encouraging the private sector development and allowing the foreign direct investment (FDI) in order to achieve the economic development of the country

(Barkman, 2018). After 2010, the country political condition was totally changed and the newly elected government tries to encourage economic development. In 2013, the government formed the "Central Committee and Working Committee" for development of Small and Medium Size Enterprises.

In 2015, the Small and Medium Enterprise Development Law was enacted and a by-law was enacted in 2016. The Union Government is implementing this law by forming the SME implementing bodies in the union level as well as regional level. This implementing body is called SME Agency. In the Union Level, the SME agency is leading by the Deputy Minister of Chamber of Commerce and Industry, and the other members are Director Generals of other Ministries. The chairpersons of the business associations related to economic development are also included. In the regional level, the agency is led by Regional Chief Minister and Directors of other departments (Arie Kapteyn , Saw Htay Wah, 2016). The members are different from each region and based on regional government structure. The obligations of these agencies are to implement the SME policy that was enacted by the Union Government and to help the local SMEs according to the SME law section 14. Generally, the agencies have to provide the necessary support to the local SMEs in the registration process, coordination with government departments, facilitating the networking with foreign companies and legally protecting the local SMEs from the monopolizing and attacking of big corporations.

The COVID-19 pandemic has brought about significant transformations in various markets worldwide. The pandemic expedited the adoption of digital technologies across sectors. E-commerce, online services, remote work, telemedicine, and virtual events experienced substantial growth as people turned to digital platforms to meet their needs. Consumer preferences and behaviors changed during the pandemic. There was a surge in online shopping and a decrease in physical retail, leading to a shift in supply chain and logistics strategies. Demand for essential goods, home entertainment, and health-related products increased, while sectors like travel and hospitality faced significant setbacks.

Among the different kinds of digital marketing practices, Makro Myanmar decided to emphasize the seven practices that will be effective for both business customers and final consumers. Moreover, Makro Myanmar will reconsider the choice of digital marketing practices according to effectiveness and the responses from the customers. In this study, the effect of digital

marketing practices on consumer buying behaviour is explored, examined and analyzed the consumers in Makro Myanmar Supermarket.

1.1 Rationale of the Study

The retail market in Myanmar is growing exponentially. As the modern retail is booming in Myanmar, many local and global retail brands are settling in. Around the country, there are more than 250 middle to large-scaled supermarkets in which most of them are in Yangon and Mandalay which are the two largest and most developed cities. The demand of the market is increasing as there is fierce competition and the consumers' behaviors are changing according to the trends, situations and developments.

Myanmar supermarket sector can be said to be strategic with fierce competition. According to Joseph et al.,(2008), the sector plays a big role in economy building and supplying the labor market and competitive both locally and globally. Most supermarkets have to use marketing mix strategy to withstand the competition by planning its marketing and having desired feedback. The key elements of the marketing mix strategy include 4Ps (indicating product, price, place and promotions) which are the fundamentals of marketing in goods and services. Later on, other three elements which are process, people and physical evidence are added as the modern concept ensuring the consumer satisfaction.

In Myanmar, there are some retail supermarkets that are already established before Makro Myanmar likes City Mark Supermarket, Ocean Supermarket and Ga Mone Pwint Supermarket. Citymart Supermarket started as a small supermarket in 1996 and Ga Mone Pwint company Limited or simply known as GMP Co.,Ltd., was founded in 1991. For Makro Myanmar, it is a wholly-owned subsidiary of Siam Makro Public Company Limited, Thailand leading Cash & Carry operator in wholesale for professional business operators. With over 30 years of experience in serving B2B customers in Thailand, the company expanded to Myanmar with an aim to meet the ever-evolving needs of its members by providing them with a range of products – fresh produce, packaged food, electronics, stationery, basic commodity and more.

Siam Makro Public Company Limited was founded in the year 1988 in Thailand. The company went under the name of “Makro” to operate a wholesale center which based on memberships. Makro has continuously expanded its branch network to provide experienced members and business operators across the country with a wide range of products, including retail

stores, restaurants, catering companies, service companies, government agencies educational institution and other businesses. Makro is committed to being a strategic business partner by offering a wide range of high quality product in affordable prices not only to end consumers but also to small business owners.

After 30 years later, Siam Makro Public Company Limited expanded its operations to Myanmar. It is owned 100 percent by Siam Makro Public Company Limited and it was established with the goal of opening the first Makro store in Yangon. The Makro store is now available only in one location (Set San, Yangon) for now with the aim of opening more stores in the future. The Set San store is operation in an area of 7,000 square meters with more than 12,000 stock keeping units (SKUs). In the Makro store, customers can buy many products like bakery, beverages, preserved foods, meet, seafood, electronics products etc. Pricing of the products is definitely cheaper if bought in bulks. There are advantages of physical mart like tangible experience, personal interaction, social experience, immediate issue resolution, security and trust. Digital marketing offers several advantages for supermarkets over traditional marts. With the growing technology, Makro must keep up with new digital strategies and ideas.

Makro Myanmar Supermarket uses the different digital marketing practices. They use Search Engine Optimization to increase website visibility and to improve user experience and make easier to use Makro website while finding the required information, Email Marketing to increase customer loyalty and to get customers feedback by sending the email with promotions information and requesting feedback. Makro Myanmar also use Social Media Marketing to increase brand awareness and customers engagement by posting verity of advertisement on Facebook, Youtube, Telegram and viber, Mobile Marketing to reach target customer by sending SMS and Online Affiliate Marketing to increase brand exposure by reaching out to potential affiliates who have an audience that matches the target market. This might encompass website administrators, digital influencers, content producers, and blog writers. Moreover, Makro Myanmar uses Pay-per-Click Advertising to increase website traffic and to get immediate visibility and Display Advertising to increase brand awareness and visibility and to get audience targeting. These strategies can help to connect better with customers. According to the study, the management team can know the effect of different marketing practices on customers buying behaviour. By knowing positive and negative feedback can make decisions which practices are suitable and effective for the customers.

1.2 Research Objectives

The objectives of the study are as follows:

1. To identify the digital marketing practices of Makro Myanmar Supermarket in Yangon.
2. To analyze the effect of digital marketing practices on consumer buying behavior at Makro Myanmar Supermarket

1.3 Scope and Method of the Study

This study focuses the effect of digital marketing practices on consumer buying behavior at Makro Myanmar supermarket. This study used both primary and secondary data. Primary data is collected the respondents who have bought products of Makro Myanmar within previous three months (February 2023 to April 2023). The total volume of the customers within previous three month is around 250,000. The sample size is 399 respondents according to Yamane Formula (1967). The respondents are be chosen by using simple-random sampling method.

The data was collected with five-point likert scale questionnaire by preparing it with google questionnaire form. The questionnaire link is be send through many ways like telegram, e-mail, SMS, Viber etc. Descriptive statistic and regression analysis were used to analyze the survey data and identify potential relationships between digital marketing and consumer buying behavior. Secondary information of the study comes from books, research papers, journals, previous studies, websites, theoretical history, records and literature.

1.4 Organization of the Study

In this section, the outline of the study is presented. The whole study is structured into five chapters which can be seen as the followings. Chapter 1 describes the introduction of the study which includes the rationale of the study, research objectives, scope and method of the study. Chapter 2 contains the theoretical background along with the literature review is presented. In Chapter 3, contains the digital marketing practices of Makro Myanmar supermarket. Chapter 4 analyses on the effect digital marketing practices on consumer buying behaviour of Makro Myanmar Supermarket. Chapter 5 is the conclusion section including the research findings, suggestions, recommendations, and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter provides a comprehensive theoretical background for the study, aiming to establish a strong foundation for understanding the key concepts and theories that inform the research. The chapter includes digital marketing, related theories, consumer buying behaviour, digital marketing practices, previous studies and conceptual framework of the study.

2.1 Digital Marketing

Digital marketing involves leveraging various platforms to connect with the intended audience through channels such as social media, websites, multimedia promotions, search engine ads, email marketing, and interactive campaigns like polls, game ads, and mobile promotions. Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses (Barone, 2020). Marketing activities conducted via digital channels enable advertisers to directly communicate with potential consumers in a rapid velocity and regardless the geographical location. Recently, digital marketing has gained recognition as a powerful tool to bypass the clutter and engage directly with consumers. Therefore, with the shift towards personalized, one-on-one marketing, there's an increased focus on utilizing digital platforms for effective consumer outreach. While considering digital channels, the recent development is mobile marketing. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers, and is forecasted to attain millions of users in the upcoming decade (Brooks, 2020).

Thus, research on digital channel advertising impact greatly on the way business is done. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life (Chris, 2021). One of the for the most part important indicator of this transformation is emergence of new communication practices. New communication practices emerging with the development of technologies are called “digital marketing”. When talking about digital channels, what comes to intellect are Facebook, Twitter, Instagram and similar social networks that are used online and virtual platforms like web sites, micro blogs and search engines (Hausman, 2017). With the advent of new communication to consumers with digital channels, already available communication practices are now fetching to

be called as “traditional communication practices”. Traditional communication practices are printed (journals, newspapers etc.), visual (television, cinema etc.) and audio (radio) communication practices. The advantages of digital marketing are;

Growth opportunities for small business: One of the most important advantage of digital marketing is one can select any method for marketing as per the budget and can easily reach large number of audience at less cost. In traditional marketing launching any new product in the market is itself is very difficult task (Tandon, 2018).

Convenience for the consumers: Without setting local outlet marketer can easily market the product on the internet this eliminates the barriers of distance. Now without any spending on distributor channels in different country one can easily export business globally.

Less cost: Marketing product through retail outlet costs very high a compare to market product on the Internet. One should not have spent on maintenances of stores and on displaying products on the shops, as one can order as per the demand of the product.

Personalization of the consumers: Digital marketing effectively and efficiently addresses consumer needs, facilitating swift and straightforward engagement with them. Moreover, it enhances consumer contentment with products, as they can effortlessly compare various options and make informed purchasing decisions.

Build good relationship with the consumers: Internet helps to build good relationship between consumers and marketer as it increases the consumer retention level. It build a good communication with the consumer from the point they purchase the product to the feedback related to the product and also solve the queries if the consumers have any.

Instant comparison between the products: Consumers can easily do comparison between the products and then accordingly make purchase decision. Online marketing allow consumers to make free choices of the product and the then take decision as per the satisfaction.

Clear information available for the product: In digital marketing all the information are available openly displayed on the internet any consumer can go through the information provided and make decision accordingly. On the Internet each and every information in detail are available whereas in retail shops very limited information are provided by the retailer only as per their knowledge (G.Mulky, 2013).

2.2 Related Theories

In the context of digital marketing, the "Push-Pull Theory" can refer to a marketing strategy that involves both "push" and "pull" tactics to engage and attract customers. These tactics are used to drive awareness, interest, and ultimately conversions for products or services (Uysal, M., & Jurowski, C 1994).

Push marketing involves pushing promotional messages, content, or offers to a target audience. The goal is to proactively reach potential customers and persuade them to take action. Push marketing strategies include the following. Email marketing is sending newsletters, promotional emails, or updates directly to subscribers' inboxes. Display Advertising is placing banner ads or other visual content on websites, apps, or social media platforms. Social Media Advertising is promoting products or services through paid ads on platforms like Facebook, Instagram, Twitter, etc.

Pull marketing focuses on creating valuable content and experiences that attract potential customers to the brand. The goal is to have customers seek out products or services due to their interest in the content or reputation. Pull marketing strategies include search engine optimization (SEO): optimizing the website and content to rank higher in search engine results, making it easier for users to find. Social Media Engagement: Sharing engaging content on social media platforms to build a community and attract followers. Providing valuable resources and information that draw customers in, often through lead magnets like ebooks or webinars. Building a positive brand reputation that encourages satisfied customers to recommend the brand to others (Catie , H. (n.d.)2014).

The successful implementation of a push-pull marketing strategy involves finding the right balance between reaching out to potential customers and creating an environment where they are naturally drawn to the brand. It is essential to understand the target audience preferences, behaviors, and needs to tailor the approach effectively. In the digital age, many businesses use a combination of push and pull marketing strategies to create a comprehensive and effective marketing campaign. The key is to adapt and refine the strategies based on the evolving landscape of digital marketing and the changing preferences of the audience.

2.3 Consumer Buying Behaviour

Consumers are influenced by culture, subculture, social status, membership organizations, family, personality, psychological concerns, and so on (Sydorenko, 2022). Consumers make some judgments while they are not actively involved, and their decisions are influenced by external cues. Consumer purchasing behaviour can be evaluated from three different viewpoints, according to studies: decision making, experience, and behavioural influence. Because consumer behaviour is unexpected, understanding consumer behaviour completely has remained a major enigma throughout the history and evolution of the idea of consumer behaviour in marketing.

The consumer sentiments, lifestyles, culture, family and finance depend upon a range of elements during the purchase process. The identify them as societal, cultural, mental and personal aspects (Team, 2023). The culture and value of the consumer, the sub-culture of their environment and the socioeconomic class they live in originate from the cultural elements. Culture might develop beliefs, concepts, wants and expectations, habits and practices, largely affected by their families, their workplaces or their societies. Various nations practice various values of cultures and traditions, in particular in Asia, the most cherished element of their life is culture and tradition. The consumer behavior might differ from city to city and nation to country if the decision to buy a product is impacted by the culture. Subculture means ethnic groupings, nationalities, religions, geography and race as an influencing element (Ramya N., S.A. MOHAMED Ali, 2016). A firm, for instance, cannot offer any meat related product in those nations where consuming meat is regarded as unholy or non-religious. The social component originates from the consumer groups, such as friends, family members, coworkers, working partners, etc. Each civilization has inadvertently created its own types of social class. In these classes, lifestyles, wages, work advancements or even the establishment of a family have subliminal impacts.

As people always contact with each other on the basics of the day, it is time for consumers to ask others for their opinions when purchasing a product, so as to save time and efforts to grasp their own requirements, desires and values. The social element influences the purchasing behavior and the behavior of consumers towards the brand directly. The uniqueness of the consumers is a personal aspect. Every person, including age, sex, family, style, and views, has its own traits and demographical variables. Motivation, perception and preferences might be brought about by personal variables. All this is linked to the psychological aspects which influence consumers' purchasing behaviour.

Consumer behavior reflects the processes in which individuals and groups of consumers express their wants and perceive their experience in the purchase of items. What, why, when, where and how individuals buy or not buy things is the essence of consumer behavior (Priyabrata Roy, Dhananjay Datta, 2022). Identifying consumers' kinds based on demographer and their buying patterns is a significant work in the retail business, as it may assist define the basic technique of buying consumers. According to Rami (2012), consumer behaviour refers to the selection, purchase, and utilization of products and services to fulfill one desires, whereas consumer buying behaviour refers to consumers' decision-making processes and actions when purchasing and using objects. A variety of elements, specificities, and features influence the consumer decision-making process, shopping habits, purchasing behaviours, the brands he buys, and the merchants he visits, according to the consumer decision-making process, shopping habits, purchasing behaviours, and the brands he buys. Almost all of these factors influence a purchase decision.

2.4 Digital Marketing Practices

Digital Marketing Practices means connecting with the people at the time through the right place. That means bussiness have to meet them or connect them where they are spending their important time and money. Digital marketing encompasses all the promotional activities carried out on electronic devices or via the internet. Companies use digital channels like Social media, Email marketing, Search engines, SEO, and many more websites to connect with people at present or later according to consumer behavior (Tawde, 2016). An experienced inbound marketer says that inbound marketing and digital marketing are almost the same, but they have some minor gaps, and the communication with the business owner and marketers' from New Zealand, Australia, England and Asia have learned a lot about how these little variations are observed in the worldwide. The world best digital marketers have a clear image of how each digital marketing campaign supports its overarching objectives. And marketers can promote a bigger campaign through the free and paid channels available to them, depending on the objectives of their marketing strategy (Barnhart, 2021). Marketers utilize digital marketing as an avenue of electronic communication to promote their products and services to the marketplace. The most significant goal of digital marketing is to emphasis on consumers and give them ways to interact with the product through digital media. It can also be defined as the application of emerging technologies

to marketing efforts in order to improve consumer knowledge by addressing their specific demands (Tolbert, 2018).

Digital Marketing practices and Techniques (DMTT) encompass an array of information and communication technology (ICT)-related strategies, practices, methodologies, and processes designed to position and elevate products or brands among their intended audiences. This repertoire encompasses practices such as search engine optimization (SEO), online affiliate marketing, email marketing, pay-per-click, display advertising and so on.

2.4.1 Search Engine Optimization (SEO)

SEO stands for Search Engine Optimization. SEO is a technique to get traffic for the website. This is one of the best parts of Digital marketing practices. From this, client can drive more traffic to the sites. This is the way to “rank” the website in search engine scores, thereby improving the percentage of organic traffic. The organization utilizes SEO methods to enhance its visibility on the World Wide Web. In order to create qualified traffic to the website, there are several methods to approach SEO. (Lee, 2018).

ON page SEO: In this, business can answer reader questions by searching for keywords for search volume and greater on the SERPs, resulting in the search results pages.

OFF Page SEO: This type of SEO is to optimize websites; managing backlinks out-links the number of publishers. Business can get backlinks that want to transfer the website up to the correct SERPs by networking with other editors, writing the articles on these websites, connecting them to the website, and giving external attention.

Technical SEO: This kind of SEO focuses on the backend of the website and also focuses on how a website is built. Technical SEO means compression of the website image structure and CSS file optimization; this is all the most important factor of SEO ranking.

2.4.2 Email Marketing

The final set of practices in a digital marketer toolbox are email marketing practices. These tools assist marketers in crafting email campaigns that elevate their content and motivate users to engage more deeply with their brand, prompting actions such as event registrations and product purchases. Popular email marketing platforms, such as MailChimp and Iterable, enable marketers to assemble email lists and set their campaigns on autopilot. Additionally, these platforms offer

detailed analytics for each campaign, simplifying the process of testing and refining. A career in digital marketing demands a distinct combination of enthusiasm, strategic thinking, and a knack for media. In order to maximize the impact of various campaigns, it helps to have the best practices at disposal. (Smith, J. (2020))

Makro Myanmar Supermarkets' consumers want to receive frequent updates about their orders, promotions and sales, as well as other relevant offers. Automated emails are used to keep consumers updated on purchases and account activity, and they're often transactional or "triggered," which means they're sent because of something the consumer did.

2.4.3 Social Media Marketing

This one is the most powerful one as everyone know that Social media is the collection of communication, interactions, and collaboration. (Johnson, E. L.2022) Apps and Websites dedicate the social networking blogging, and many more are there. This technique supports the understanding of the brand and content on the social media channels; it drive traffic and generates directions for the company. Some important digital marketing practices of Social media:

- Facebook: Facebook is one of the popular and top levels of the social network. Facebook allows users to create their own profile on the site from that someone can connect with his friends and family, and the important point is that he can share and upload the photo and video with his friend, family and colleagues with just one click.
- Twitter: This network is widely recognized and influential. It's a free-to-register social media platform specialized in microblogging, commonly referred to as "tweeting." Twitter's tweets hold significant sway globally. On Twitter, any registered member can broadcast their tweets across various platforms for the world to see.
- Google Plus: Google plus is also one of the famous networks which Google manages. To Join with Google plus, first of all, customers need an account on Google. When client first sign up, some groups, including Friends and colleagues, have been set up by Google. The client can add his own as well. In this, client can share images and links with friends and relatives.
- LinkedIn: LinkedIn is a famous platform which tailored for professional and business purposes. It enables registered members to establish and maintain connections within a trusted network of individuals.

- Instagram: According to the search, about 850 mill users are active, with that 1.8 billion like have been given to post. The platform also hosts many influencers who have amassed a significant number of followers. And someone can also become an important brand with the correct strategy. To keep applicable to the present supporters, must post the correct kind of data and also add fresh ones.

Social media acts as social proof for Makro Myanmar Supermarkets, creating an impeccable influence on the people visiting & exploring the retail store. Social media walls move the consumers with inspiring products & service pictures featured on the digital signage displays.

2.4.4 Mobile Marketing

Retail Mobile marketing seems to be the latest advancement in the world of Retail. Mobile in to today generation is not only an option but it is a necessity. The Makro Myanmar Supermarkets now use this mobile for delivering their marketing messages. It has been found that the mobile marketing have a higher potential to attract and grab much more consumer attention than any other mode of communication being used before. The mobile marketing has also provided solution to various problems being faced by the retailers by increasing the potentiality of communication. The retail mobile marketing with its push messaging system, Wi-Fi, Bluetooth and NFC informs the consumers with the latest offerings and discount, this in turn help the consumers to take their purchasing decision much more easily and fast. (Johnson, M. W. 2021)

The consumer data or information are being collected from the social media sites, through various apps and also from the records of their past purchase, the retailers then send their marketing messages through mobile to these consumers. Mobile marketing keeps on updating the consumers with the latest offers and discounts that are going on or are to be coming. Thus, mobile marketing holds a pivotal role in in-store retail promotions, and can also be described as in-store mobile advertising. The process of personalization of data by knowing a consumer behavior, buying habits are now a major part of retail analytics, in-store mobile marketing has made the process much easier than before. Mobile marketing when merged with other marketing vehicles can give a more fruitful result to the retailers. Mobile being a constant mode of communication has the potential to track the consumer information or the consumer database much more accurately. This helps the retailers to satisfy the consumers by providing the things that they demand for.

2.4.5 Online Affiliate Marketing

Affiliate marketing often gets mixed up with referral marketing since both strategies leverage third parties to boost retailer sales. However, they differ in their sales-driving approaches: affiliate marketing is solely driven by monetary incentives, whereas referral marketing hinges on trust and established personal connections. Affiliate marketing has become one of the oldest ways of digital marketing practices where someone refer somebody to an online product. If that person buys that product, he can get a commission based on that recommendation. The advertisements in affiliate programs are connected to websites of companies and are referred to as affiliate links. Affiliates typically need to apply to be part of affiliate programs, though joining most of these programs is usually free of charge. Affiliates decide which banners or advertisements they place on their websites within their affiliate programs. They also agree to membership programs with the highest Commission structure for merchants, although the structure is not usually considered very paying or beneficial.

Affiliate marketing is frequently overlooked by advertisers. Even though search engines, email, and website syndication often dominate the focus of online retailers, affiliate marketing tends to remain under the radar. Nevertheless, affiliates persistently maintain an essential position in the marketing tactics of e-retailers.

2.4.6 Pay-per-Click Advertising

Pay-per-click advertising, the owner pays money as per click. The primary format for PPC ads can be seen on the search results pages of search engines such as Google or Bing. While many PPC ads are displayed in search results, not all of them are. According to Smith, A. B. (2020), there are three main kinds of PPC marketing ads.

Text Ads refer to written content provided by the website's owner. Format and character depend on the PPC platform. Text advertisements are most frequently initiated through the Search Network when consumers search within PPC campaign on Google or Bing for a keyword.

Display Ads is the type of ad is in the form of an image or GIF. PPC platforms offering display advertising often have size, and advertisers need to comply with content requirements when creating their visual creative.

Shopping Ads is typically, a shopping advertisement is provided after a search engine or shopping engine submits a query. Typically shopping advertisements contain a picture of the item, its price, and any here specifications such as size, color, dimensions, etc.

A pay-per-click (PPC) advertising option, Walmart Performance Ads (WPAs) allow the company to advertise a product to shoppers across Walmart.com. With WPAs, Walmart Marketplace uses an internal relevancy engine to determine where and when the ads should appear.

2.4.7 Display Advertising

Display advertising, often known as banner advertising, communicates a commercial message through visual elements such as text, logos, animations, videos, photos, or other illustrations. To enhance the impact of the ads, display advertisers often aim to reach users with specific characteristics. As advertisers collect data across multiple external websites about a user online activity, they can then combine this information to create a picture of the user interests to deliver even more targeted advertising. This aggregation of data is called behavioral targeting. Advertisers have the option to align their ads contextually and semantically, ensuring that display ads resonate with the content of the webpage they're displayed on. Techniques like retargeting, behavioral targeting, and contextual advertising aim to optimize the advertiser's return on investment (ROI) compared to ads that aren't specifically targeted. (Wilson, 2018)

It is important to remember that for any kind of advertising, single ads bring very sparse results. In order to make an advertising campaign successful, it is usually necessary to advertise repeatedly (five or six times during a one-to-two-week period) to acquaint consumers with the service or product and, most important, with the store. It is also necessary to maintain a regular program of advertising throughout the year in order to continue bringing consumers into the store.

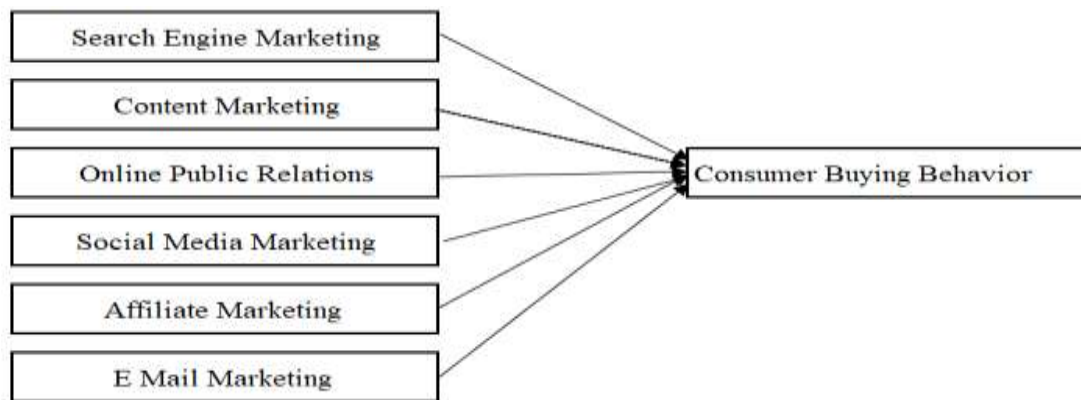
2.5 Previous Studies

There are only a few previous studies for the effect of digital marketing on consumer buying behaviour. Among them, three previous studies are described as follow.

Firstly, Rajiv Kaushik (2019), studied the influence of digital marketing on consumer buying behaviour for electronic products for Indian urban consumers and aimed to find the influence of digital marketing on consumer buying behavior for electronic products. The focus of the study is to empirically investigate the impact of six factors of the digital marketing such as

search engine marketing, content marketing, online public relations, social media marketing, affiliate marketing and e mail marketing on consumer buying behavior for electronic goods. The study had a sample size of 500 participants chosen using judgment sampling. A structured questionnaire facilitated data collection. The gathered data underwent analysis using factor analysis and regression techniques. The following Figure 2.1 show his conceptual framework of the study.

Figure (2.1) Conceptual Framework of Influence of Digital Marketing on Consumer Buying Behaviour for Electronic Products of Indian Urban Consumers

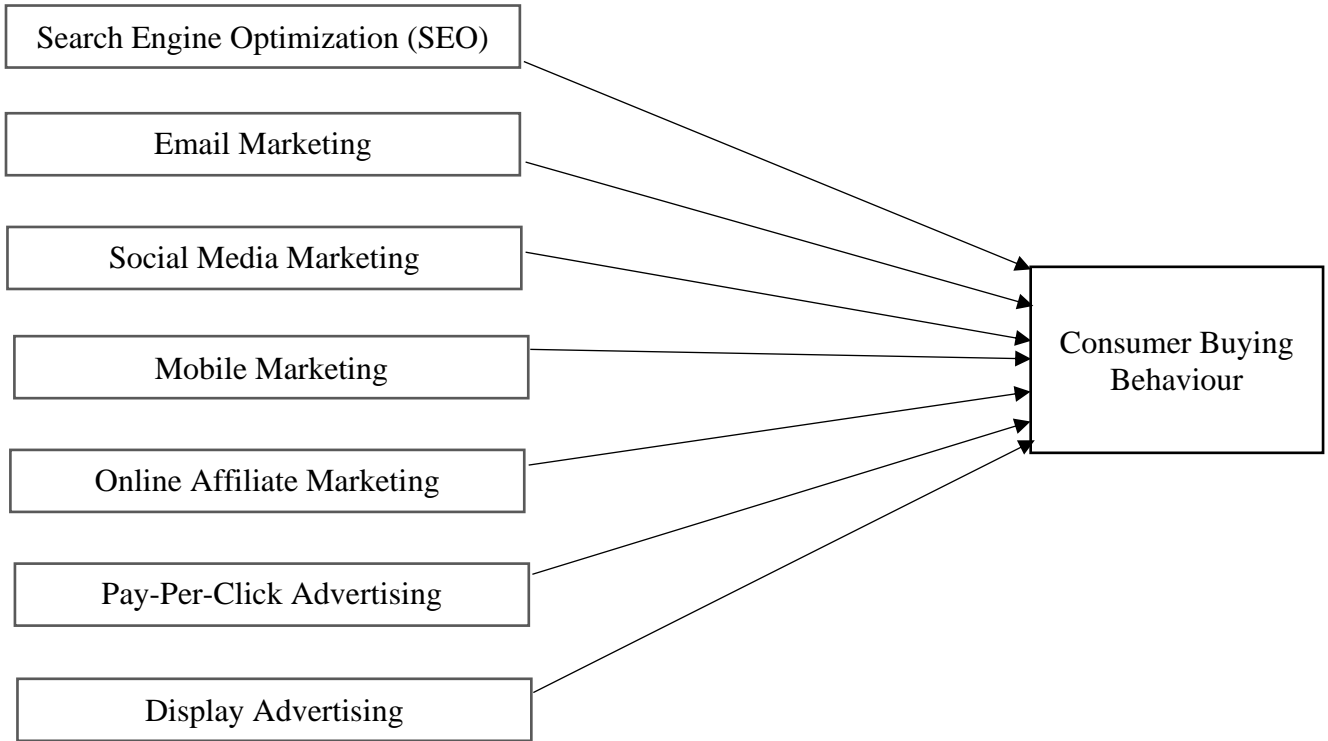


Sources: Rajiv Kaushik (2019)

Above the paper studies the influence of various digital marketing components on the consumer buying behavior towards electronic products. The present study is descriptive in nature. It was found from all the independent variables except affiliate marketing influence the consumer buying behaviour significantly.

Secondly, Ekeruke Unenabasi Godwin (2019) explored effect of digital marketing on consumer buying behaviour in Nigeria. This study primarily aimed to investigate the impact of digital marketing on consumer purchasing habits. Guided by specific objectives, the research sought to explore the different digital media platforms in Nigeria that might sway consumer actions, pinpoint the types of products consumers acquire via digital media platforms, and assess how digital marketing shapes consumer behavior. The study employed a survey research approach, gathering primary data from 460 participants using questionnaires. Secondary data sources included newspapers, journals, magazines, and online websites. The data gathered was examined using descriptive analysis.

Figure (2. 2) Conceptual Framework of Effect of Digital Marketing on Consumer Buying Behaviour in Nigeria

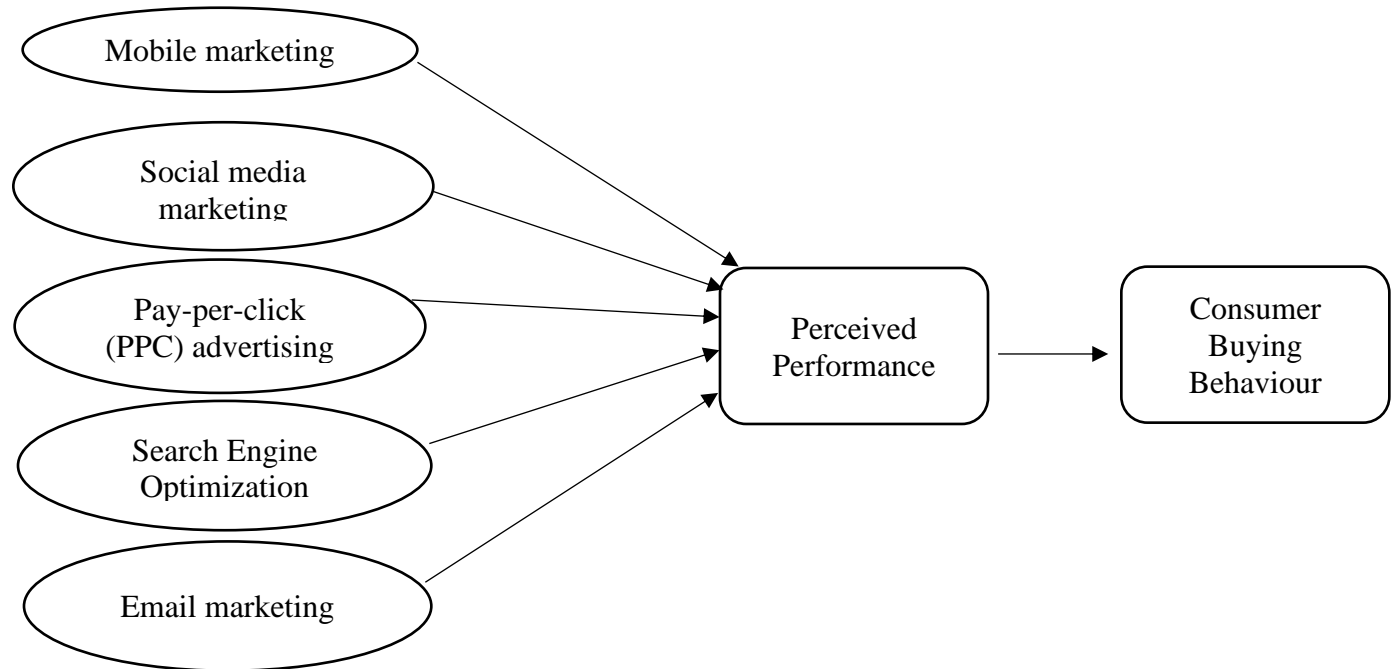


Sources: Ekeruke Unenabasi Godwin (2019)

Figure (2.2) shows the conceptual framework of the study of Ekeruke Unenabasi Godwin (2019). The result revealed that that digital marketing has a profound effect on consumer buying behaviour.

Thirdly, Khan, J., and Anjum, S (2022), have explored how digital marketing and perceived performance affects consumer buying behaviour if generation Y and Z of Karachi, a city of Pakistan. Digital marketing has emerged as a crucial element in efforts to draw in and maintain online consumers. This study aims to identify how different digital marketing practices impact consumer buying behavior. This study shows the most appropriate actions to take while planning an online strategy and retaining users. This study also signifies that the perceived performance of those practices should be compatible with running an effective digital marketing campaign. The following Figure (2.3) is the conceptual framework of Khan, J., and Anjum, S (2022).

Figure (2. 3) Conceptual Framework of Digital Marketing and Perceived Performance that Affects Consumer Buying Behavior on KARACHI GEN Y and GEN Z



Sources: Khan, J., and Anjum, S (2022)

This study shows factors that should be utilized while planning a campaign with digital marketing practices. Understanding the impact on consumer purchasing behavior for online transactions is vital for SMEs, eCommerce, and online retail sectors, particularly in terms of their performance. Through this study, companies can identify which campaign is suitable for them to run in the market of Karachi. In the future, a comprehensive study should be undertaken with various performance indicators serving as mediators or moderators.

2.6 Conceptual Framework of the study

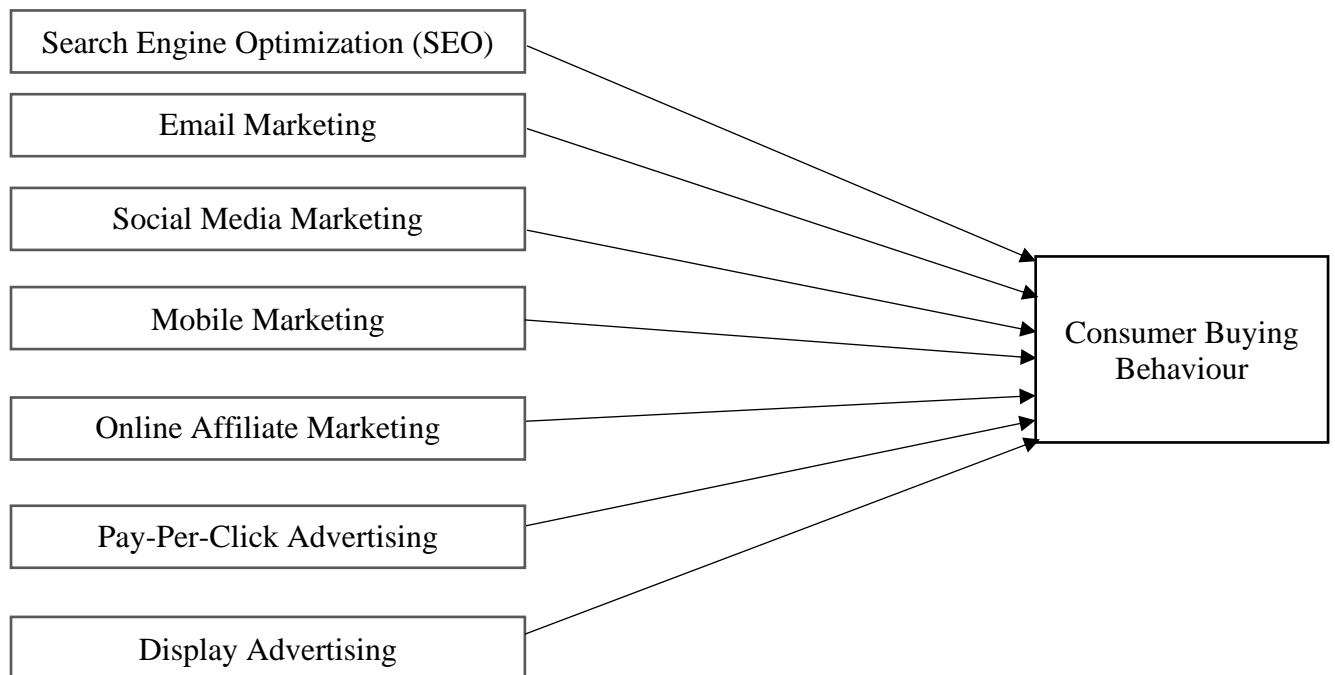
According to Rajiv Kaushik (2019), the study aim to find the influence of digital marketing on consumer buying behavior for electronic products and focus to find the impact of six factors of the digital marketing on consumer buying behaviour.

According to Zehra Jabeen Khan and Sara Anjum (2022), the study aims to identify how different digital marketing practices impact consumer buying behavior. This study used five independent variables search engine optimization (SEO), email marketing, social media marketing, mobile marketing and pay-per-click advertising.

According to Ekeruke Unenabasi Godwin (2019), the main purpose of the study was to analyse the effect of digital marketing on consumer buying in Nigeria that could influence consumer behaviour.

The conceptual framework is created using the theoretical framework by Ekeruke Unenabasi Godwin (2019). The independent variables in this conceptual framework are search engine optimization (SEO), email marketing, social media marketing, mobile marketing, online affiliate marketing, pay-per-click advertising and display advertising. In this study, the seven dependent variables are chosen because these practices are basis practices of digital marketing practices and Makro Myanmar marketing team use these practices in reality. But in the future, Makro Myanmar marketing team can change the suitable practices according to research and response from different kinds of customers. Therefore, the dependent variable, consumer buying behaviour is reflected in the independent variables. The study is conducted using the conceptual framework of the study, which is depicted in Figure (2.1).

Figure (2. 4) Conceptual Framework of the Study



Source: Adopted from Ekeruke Unenabasi Godwin (2019)

According to Figure (2.4), the present study mainly focused on the relationship between consumer buying behavior. About model depicts that digital marketing practices activities give a

direct relationship with consumer buying behavior. The digital marketing practices are significant role to created and upgrade consumer buying behavior. Because of this behavior, the business can retain consumers.

Working Definition for Digital Marketing Practices

Search Engine Optimization (SEO)

Search engine optimization (SEO) is a fundamental digital marketing strategy aimed at enhancing a website visibility on search engines.

Email Marketing

Email marketing is sending targeted emails to subscribers with personalized content, promotions, and updates to nurture leads and maintain customer relationships.

Social Media Marketing

Social media marketing is utilizing social platforms to connect, engage, and build relationships with customers through content, ads, and community management.

Mobile Marketing

Mobile marketing is designing campaigns specifically for mobile users, considering mobile-friendly websites, apps, and SMS marketing.

Online Affiliate Marketing

Online affiliate marketing is partnering with affiliates to promote products, earning commissions for every sale generated through their referral links.

Pay-Per-Click (PPC)

Pay-per-click (PPC) advertising is running paid ads on search engines and social media, targeting specific demographics and keywords to drive immediate traffic and conversions.

Display Advertising

Display advertising refers to a form of online advertising where visual ads, such as banners, images, videos, or interactive media, are placed on websites, apps, or social media platforms to promote products, services, or brands.

CHAPTER 3

DIGITAL MARKETING PRACTICES OF MAKRO MYANMAR SUPERMARKET

This chapter focuses on the digital marketing practices of Makro Myanmar, a leading retail company operating in the digital era. The objective of this chapter is to explore the digital marketing practices at Makro Myanmar to enhance its brand visibility, engage with customers, and drive business growth. This chapter includes profile of Makro Myanmar supermarket and the digital marketing practices of Makro Myanmar supermarket.

3.1 Profile of Makro Myanmar Supermarket

Siam Makro Public Company Limited, operating under the brand name "Makro" since 1988, stands as Thailand largest cash and carry operator. Boasting 144 stores and a workforce exceeding 15,000, the company customer-centric approach prioritizes product development. Serving over 3 million registered members, Makro ensures unparalleled prices, quality, and hygiene by overseeing end-to-end processes. From Makro Classic stores for small retailers to Makro Food Service outlets catering to HoReCa, and Siam Frozen and Siam Food Service meeting distinct food needs, the company remains committed to its core value of being a reliable and cherished partner to businesses.

Makro Myanmar was established in 2018 within Myanmar borders, Makro Myanmar stands as a wholly-owned subsidiary of Siam Makro Public Company Limited, Thailand foremost Cash & Carry operator specializing in wholesale services for professional business operators. Drawing from over three decades of experience in satisfying B2B clientele in Thailand, the company extended its reach to Myanmar with a mission to address the ever-evolving needs of its members. This commitment is upheld through a diverse array of offerings, encompassing fresh produce, packaged edibles, electronics, stationery, basic commodities, and more.

The "Vision" of Makro Myanmar is "Be Number One Food Solution Provider for Professional Customers in ASEAN". Makro Myanmar is operating with seven core value VICTORY; Visionary, Integrity, Challenge, Teamwork, Ownership, Result Oriented and "Yes, We Can" Mindset.

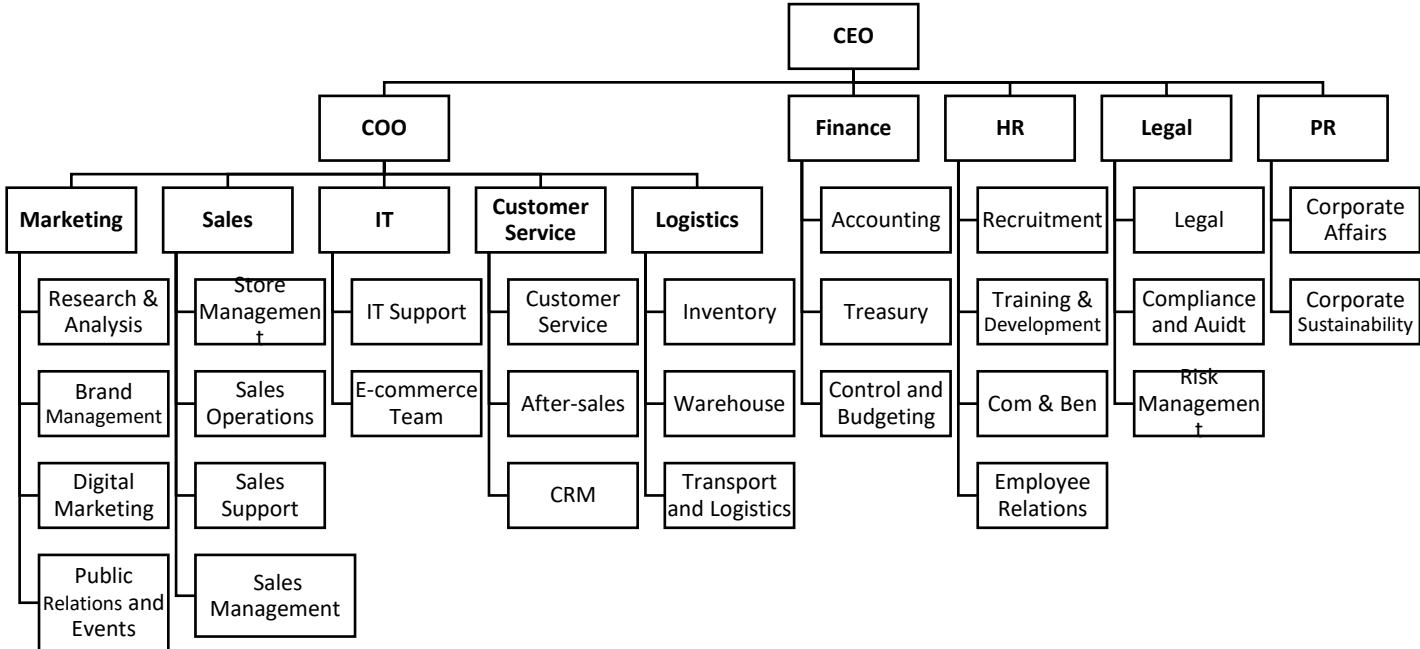
Makro business purpose is to enhance people living by placing a great emphasis on food safety, sustainable and ethical sourcing, reducing negative environmental impacts, making

customer prosper, supporting local community, and becoming employer of choice for all generations.

Makro Myanmar, a prominent business-to-business wholesaler in Myanmar, is dedicated to offering an all-in-one shopping solution for its esteemed clientele. Makro Myanmar service spectrum extends to Retailers, HoReCa (Hotels, Restaurants, and Caterers), and Service Providers (including government institutes, medical facilities, educational institutions, and more). Presently, the brand operates a single physical store sprawling across an area exceeding 7,000 sq.m. located in the Mingalar Taung Nyunt township. To provide the best customer service, the brand is using perfect blending technology with a personalized touch and facilitates an offline-to-online (O2O) experience. Alongside this, the brand boasts a robust e-commerce platform at www.makroclick.com.mm.

The conglomerate has already welcomed over 100,000 registered members in Yangon through its physical and digital channels, reflecting a promising start to its journey within Myanmar. This, however, is only the commencement, as Makro Myanmar envisions a future filled with further expansion and possibilities.

3.2 Organization Structure of Makro Myanmar Supermarket



Source: Makro Myanmar, 2023

According to the above Figure, there are nine major departments operating under respective department. Among these departments, the marketing department is handling the digital marketing practices and research customers buying behaviour in collaboration with sales department, IT department and customer service department.

3.3 Digital Marketing Practices of Makro Myanmar Supermarket

Makro has built a reputation for itself through their journey from a wholesaler to an e-commerce hub serving both B2B and B2C customers. Makro sells a range of products that include everything from general merchandise, to liquor, to food, making it a “One-stop shop” familiar to people who know the firm biggest stakeholder. Makro is developing new tools to adapt their business to the digital age. Four years ago, they were upgrading their digital platform infrastructure and IT to keep up with the needs of an increasingly digital marketplace. The traditional digital marketing landscape of Myanmar is experiencing dramatic developments while changes in technology development.

The digital and online arenas are ones that nearly every business can give lip service to now. “Most large corporates say ‘digital is the future’ but do not fully understand what that means,” van Rensburg, the Head of Digital Marketing for Makro says. “Makro gives importance to and understands that the business must evolve to meet customer demands. Makro is working hard to evolve for a high-tech digital marketing evolution, having a full internal digital marketing team, full e-commerce team and a digital innovation team. One of the ways Makro is breaking new ground in this field is becoming one of the first retailers in the country to develop a customer WhatsApp bot. WhatsApp is a free, cross-platform messaging and voice call service owned by Facebook. Knowing that Makro alone could not tackle this idea, it decided to join forces with Clickatell, Feersum Engine and Facebook. Makro digital team now have direct access to Facebook and their WhatsApp team.

Makro Myanmar markets the bot through digital channels and in print with QR codes that customers can easily scan for access. The bot allows clients to utilize their Makro card, participate in contests, get updates on order delivery status, access promotional details, locate stores, and view frequently asked questions. Makro digital marketing approach define how it determine channel-specific goals and set the differential channel proposal as well as channel-specific communications, which are compatible with the characteristics of channel and end-user

specifications. Digital channel strategy has two components: internal and external influences, many can see it clearly as a digital communication strategy. Considering these internal and external dynamics, Makro aims to align its digital marketing approach with its overarching strategy and organizational goals, capitalizing on emerging opportunities while mitigating potential risks.

3.3.1 Search Engine Optimization (SEO)

SEO as a marketing channel is perfect for wholesalers, startups, and solo entrepreneurs because it makes a long-lasting impact with a smaller budget and gets more conversions. Makro SEO is powerful. The Makro website appears first in search results when looking for specific products. Similar to Google SEO, Makro SEO is the practice of optimizing the product listings so that they rank higher on Makro search results pages. However, Makro rankings algorithm is completely separate from Google. In fact, Makro itself is essentially its own search engine. When a buyer goes to Makro.com and searches for “meat” or “vegetables” Makro uses its own logic to determine which products to show. An "algorithm" serves as the backbone of any e-commerce platform, and as such, it's typically kept under wraps. Nonetheless, some sellers, after tweaking their listings and trying out various tactics, might share their insights on platforms like social media, videos, or even their personal blogs. Similarly, some experts might offer their advice on the matter. Conversely, some experts may offer their insights. This is how the tactics spread, more people write in-depth about it, a few of the experiment it and share it via videos, and sellers implement those ideas practically. That is how the ideology behind SEO has been working so far. Therefore, no one accurately knows what helps rank the product listings on Makro. It relies entirely on experimentation and in-depth learning. Nevertheless, officially, Makro gives a few important guidelines before publishing the listing. These make sense and should never be ignored, as they play a significant role in the organic rankings. Similar to normal SEO, Makro SEO is also a process of increasing the number of visitors by ranking in the top position in the search result, and the process includes writing a catchy title, including a great image, writing the features in bullet points, etc.

3.3.2 Email Marketing

Marketing strategies need to be e-marketing based. Email stands out as a prime communication channel to connect with target audiences. Mass mailers with concrete, correct,

concise and meaningful message enable Makro to keep its place ahead of all competitors. It can either increase the market share or create new opportunities at different places. After all, it is a win-win situation. For its more specific products and offerings, Makro uses direct marketing. Makro directly emails potential customers- especially its B2B consumers for detailing its product offerings and features. Makro uses personalized messages and captures new clients and customers for the business. In addition to direct emailing, the Makro also makes use of telemarketing and direct mail for targeting audiences through direct marketing.

3.3.3 Social Media Marketing

Makro has a huge following across numerous social media sites. The company communicates with its audience, updates them on its activities, and advertises sales and events using various channels.

One of the more contemporary forms of marketing and promotion for Makro includes social media marketing. Because of the low cost of internet access and the vast variety of features and usage of smartphones, the majority of media audiences have moved away from televisions and into online communities on social media sites such as Facebook, Instagram, TikTok, Telegram, and others. Makro can successfully use the power of social influencing through communicating in various formats that are exclusive to and social media platform. The company maintains official profiles on social media channels like Facebook and Instagram and frequently leverages these platforms to highlight its products and their unique features. In addition, these platforms are also used by Makro to inform consumers about using sales and discounts to increase in-store footfall.

3.3.4 Mobile Marketing

Makro has developed several mobile apps, including a shopping app that allows customers to browse and purchase products and a loyalty app that rewards customers for their purchases. 'This is Supermarket Mobile' is Makro Mobile biggest-ever integrated campaign, and aims to connect with Makro shoppers by highlighting all the unbeatable perks having the phone with the supermarket brings - including frozen contract prices, everyday value on the latest mobile phones, tech and wearables, as well as family perks and being able to help put food on the table with Clubcard Plus. Makro Mobile marketing may include promotions sent through SMS text messaging, MMS multimedia messaging, through downloaded apps using push notifications,

through in-app or in-game marketing, through mobile websites, or by using a mobile device to scan QR codes.

3.3.5 Online Affiliate Marketing

Affiliate marketing in its simplest form is where a retailer or service provider pays a third party (us as affiliate marketers) a referral commission for telling consumers about their business. What's remarkable about affiliate marketing is its performance-driven nature. What that means is if when a potential customer is sent to Makro and the customer does not buy anything, Makro Myanmar do not pay for that. They only pay a commission if someone sent a customer who actually buys something. Makro Affiliate Program allows affiliates to earn commission by placing banner ads or text links on their website and referring customers. Affiliates earn money each time a visitor follows a link and then completes a qualifying purchase — this is around 2% on each eligible sale. The program is free to join. To get the list of affiliate of Makro Myanmar can be challenging because many companies do not publicly disclose the information for various kinds reasons, including competitive concerns and privacy.

3.3.6 Pay-per-Click Advertising

PPC is a digital advertising approach where advertisers incur a cost every time a user clicks on one of their ads. A pay-per-click, known as PPC advertising can also be used to find out which keyword phrases are performing well for Makro site before spend the time and money on an SEO campaign. PPC, or pay-per-click, is a method of online marketing in which advertisers pay a charge each time one of their advertisements is clicked. Simply put, other company only pay for advertising when Makro ad is clicked on. It is effectively a means of ‘buying’ views to Makro site, in addition to driving website traffic naturally Search engine advertising, which allows marketers to pay for ad placement in a search engine sponsored links and is one of the most common types of PPC. When someone searches for a term relating to their company offering, this works.

3.3.7 Display Advertising

Display advertising, often termed as display marketing, encompasses visual advertisements presented on the internet. These ads typically manifest as images, videos, or even GIFs. Google display ads appear across the entire Google Display Network meaning they have the opportunity

to appear on various websites where Makro target audience may already be browsing the internet. Outside of Google advertising, Makro create display ads through other advertising platforms such as Facebook Ads Manager. Facebook advertising platform allows to create display ads that appear across the Facebook Audience Network of partner apps and websites. When using the display ad format with YouTube advertising, the display ad appear next to the platform video player.

With internet use increasing day by day. There are now over 5.18 billion internet users worldwide in the year 2023. (Ani Petrosyan, 2023). It is no surprise that the internet is one of the best places to advertise the Makro. The advent of the digital era has empowered individuals with the ease of shopping online with just a few clicks, eliminating the need to step out of their homes. As a result, using display advertising can be a powerful way to reach to target customer.

By allowing Makro to show up in the places where the customer is already active online, display advertising can do things that search cannot. Because the Google Display Network is so vast, engaging in display marketing can be risky for Makro if not careful, Makro can potentially waste a lot of ad spend with display advertising. Display ads have the potential to significantly improve the brand awareness thanks to their eye-catching visual format. With display marketing, Makro can strengthen brand consistency and visibility, nurture leads, track performance, and support the success of other PPC activity.

CHAPTER 4

ANALYSIS OF FACTORS INFLUENCING ON CONSUMER BUYING BEHAVIOR OF MAKRO MYANMAR SUPERMARKET

This chapter occupies eight parts, and research design is presented in the first section, while reliability test is presented in the second section. The respondents' profile is presented in the third section, and the fourth section discusses about respondent buying behavior. Then for the fifth section explore the respondent perception on digital marketing practices of Makro Myanmar, the sixth section discusses consumer perception on consumer perception on consumer buying behaviour and the seventh discusses correlation analysis. The regression findings are shown in the final section to show the relationship between digital marketing practices and consumer buying behaviour.

4.1 Research Design

This study aims to analyze the effect of digital marketing practices on consumer behaviour of Makro Myanmar Supermarket. To fulfil these goals, the study utilizes both primary and secondary data sources. The primary data collected the respondents who have bought products of Makro Myanmar within previous three months (February 2023 to April 2023). The total volume of the customers within previous three month is around 250,000. The sample size is 399 respondents according to Yamane Formula (1967). The respondents are be chosen by using simple-random sampling method. Secondary information of the study comes from books, research papers, journals, previous studies, websites, theoretical history, records and literature.

This study adopted the formula developed by Taro Yamane (1967) with 95% confidence level. The calculation is presented as follows:

$$\begin{aligned}n &= N/(1+Ne^2) \\ &= 250,000/ (1+250,000*0.05^2) \\ &= 399\end{aligned}$$

n = sample size

N = population size

e = level of precision or sampling error

4.2 Profile of Respondents

This following section discusses the results of the general information about the respondents. The analysis was based on the facts and information that the respondents provided in the questionnaire. Respondents' profiles are demographic information of the respondents being analyzed using descriptive statistics and statistical data to understand the respondents' results. The structured questionnaire is established on the concept of the theories stated in the previous section. The survey captured the following demographic factors of 399 respondents: gender, age, marital status, education level, income level, occupation. The following Table (4.1) illustrates the results:

Table (4.1) Demographics of the Respondents

Sr No.	Particular	Classification	No. of Respondents (n=399)	Percentage (%)
1	Gender	Male	146	36.6
		Female	226	56.6
		Other	27	6.8
2	Age	20 Years and under	39	9.8
		21 to 30 Years	82	20.6
		31 to 40 Years	141	35.3
		41 to 50 Years	86	21.6
		Above 50 years	51	12.7
3	Marital Status	Single	247	61.9
		Married	152	38.1
4	Level of Education	High-school	14	3.5
		Under-graduate	41	10.3
		Graduated	193	48.4
		Post-graduate	151	37.8
5	Income Level	Under 300000 kyats	42	10.5
		300001-500000 kyats	57	14.3
		500001-1000000 kyats	91	22.8
		Above 1000000 kyats	209	52.4

6	Occupation	Student	25	6.3
		Government Employee	35	8.8
		Company Employee	218	54.6
		Self-Employee	75	18.8
		NGOs	3	0.8
		Other	43	10.7
7	Type of Respondent	For Business	216	54.1
		To Consume	183	45.9

Source: Survey Data (April, 2023)

According to table (4.1), 56.6 percent of respondents are female and the remaining are male. In the age group, 69.7 percent of respondents are over 31 years old. For marital status, 61.9 percent of respondents are single. In the educational level, 86.2 percent of respondents are graduated and post graduated. According to this study in the occupation, the highest frequency is the company employee and occupied 54.6 percent of respondents followed by self-employee represented by 18.8 percent of respondents. It mean that company employee and self-employee customers are key person who buy from Makro Myanmar Supermarket. In the reason of buying, 54.1 percent of respondents bought for their business and 45.9 percent of respondents bought the products for their own consumption.

4.3 Online Usage of Respondents

This part includes customers know the rating internet use on any of the devices, rate of using the social networking sites, frequency of using internet in one day, frequency of shopping the Makro Myanmar Supermarket and settlement pattern for buying at Makro Myanmar Supermarket.

Table (4.2) Online Usage of Respondents

Sr No.	Particular	Classification	No. of Respondents (n=399)	Percentage (%)
1	Rate of internet use on any of the devices	Seldom	23	5.8
		Occasionally	28	7.0
		Average use	86	21.6
		Frequently	136	34.1
		Very Frequently	126	31.6
2	Rate of using the social networking sites	Facebook	216	54.1
		Instagram	48	12.0
		Twitter	12	3.0
		LinkedIn	43	10.8
		Viber	69	17.3
		Other (specify)	11	2.8
3	Frequency of using internet in one day	15 min to 30	8	2.0
		30 min to 1hour	53	13.3
		1hour to 3 hours	156	39.1
		3hours to 6 hours	97	24.3
		6 hours and above	85	21.3
4	Frequency of shopping the Makro Myanmar Supermarket	Daily	6	1.5
		Twice a week	13	3.3
		Weekly	71	17.8
		Twice a month	71	17.8
		Monthly	238	59.6

5	Respondents visited Makro Myanmar website	Yes	378	94.7
		No	21	5.2
6	Respondents buying way to Makro Myanmar	Traditional	3	0.7
		Digital (Online)	14	3.5
		Both	382	95.7

Source: Survey Data (April, 2023)

According to Table (4.2), the internet usage with any device is highest mean score of frequently is 34.1%. It means that consumers are very repetitive internet use to buy for their difference purpose. In the rate of using the social networking sites, 216 respondents was using the Facebook, with 54.1% being the highest response rate for this report. Therefore, it can be concluded that most of the respondent are using the Facebook from buying Makro Myanmar Supermarket. In the frequency of using internet in one day, 84.7 percent of respondents use internet more than one hour in one day.

For Makro Myanmar supermarket website, 94.7 percent of respondents had visited to the website of Makro Myanmar supermarket. In the way buying product from Makro Myanmar supermarket, 95.7 percent of respondents use both traditional ways and digital ways.

Table (4.3) Digital Marketing Practices used by Respondents

Kind of digital marketing practices that attract to buy in Makro	Business		Consumers		Total	
	No.	(%)	No.	(%)	No.	(%)
Website's visibility on internet	32	14.8	21	11.48	53	13.2
Receiving/ sending Email	40	18.5	3	1.64	43	10.7
Social Media Sites	43	19.9	50	27.32	93	23.3
Mobile-friendly websites, apps, SMS marketing and Phone call	53	24.5	19	10.38	72	18
From referral links from other	10	4.6	25	13.66	35	8.7
Click on Makro Advertisement	21	9.7	17	9.29	38	9.5
Online advertising like visual ads, images, videos, or interactive media	17	7.9	48	26.23	65	16.6

Source: Survey Data (April, 2023)

According to Table (4.3) among various kind of digital marketing practices, 23.3 percent of respondents are attracted by social media marketing to make purchase and 18 percent of

respondents are attracted by mobile marketing and followed by display advertising which occupied 16.3 percent of respondents. According to type of respondents, 24.5 percent of business customers are attracted by mobile marketing and followed by social media marketing with 19.9 percent. For final consumers, 23.3 percent of final consumer are attracted by social media marketing and followed by display marketing with 16.6 percent.

4.4 Reliability Analysis

In this section, Likert scales are widely used and specify the stability of variable measurements. Therefore, before use should check the reliability of each dimension. Reliability measurement provides consistency in variable measurement. Reliability Internal consistency provides variable measurement consistency. Internal reliability was the most commonly used psychological measure for evaluating surveying tools and skills. Reliability are determined based on internal consistency by Cronbach alpha formula. The results of the Cronbach alpha value are shown in Table (4.4).

Table (4.4) Reliability Analysis

No.	Scale	Cronbach Alpha	No. of Item
1	Search Engine Optimization	0.901	5
2	Email Marketing	0.747	5
3	Social Media Marketing	0.754	5
4	Mobile Marketing	0.903	5
5	Online Affiliate Marketing	0.734	5
6	Pay-per-Click Advertising	0.772	5
7	Display Advertising	0.835	5
8	Consumer Buying Behavior	0.879	7

Source: Survey Data (April, 2023)

According to Table (4.4), Cronbach Alpha coefficient for all the constructs measured in the research are good reliability. This indicates that the items gauging each component are highly interrelated. Overall, the high internal consistency level indicates the high reliability of test scores.

4.5 Respondent Perception on Digital Marketing of Makro Myanmar Supermarket

To measure the consumer perception on digital marketing of Makro Myanmar Supermarket structured questionnaire was used to collect the primary data. In order to find out the influencing factors, five-point Likert scale are 1) strongly disagree, 2) disagree, 3) neutral, 4) agree, 5) strongly agree) is used in the structured questionnaire. According to Bahagian Perancangan dan Penyelidikan Dasar Pendidikan (BPPDP) (2006), the interpretation of the mean score is shown in Table (4.4)

Table (4.5) Mean Rating Scale

No.	Score Range	Mean Rating
1	1.00 -1.80	Very Low
2	1.81 -2.60	Low
3	2.61-3.40	Neutral
4	3.41- 4.20	High
5	4.21-5.00	Very High

Source: Bagian Perancangan dan Penyelidikan Dasar Pendidikan (BPPDP) (2006)

4.5.1 Consumer Perception on Search Engine Optimization

Search Engine Optimization are important for the consumers when they consider to buy. In this study, 399 customers are surveyed. To analyze and assess the buying behaviour of customers in Makro Myanmar Supermarket SEO and to acquire results, consumers are asked following questions. Mean and Standard deviation scores for each question are calculated and the results are shown in Table (4.6).

Table (4.6) Consumer Perception on Search Engine Optimization

Sr No	Statement	Mean	SD
1	Makro Myanmar Supermarket website easily appears on the page of search engine like google.	4.21	0.756
2	The content on the Makro Myanmar website is informative, relevant, and valuable to users	3.88	0.865
3	Makro Myanmar Supermarket YouTube media has high visibility and impacts the consumer behaviour.	4.32	0.699
4	Makro Myanmar Supermarket Facebook media enhances brand online visibility and impact the consumer behavior.	4.37	0.843
5	Makro Myanmar Supermarket websites have positively influenced website click-through rates (CTRs) in search engine results	4.28	0.825
	Overall Mean	4.21	

Source: Survey Data (April, 2023)

According to the Table (4.6), search engine optimization was measured with five items. The largest mean value is 4.37 which show the agree level of respondents. The item with the largest mean value is that Facebook media can enhance brand visibility. The mean value of business is 4.19 and it indicate that the search engine optimization dimension are high relation. The mean value of business is 4.23 and it indicate that the search engine optimization dimension are very high relation. The overall mean value for search engine optimization is 4.21. It indicates that the search engine optimization dimension are very high relation on the consumer buying behavior of Makro Myanmar Supermarket.

4.5.2 Consumer Perception on E mail Marketing

E mail Marketing is the most important of the digital marketing practices. The following questions are asked to customers to evaluate and assess consumer perception on Makro Myanmar Supermarket e mail marketing, and scores are obtained. The mean and standard deviation values of each factor are shown in Table (4.7)

Table (4.7) Consumer Perception on Email Marketing

Sr No	Statement	Mean	SD
1	Customers use email to write suggestion for Makro Myanmar Supermarket.	4.28	0.695
2	Customers share the information Makro Myanmar Supermarket product or service by digital techniques.	4.17	0.828
3	Customers receive online advertisement of Makro Myanmar Supermarket by email.	4.08	0.906
4	Customers find opinions and request inquiry about of Makro Myanmar Supermarket product/services by email.	4.12	0.856
5	Customers get the information of Makro Myanmar Supermarket promotion items list via Email.	4.07	1.054
	Overall Mean	4.14	

Source: Survey Data (April, 2023)

According to the Table (4.7), email marketing was measured with five items. The largest mean value is 4.28 which show the agree level of respondents. The item with the largest mean value is that writing suggestion with email marketing of consumer buying behaviour. The consumers agreed that consumer buying behaviour are effects on email marketing to write suggestion for Makro Myanmar Supermarket very frequently. The overall mean value for email marketing is 4.14. It indicates that the email marketing dimension has high relation toward the consumer buying behavior of Makro Myanmar Supermarket.

4.5.3 Consumer Perception on Social Media Marketing

To investigate the perception of consumer in social media marketing of Makro Myanmar Supermarket, consumers are asked the following questions and scores are obtained. The mean, standard deviation values for each factor are shown in Table (4.8).

Table (4.8) Consumer Perception on Social Media Marketing

Sr No	Statement	Mean	SD
1	Makro Myanmar Supermarket social media marketing helps in easy comparison of products.	3.94	0.895
2	Makro Myanmar Supermarket social media provides sufficient information about the products.	4.17	0.828
3	Makro Myanmar Supermarket as social media is interactive and thus influences consumer shopping experience and buying decisions.	4.22	0.843
4	Makro Myanmar Supermarket social media facilitates better decision making.	4.12	0.849
5	Makro Myanmar Supermarket informing the promotional offers through social networking sites.	4.07	1.054
	Overall Mean	4.11	

Source: Survey Data (April, 2023)

According to the Table (4.8), social media marketing was measured with five items. The largest mean value is 4.22 which show the agree level of respondents. The item with the largest mean value is that social media is interactive and thus influences consumer shopping experience of consumer buying behaviour. The consumers agreed that consumer buying behaviour are effects on social media is interactive and thus influences consumer shopping experience and buying decisions of Makro Myanmar Supermarket. The overall mean value for social media marketing is 4.11. It indicates that the social media marketing dimension are high relation on the consumer buying behavior of Makro Myanmar Supermarket.

4.5.4 Consumer Perception on Mobile Marketing

To analyze consumer perception on mobile marketing of Makro Myanmar Supermarket, the following questions are asked to consumers and scores are collected. The mean and standard deviation values of each factor are shown in Table (4.9).

Table (4.9) Consumer Perception on Mobile Marketing

Sr No	Statement	Mean	SD
1	Customers inquire the information of Makro Myanmar Supermarket with Mobile phone.	4.36	0.839
2	Customers receive the information for the promotion items of Makro Myanmar Supermarket with Mobile phone.	4.27	0.785
3	Customers read the information of Makro Myanmar Supermarket from SMS.	4.36	0.847
4	Customers accept the information of the promotion of Makro Myanmar Supermarket from SMS.	4.27	0.765
5	Customers get the special offer from Makro Myanmar Supermarket with mobile phone.	3.99	1.062
	Overall Mean	4.25	

Source: Survey Data (April, 2023)

According to the Table (4.9), mobile marketing was measured with five items. Both of the largest mean value is 4.36 which show the agree level of respondents. The item with the largest mean value is that inquire and read the information of Makro Myanmar Supermarket with Mobile phone and SMS. The consumers agreed that consumer buying behaviour are effects on inquire and read the information of Makro Myanmar Supermarket with Mobile phone and SMS. The overall mean value for mobile marketing is 4.25. It indicates that the mobile marketing dimension are very high relation on the consumer buying behavior of Makro Myanmar Supermarket.

4.5.5 Consumer Perception on Online Affiliate Marketing

Online Affiliate Marketing is also important factor of the digital marketing practices. Customer perceptions towards the online affiliate marketing factor are analyzed. These are shown in the Table (4.10) by mean scores.

Table (4.10) Consumer Perception on Online Affiliate Marketing

Sr No	Statement	Mean	SD
1	Customers accept referral links of Makro Myanmar Supermarket online marketing help to improve business processes and strengthens competitive advantage.	4.06	0.902
2	Makro Myanmar Supermarket online marketing ensures quality of product and reduces fraudulent activities as there is transparency.	4.38	0.842
3	Makro Myanmar Supermarket online referral links save time and notify customers and sellers.	3.50	0.888
4	Makro Myanmar Supermarket build good image of enterprise with technologies.	3.57	0.893
5	Referral links of Makro Myanmar Supermarket announce their updated promotion items	4.01	1.099
	Overall Mean	3.90	

Source: Survey Data (April, 2023)

According to the Table (4.10), online affiliate marketing was measured with five items. The largest mean value is 4.38 which show the agree level of respondents. The item with the largest mean value is that online affiliate marketing is ensures quality of product and reduces fraudulent activities as there is transparency. The consumers agreed that consumer buying behaviour are effects on online affiliate marketing is online marketing are ensures quality of product and reduces fraudulent activities as there is transparency of Makro Myanmar Supermarket. The overall mean value for online affiliate marketing is 3.90. It indicates that the online affiliate marketing dimension are high relation on the consumer buying behavior of Makro Myanmar Supermarket.

4.5.6 Consumer Perception on Pay-per-Click Advertising

In this study, Pay-per-Click Advertising are critical roles to get more consumer buying behaviour of digital marketing practices. The following questions are asked to consumers to evaluate and assess consumer perception on Makro Myanmar Supermarket Pay-per-Click

Advertising, and scores are obtained. The findings are presented in the Table (4.11) by mean and standard deviation scores.

Table (4.11) Consumer Perception on Pay-per Click Advertising

Sr No	Statement	Mean	SD
1	Do not click on the internet ad as it distracts me except for Mako Myanmar	4.38	0.842
2	Customers click on the internet ad of Makro Myanmar Supermarket.	3.51	0.885
3	Customers accept online ads of Makro Myanmar Supermarket.	3.58	0.876
4	Online ads do not present misleading information.	4.00	1.102
5	Makro Myanmar Supermarket Pay-per-Click advertising is useful for consumer.	4.21	0.747
	Overall Mean	3.93	

Source: Survey Data (April, 2023)

According to the Table (4.11), Pay-per-Click advertising was measured with five items. The largest mean value is 4.38 which show the agree level of respondents. The item with the largest mean value is that consumers do not click on the internet ad. The overall mean value for Pay-per-Click advertising is 3.93. It indicates that the Pay-per-Click advertising dimension are high relation toward the consumer buying behavior of Makro Myanmar Supermarket.

4.5.7 Consumer Perception on Display Advertising

Display Advertising is very attractive to customers buying behaviour of Makro Myanmar Supermarket. In this study, Display Advertising are analyzed in order to find out that those factors influence on their buying decision. Mean and standard deviation scores for each question are calculated and the results are shown in Table (4.12).

Table (4.12) Consumer Perception on Display Advertising

Sr No	Statement	Mean	SD
1	Makro Myanmar Supermarket has interesting and attractive advertisements.	3.87	0.868
2	Makro Myanmar Supermarket has customer engaging advertisements.	4.32	0.699
3	Makro Myanmar Supermarket has informative advertisements.	3.97	1.076
4	Makro Myanmar Supermarket has reliable advertisements.	4.05	0.915
5	Makro Myanmar Supermarket advertises with the attractive display advertisements.	4.37	0.852
	Overall Mean	4.12	

Source: Survey Data (April, 2023)

According to the Table (4.12), display advertising was measured with five items. The largest mean value is 4.37 which show the agree level of respondents. The item with the largest mean value is that attractive with display advertisements. The overall mean value for diaplay advertising is 4.12. It indicates that the display advertising dimension are high relation on the consumer buying behavior of Makro Myanmar Supermarket.

4.5.8 Overall Mean of Influencing Factors towards Consumer Buying Behavior

Under this objective, delivering the assessment of overall consumer perception on digital marketing of Makro Myanmar Supermarket. The results of descriptive analysis are shown in Table (4.12) using means and standard deviation

Table (4.13) Overall Mean of Influencing Factors towards Consumer Buying Decision

Sr. No.	Variables	Mean
1	Search Engine Optimization	4.21
2	Email Marketing	4.14
3	Social Media Marketing	4.11
4	Mobile Marketing	4.25
5	Online Affiliate Marketing	3.90
6	Pay-per-Click Advertising	3.93
7	Display Advertising	4.12
Total Overall Mean		4.09

Source: Survey Data (April, 2023)

According to Table (4.13), the mean value of search engine optimization is 4.21, the mean value of email marketing is 4.14, the mean value of social media marketing is 4.11, the mean value of mobile marketing is 4.25, the mean value of online affiliate marketing is 3.90, the mean value of Pay-per-Click advertising is 3.93 and the mean value of display advertising is 4.12. Among them, the mobile marketing is the highest value with 4.25. Makro Myanmar Supermarket online affiliate marketing is lowest mean score 3.90. For the mean of all seven variables, the mean value is 4.09. Therefore they need to make upgrade technology to be more convenience for customer because it can be assumed that the respondents are more enjoyable and favourable on digital marketing practices of Makro Myanmar Supermarket.

4.6 Consumer Perception on Consumer Buying Behaviour

The mean value and standard deviation of consumer buying behaviour of Makro Myanmar Supermarket. There are seven questions to be analyzed and the results are shown as Table (4.14).

Table (4.14) Consumer Perception on Consumer Buying Behaviour

Sr No	Statement	Mean	SD
1	Makro Myanmar Supermarket is selected to buy due to the compelling promotions highlighted in its advertisements through digital marketing efforts	3.49	0.893
2	Makro Myanmar Supermarket is selected to buys groceries through digital marketing.	3.56	0.900
3	Makro Myanmar Supermarket is selected to buy for the quick service process using with digital technologies.	3.98	1.118
4	Buy from Makro Myamar Supermarket mobile application.	4.36	0.866
5	Makro Myanmar Supermarket is chosen to buy because of attractive display marketing on online and website	3.46	0.909
6	Time spending is more than one hour while shopping in Makro Myanmar Supermarket	3.54	0.909
7	Makro Myanmar Supermarket is selected to buy because of complete product features that are displayed on different websites and applications.	4.01	1.085
	Overall Mean	3.77	

Source: Survey Data (April, 2023)

According to the Table (4.14), consumer buying behavior was measured with seven items. The largest mean value is 4.36 which show the agree level of respondents. The item with the largest mean value is that sales promotion is more convenience. The overall mean value for consumer buying behavior is 3.77.

4.7 Correlation Analysis of Digital Marketing Practices and Consumer Buying Behaviour

Correlation is a statistical method used to determine the strength and direction of the relationship between two variables. If the value is positive, it means that one variable gets larger, the other gets larger. If the value is negative, it means that as one variable gets larger, the other gets smaller.

The correlations of the independent variables (Digital Marketing Tools activities: Search Engine Optimization, Email Marketing, Social Media Marketing, Mobile Marketing, Online Affiliate Marketing, Pay-per-Click Advertising and Display Advertising) are tested to show their correlation with dependent variable (Consumer Buying Behaviour). Makro Myanmar Supermarket are needed to maintain existing consumers and to get new consumers. Therefore, the study analyzes the relationship between digital marketing practices activities and consumer buying behaviour by using Person correlation method. The results of the correlation of the measured variables are shown in Table (4.15).

Table (4. 151) Relationship between Digital Marketing Practices and Consumer Buying Behaviour

No	Description	Person Correlation Coefficient	P-Value
1	Search Engine Optimization	0.624**	0.00
2	Email Marketing	0.615**	0.00
3	Social Media Marketing	0.688**	0.00
4	Mobile Marketing	0.688**	0.00
5	Online Affiliate Marketing	0.919**	0.00
6	Pay-per-Click Advertising	0.932**	0.00
7	Display Advertising	0.682**	0.00

Source: Survey Data (April, 2023)

** . The correlation is notable at the 0.01 significance level (2-tailed).

Dependent variable; Consumer Buying Behaviour

Referring to Table (4.15), it indicates that digital marketing practices, including Search Engine Optimization, Email Marketing, Social Media Marketing, Mobile Marketing, Online Affiliate Marketing, Pay-per-Click Advertising, and Display Advertising, have a significant positive correlation with consumer buying behaviors at the 0.01 level. For main analysis, multiple regression analysis was conducted to test relationship between digital marketing practices and consumer buying behaviour. The results show that online affiliate marketing and Pay-per-Click

advertising has 0.919 and 0.932 which means that these are very high positive correlation and positive relationship with consumer buying behaviour. Search engine optimization, e mail marketing, social media marketing, mobile marketing and display advertising have 0.624, 0.615, 0.688, 0.688, 0.682 which mean that these are moderate positive correlation and positive relationship with consumer buying behaviour. According to the results, the digital marketing practices have the strong correlation with consumer buying behaviour.

4.8 Multiple Regression Analysis of Digital Marketing Practices and Consumer Buying Behaviour

In this study, to examine the effect of the seven digital marketing practices of Makro Myanmar Supermarket on consumer buying behaviour, multiple linear regression analysis is conducted. Multiple regression analysis is a technique for determining the statistical relationship between two or more variables where a change in a dependent variable is associated with, and depends on a change in one or more independent variables.

The effect of Digital marketing practices activities on consumer buying behaviour of Makro Myanmar Supermarket is shown in Table (4.16).

Table (4.16) The Effect of Digital Marketing Practices on Consumer Buying Behaviour

Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
(Constant)	0.017	0.073		0.238	0.012
Search Engine Optimization	0.144***	0.039	0.133	3.732	0.000
Email Marketing	0.115**	0.046	0.097	2.519	0.012
Social Media Marketing	0.122**	0.048	0.107	2.532	0.012
Mobile Marketing	0.006	0.030	0.006	0.196	0.845
Online Affiliate Marketing	0.435***	0.056	0.385	7.782	0.000

Pay-per-Click Advertising	0.891***	0.054	0.792	16.559	0.000
Display Advertising	0.196***	0.050	0.186	3.900	0.000
R	.962 ^a				
R Square	0.925				
Adjusted R Square	0.924				
F Value	689.573***				

Source: Survey Data (April, 2023)

Dependent Variable: Consumer Buying Behaviour

*** Significant at 1% level ** Significant at 5% level

The beta coefficient describes how variables in the independent variable vary when each component changes, with a beta range of -1 to +1. The beta plus indicates that increasing the size of the independent variable would result in a corresponding rise in the size of the dependent variable. A negative value, on the other hand, indicates that the magnitude of the independent variable reduces the value of the variable.

In Table (4.16), R Square is at 92 percent and Adjusted R Square is at 92.4 percent respectively. This indicates that the model can explain 92.4 percent about the variance of the dependent variable (Consumer Buying Behavior) with the independent variable (search engine optimization, email marketing, social media marketing, mobile marketing, online affiliate marketing, Pay-per-Click advertising and display advertising). The overall significance of the model is described in the F-value, which is 689.573 with a p-value of 0.000. Therefore, it is highly significant at the 1% coefficient level and means that this model is valid. It can further be interpreted that developing and utilizing a better digital marketing practices can result in more effective consumer buying behavior. According to Hair et al. (2010), the higher the Adj R-Square, the more dependent the dependent variable is on the independent variable.

All the seven variables of digital marketing practices are significant except the one (mobile marketing) by the regression analysis table. Among them, search engine optimization, online affiliate marketing, Pay-per-Click advertising and display advertising have 1% significant level on consumer buying behavior. Email marketing and social media marketing, have 5% significant level on consumer buying behavior. It shows that search engine optimization, email marketing, social media marketing, online affiliate marketing, Pay-per-Click advertising and display advertising are increase consumer buying behavior.

On the other hand, mobile marketing is not significant at any significant level. It means that mobile marketing factors does not effect on consumer buying behavior of Makro Myanmar Supermarket.

To sum up, search engine optimization, email marketing, social media marketing, online affiliate marketing, Pay-per-Click advertising and display advertising have significant effect on consumer buying behavior while mobile marketing does not have a considerable effect on consumer buying behavior in this study. Moreover, according to the regression coefficient (beta), Pay-per-Click advertising is the most important factor for consumer buying behavior, online affiliate marketing rank second place, display advertising is in third place, search engine optimization is in fourth place, social media marketing is in fifth place and email marketing is in sixth place. According to the T-test result that explains the significance of coefficients, pay-per-click advertising has a more positive impact on consumer buying behavior. It can be summarized as the Makro Myanmar Supermarket the results state that among the digital marketing practices, there is a significant value in most factors and the pay-per-click advertising of Makro Myanmar Supermarket is the main determinant of consumer buying behavior. The evaluation of result points out that increasing pay-per-click advertising of Makro Myanmar Supermarket would increase consumer buying behavior.

CHEPTER 5

CONCLUSION

This study explores the impact of digital marketing practices and consumer buying behavior at Makro Myanmar Supermarket. This chapter presents the conclusion of the study and it consists of discussions of findings from the analysis, conclusion and recommendations based on the results, and suggestions for further research.

5.1 Findings and Discussions

According to the demographic factors of respondents, respondent by gender, the female respondents are highest rate than others respondents. It can be assumed that one third of female respondents is greater than male respondent. Respondent by age group, highest range 31-40 is majority respondents are middle age they are mature and decision level. Most of respondent are single and graduated. Most of the respondent get monthly income are above 1,000,000 kyats. Respondents by occupation, the highest frequency is the company employee is most of them are business sector buy for their organization, in here there doesn't associate with their income, actually they are buy for their company.

Respondents by rating internet use on any of the devices are frequently. It means that customer are very repetitive internet use to buy for their difference purpose. Respondent by Rate of using the social networking sites on Facebook. It mean that most of the respondent know the Makro Myanmar Supermarket from Facebook. In reliability dimension, all factors are positive that all parameter are positive and greater than 0.6, highest excellent reliability are consumer buying behavior. Search engine optimization, email marketing, social media marketing, mobile marketing, online affiliate marketing, pay-per-click advertising and display advertising are very good reliability.

According to type of marketing practices that attract customers, for business customers, the most attractive factor is mobile marketing followed by social media marketing, email marketing, search engine optimization, pay-per-click, display advertising and online affiliate marketing. For final consumer, the most attractive factor is social media marketing followed by display advertising, online affiliate marketing, search engine optimization, mobile marketing, pay-per-click and email marketing.

In Search Engine Optimization dimension, the highest mean value is that Facebook media enhance brand online visibility and impact the consumer behavior from Makro Myanmar Supermarket is because of well-known as per customer experience they can get same quality with advertising and standardizing price whatever they want. According to overall mean score, respondents have positive perception on the Search Engine Optimization factor as the whole.

In Email Marketing factor, highest mean value on statement is to write suggestion for Makro Myanmar Supermarket very frequently and it indicates that customers have willingness to communicate via email marketing as they can get positive and accurate response. According to overall mean score, respondents think that Email Marketing factors are very reasonable for consumers.

In Social Media Marketing factor, highest mean value of customer response is that Makro Myanmar Supermarket as social media is interactive and thus influences consumer shopping experience and buying decisions. Many respondents using the social media and get the information from it for the buying decision. According to overall mean score, respondents think that Social Media Marketing factors are very reasonable for consumers.

In Mobile Marketing factor, highest mean values are that customers inquire the information of Makro Myanmar Supermarket with Mobile phone and they read the information of Makro Myanmar Supermarket from SMS. Therefore, the consumer are more reliable contact with mobile phone. According to overall mean score, respondents think that Mobile Marketing factors are very reasonable for consumers.

In Online Affiliate Marketing factor, highest mean value is that Makro Myanmar Supermarket online marketing ensures quality of product and reduces fraudulent activities as there is transparency. Its indicate that customers feel secure as they can get good quality product with no fraudulent cases while buying from Mako Myanmar supermarket. According to overall mean score, respondents think that online affiliate marketing factors are very reasonable for consumers.

In pay-per-click Advertising, highest mean value on statement that they do not click on the internet ad except for Mako Myanmar. It indicates that Makro Myanmar Supermarket per click advertising is useful for consumers. According to overall mean score, respondents think that pay-per-click Advertising factors are very reasonable for consumers.

In Display Advertising, highest mean value is that Makro Myanmar Supermarket advertise with the attractive display advertisements. It indicates that display advertisements of Makro

Myanmar supermarket are attractive and consumers experience that many branches have the same facility and services, same display, and same product. According to overall mean score, respondents think that Display Advertising factors are very reasonable for consumers.

Overall customer perception on digital marketing factors, among them, pay-per-click Advertising factor is the highest value over the acceptance level, it means digital marketing practices activities because pay-per-click Advertising factor is the most important on Makro Myanmar Supermarket. Makro Myanmar Supermarket need to make improve on mobile marketing to be more convenience for consumers

In consumer buying behaviour dimension, highest mean value on statement that customers buy from Makro Myanmar supermarket because of its sales promotion is more convenience on digital marketing practices. Consumers are more satisfied according the use of marketing practices.

According to multiple regression result, among the digital marketing practices, search engine optimization, email marketing, social media marketing, online affiliate marketing, pay-per-click advertising and display advertising are strongly significant on consumer buying behaviour but mobile marketing does not have a considerable effect on consumer buying behavior in this study. Among the six significant variables, pay-per-click advertising is the most significant and follow by online affiliate marketing, display advertising, search engine optimization, social media marketing and email marketing. According to the linear regression result, digital marketing practices was positive and significant relationship with consumer buying behaviour on Makro Myanmar Supermarket.

5.2 Suggestions and Recommendations

The aim of this study is to investigate the impact of digital marketing practices on Makro Myanmar Supermarket consumer buying behavior in Yangon. Based on the study results, Makro Myanmar Supermarket is able to obtain insights such as the digital marketing that is prominent in achieving consumer buying behavior.

Today, society is driven by digital technology and digital marketing has influenced education, occupation, lifestyle, achievements, possessions, relations, beliefs, and perception of life and ultimately our behaviour. While this evolving trend in marketing has leveled the field, offering businesses of all sizes equal opportunities, it has also heightened the challenges and intricacies of the operational landscape for companies. Consequently, it's essential for businesses

to adeptly understand how to harness the power of the digital domain, bolstering their brand recognition and influence, to stay relevant and competitive in the current business environment.

With the advent of digital marketing, the entire landscape of the marketing process has undergone a significant metamorphosis. Through digital marketing, consumers research and make informed purchase decisions, consumers now have their own choices, and consumers use more than one social and digital media channel. With more than 2 billion users worldwide, social media can provide the companies with a suitable opportunity to engage with customers and showcase their brand. Platforms like Facebook, Twitter, YouTube, Google, Instagram, Websites/Blogs, Multimedia Advertising, Emails, and LinkedIn are pivotal in driving consumer acquisition, engagement, and fostering brand loyalty.

As the world evolves into a unified marketplace, to maintain a competitive edge in today's business landscape, enterprises must broaden their horizons globally, leveraging technology as an essential strategy. Engaging with this international market can propel a company's growth, opening doors to myriad opportunities such as tapping into fresh consumer segments. Accessing these new audiences not only introduces alternative revenue avenues but also provides a leg up against competitors.

According to survey, if Makro Myanmar wants to get more advantages for business customer side, Makro Myanmar needs emphasize to improve mobile marketing, social media marketing and email marketing. For final consumers, Makro Myanmar needs to emphasize social media marketing, display advertising and online affiliate marketing. However, all of digital marketing should be improved by Makro Myanmar in following ways.

Search engine optimization: Makro Myanmar Supermarket need to get the potential of consumer behavior on by enhancing brand visibility with the use of appropriate search engine optimization. Makro Myanmar marketing team need to regularly analyze and refine strategies based on performance data, and prioritize providing the best possible user experience.

Email marketing: Makro Myanmar Supermarket need to communicate with consumers by using e mail marketing especially for B2B customers. Moreover, if Makro Myanmar wants maximize the impact of email marketing, they need to segment email list to deliver personalized content that resonates with each group for both business customers and final consumers.

Social media marketing: Makro Myanmar Supermarket need to upgrade or renew for their social media as most of the urban people use more than one social media. In this study, the most

portion of respondent use internet frequently and very frequently. Therefore, consistency is key and need to maintain a regular posting schedule and need to engage with audience by responding to inquiry, messages and comments promptly.

Mobile marketing: Makro Myanmar Supermarket need to build and communicate to consumer via mobile phone. To improve the effect of mobile marketing, Makro Myanmar need to use SMS and push notifications to provide valued information to customers. Moreover, Makro Myanmar needs to invest in mobile app development that aligns with business goals and user needs, while ensuring seamless user experience with all mobile touch points, from ads to apps, by optimizing regularly based on user analytics and feedback.

Online affiliate marketing: Makro Myanmar Supermarket need to more ads on online for their product to meet with consumers. . Makro Myanmar need to carefully choose affiliates whose audience aligns with target market and product. Moreover, Makro Myanmar should regularly communicate with affiliates to foster relationships and share new offerings and then implement tracking and analytics practices to optimize performance and monitor affiliate program

pay-per-click advertising: Makro Myanmar Supermarket need to upgrade their technologies to get more potential customers. Makro Myanmar also need to utilize audience targeting options and geographic targeting to reach the most relevant users by regularly analysing performance data and adjusting campaigns accordingly to remain efficient and competitive.

Display advertising: Makro Myanmar Supermarket need to put the informative and up to date advertisements as most of the customers are attracted by display advertising. Moreover, Makro Myanmar need to target ads strategically by using audience segmentation and demographics to reach the right and potential customers.

Digital marketing is expansive, encompassing the formulation of business strategies that leverage cutting-edge technologies to navigate the challenges of escalating costs and expanding businesses on a global scale in an intensely competitive milieu. With swift advancements in technology, the adoption of digital marketing, along with social media advertisements and online advertising, is skyrocketing. Advertisers use digital marketing to showcase their products and services to the world. It plays a crucial role in enhancing the reach and distribution of these products and services. The purpose of this investigate is to examine the impact of digital marketing practices and whether it is an imperative tool for both marketers & consumers.

5.3 Needs for Further Study

Digital Marketing practices are a critical tool in helping companies understand what consumers want, develop products that those consumers use, and maintain a competitive advantage over other companies in their industry. Regrettably, numerous businesses today overlook the fundamental truth that marketing research is central to their pull strategy, aiming to address and fulfill consumer desires and requirements. By delving deep into market research, companies can obtain profound insights into how digital marketing affects consumer behavior, the elements that sway consumer choices on digital platforms, and the specific social media channels that directly impact consumer purchasing decisions and their decision-making journey. Therefore, it's advisable for businesses to invest in marketing research to garner critical understanding related to digital marketing.

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APPENDIX A

Survey Questionnaire

The Effect of Digital Marketing on Consumer Buying Behavior at Makro Myanmar Supermarket

Section – A

Demographic Factors

1. What is your Gender?

Male	Female	Others
------	--------	--------

2. What age group do you fit in?

20 Years and under	21 to 30 Years	31 to 40 Years
41 to 50 Years	Above 50 years	

3. What is your marital status?

Single	Married
--------	---------

4. What is your education level?

High-school	Under-graduate	Graduated
Post-graduate		

5. What is your income level?

Under 300000 kyats	300001-500000 kyats	500001-1000000 kyats
Above 1000000 kyats		

6. What is your field of occupation?

Student	Government Employee	Company Employee
Self-Employee	NGOs	Other

7. Choose the reason of buying from Makro Myanmar Supermarket (mostly)?

For Business	For Consumption
--------------	-----------------

8. What is rate your internet use on any of the devices like computer or a mobile phone?

Seldom	Occasionally	Average use
Frequently	Very Frequently	

9. Mostly the Social Networking Sites on the basis of your use.

Facebook	Instagram	Twitter
LinkedIn	Viber	Other (specify)

10. How many hour do you usually use internet in one day?

15 min to 30	30 min to 1hour	1hour to 3 hours
3hours to 6 hours	6 hours and above	

11. How often do you shop at Makro?

Daily	Twice a week	Weekly
Twice a month	Monthly	

12. Have you ever visited website of Makro Myanmar Supermarket?

Yes	No
-----	----

13. In which way, mostly you buy the product of Makro Myanmar Supermarket?

Traditional	Digital (Online)	Both
-------------	------------------	------

14. What kind of digital marketing practices attract to you to buy in Makro Myanmar Supermarket?

Website visibility on internet	Receiving/ sending Email	Mobile-friendly websites, apps, SMS marketing and Ph call	Online advertising like visual ads, images, videos, or interactive media
Click on Makro Advertisement	Social Media Sites	From referral links from other websites	

Section- B

Please rate the following questions according to the scales given;

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

Digital Marketing Tools

1. Search Engine Optimization

Sr.no		1	2	3	4	5
1.	Makro Myanmar Supermarket website easily appears on the page of search engine like google.					
2.	The content on the Makro Myanmar website is informative, relevant, and valuable to users					
3.	Makro Myanmar Supermarket YouTube media has high visibility and impacts the consumer behaviour.					
4.	Makro Myanmar Supermarket Facebook media enhance brand online visibility and impact the consumer behavior.					
5	Makro Myanmar Supermarket websites have positively influenced website click-through rates (CTRs) in search engine results					

2. Email Marketing

Sr.no		1	2	3	4	5
1	Customers use email to write suggestion for Makro Myanmar Supermarket.					
2	Customers share the information Makro Myanmar Supermarket product or service by digital techniques.					

3	Customers receive online advertisement of Makro Myanmar Supermarket by email.					
4	Customers find opinions and request inquiry about of Makro Myanmar Supermarket product/services by email.					
5	Customers get the information of Makro Myanmar Supermarket promotion items list via Email.					

3. Social Media Marketing

Sr.no		1	2	3	4	5
1	Makro Myanmar Supermarket social media marketing helps in easy comparison of products.					
2	Makro Myanmar Supermarket social media provides sufficient information about the products.					
3	Makro Myanmar Supermarket as social media is interactive and thus influences consumer shopping experience and buying decisions.					
4	Makro Myanmar Supermarket social media facilitates better decision making.					
5	Makro Myanmar Supermarket informing the promotional offers through social networking sites.					

4. Mobile Marketing

Sr.no		1	2	3	4	5
1	Customers inquire the information of Makro Myanmar Supermarket with Mobile phone.					
2	Customers receive the information for the promotion items of Makro Myanmar Supermarket with Mobile phone.					
3	Customers read the information of Makro Myanmar Supermarket from SMS.					

4	Customers accept the information of the promotion of Makro Myanmar Supermarket from SMS.					
5	Get the special offer from Makro Myanmar Supermarket with mobile phone.					

5. Online Affiliate Marketing

Sr.no		1	2	3	4	5
1	Customers accept referral links of Makro Myanmar Supermarket online marketing help to improve business processes and strengthens competitive advantage.					
2	Makro Myanmar Supermarket online marketing ensures quality of product and reduces fraudulent activities as there is transparency.					
3	Makro Myanmar Supermarket online referral links save time and notify customers and sellers.					
4	Makro Myanmar Supermarket build good image of enterprise with technologies.					
5	Referral links of Makro Myanmar Supermarket announce their updated promotion items					

6. pay-per-click Advertising

Sr.no		1	2	3	4	5
1	Do not click on the internet ad as it distracts me except for Mako Myanmar					
2	Click on the internet ad of Makro Myanmar Supermarket.					
3	Customers accept online ads of Makro Myanmar Supermarket.					
4	Online ads do not present misleading information.					
5	Makro Myanmar Supermarket pay-per-click advertising is useful for consumer.					

7. Display Advertising

Sr.no		1	2	3	4	5
1	Makro Myanmar Supermarkets have interesting and attractive advertisements.					
2	Makro Myanmar Supermarket have customer engaging advertisements.					
3	Makro Myanmar Supermarket have informative advertisements.					
4	Makro Myanmar Supermarket have reliable advertisements.					
5	Makro Myanmar Supermarket advertise with the attractive display advertisements.					

Section - C

Consumer Buying Behavior

Please rate the following questions according to the scales given;

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

Sr.no		1	2	3	4	5
1	Makro Myanmar Supermarket is selected to buy due to the compelling promotions highlighted in its advertisements through digital marketing efforts					
2	Makro Myanmar Supermarket is selected to buys groceries through digital marketing.					
3	Makro Myanmar Supermarket is selected to buy for the quick service process using with digital technologies.					
4	Buy from Makro Myanmar Supermarket mobile application.					
5	Makro Myanmar Supermarket is chosen to buy because of attractive display marketing on online and website					
6	Time spending is more than one hour while shopping in Makro Myanmar Supermarket					
7	Makro Myanmar Supermarket is selected to buy because of complete product features that are displayed on different websites and applications.					

APPENDIX B
Statistical Output

Gender	Frequency	Percent
Female	226	56.6
Male	146	36.6
Other	27	6.8
Total	399	100.0

Age group	Frequency	Percent
20 Years and under	39	9.8
21 to 30 Years	82	20.6
31 to 40 Years	141	35.3
41 to 50 Years	86	21.6
Above 50 years	51	12.8
Total	399	100.0

Marital status	Frequency	Percent
Single	247	61.9
Married	152	38.1
Total	399	100.0

Education level	Frequency	Percent
High-school	14	3.5
Under-graduate	41	10.3
Graduated	193	48.4
Post-graduate	151	37.8
Total	399	100.0

Income level	Frequency	Percent
Under 300000 kyats	42	10.5
300001-500000 kyats	57	14.3
500001-1000000 kyats	91	22.8
Above 1000000 kyats	209	52.4
Total	399	100.0

Occupation	Frequency	Percent
Student	25	6.3
Government Employee	35	8.8
Company Employee	218	54.6
Self-Employee	75	18.8
NGOs	3	0.8
Other	43	10.8
Total	399	100.0

Type of Respondents	Frequency	Percent
For Business	216	54.1
To Consume	183	45.9

Respondents visited Makro Myanmar website	Frequency	Percent
Yes	378	94.7
No	21	5.2
Respondents buying way to Makro Myanmar	Frequency	Percent
Traditional	3	0.7
Digital (Online)	14	3.5
Both	382	95.7
Kind of digital marketing practices that attract respondents to buy in Makro Myanmar	Frequency	Percent
Website visibility on internet	53	13.2
Receiving/ sending Email	43	10.7
Social Media Sites	93	23.3
Mobile-friendly websites, apps, SMS marketing and Ph call	72	18
From referral links from other websites	35	8.7

Click on Makro Advertisement	38	9.5
Online advertising like visual ads, images, videos, or interactive media	65	16.3

What is rate your internet use on any of the devices like computer or a mobile phone?	Frequency	Percent
Seldom	23	5.8
Occasionally	28	7.0
Average use	86	21.6
Frequently	136	34.1
Very Frequently	126	31.6
Total	399	100.0

Mostly the Social Networking Sites on the basis of your use.	Frequency	Percent
Facebook	216	54.1
Instagram	48	12.0
Twitter	12	3.0
LinkedIn	43	10.8
Viber	69	17.3
Other (specify)	11	2.8
Total	399	100.0

How many hour do you usually use internet in one day?	Frequency	Percent
15 min to 30	8	2.0
30 min to 1hour	53	13.3
1hour to 3 hours	156	39.1
3hours to 6 hours	97	24.3
6 hours and above	85	21.3
Total	399	100.0

How often do you shop at Makro?	Frequency	Percent
Daily	6	1.5
Twice a week	13	3.3
Weekly	71	17.8
Twice a month	71	17.8

Monthly	238	59.6
Total	399	100.0

	Mean	Std. Deviation
Search Engine Optimization	4.2110	0.67644
Email Marketing	4.1434	0.61726
Social Media Marketing	4.1058	0.63716
Mobile Marketing	4.2496	0.73522
Online Affiliate Marketing	3.9033	0.64673
pay-per-click Advertising	3.9348	0.64905
Display Advertising	4.1163	0.69101
Consumer Buying Behavior	3.7730	0.73007

Correlations								
	Search Engine Optimization	Email Marketing	Social Media Marketing	Mobile Marketing	Online Affiliate Marketing	Payper Click Advertising	Display Advertising	Consumer Buying Behaviour
Search Engine Optimization	1	.821**	.804**	.777**	.678**	.711**	.907**	.624**
Email Marketing	.821**	1	.919**	.740**	.755**	.748**	.838**	.615**
Social Media Marketing	.804**	.919**	1	.783**	.804**	.792**	.831**	.688**
Mobile Marketing	.777**	.740**	.783**	1	.632**	.637**	.874**	.688**
Online Affiliate Marketing	.678**	.755**	.804**	.632**	1	.953**	.750**	.919**
Payper Click Advertising	.711**	.748**	.792**	.637**	.953**	1	.754**	.932**
Display Advertising	.907**	.838**	.831**	.874**	.750**	.754**	1	.682**
Consumer Buying Behaviour	.624**	.615**	.688**	.688**	.919**	.932**	.682**	1

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

Model Summary^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.962 ^a	0.925	0.924	0.20163	0.925	689.573	7	391	0.000
a. Predictors: (Constant), Display Advertising, Online Affiliate Marketing, Email Marketing, Mobile Marketing, Search Engine Optimization, Social Media Marketing, pay-per-click Advertising									
b. Dependent Variable: Consumer Buying Behaviour									

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196.239	7	28.034	689.573	.000 ^b
	Residual	15.896	391	0.041		
	Total	212.135	398			

Dependent Variable: Consumer Buying Behaviour						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
(Constant)		0.017	0.073		0.238	0.012
Search Engine Optimization		0.144	0.039	0.133	3.732	0.000
Email Marketing		0.115	0.046	0.097	2.519	0.012
Social Media Marketing		0.122	0.048	0.107	2.532	0.012
Mobile Marketing		0.006	0.030	0.006	0.196	0.845
Online Affiliate Marketing		0.435	0.056	0.385	7.782	0.000
pay-per-click Advertising		0.891	0.054	0.792	16.559	0.000
Display Advertising		0.196	0.050	0.186	3.900	0.000

Search Engine Optimization	
Cronbach Alpha	N of Items
0.901	5

Email Marketing	
Cronbach Alpha	N of Items
0.747	5

Social Media Marketing	
Cronbach Alpha	N of Items
0.754	5

Mobile Marketing	
Cronbach Alpha	N of Items
0.903	5

Online Affiliate Marketing	
Cronbach Alpha	N of Items
0.734	5

pay-per-click Advertising	
Cronbach Alpha	N of Items
0.772	5

Display Advertising	
Cronbach Alpha	N of Items
0.835	5

Consumer Buying Behaviour	
Cronbach Alpha	N of Items
0.879	7