THE STUDY ON CUSTOMER BEHAVIOUR OF BUYING PRIVATE

CAR IN YANGON, MYANMAR

STUDENT: MAY MYA THET
ID: 6117190012

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF MASTERS IN BUSINESS
ADMINISTRATION INTERNATIONAL PROGRAM, GRADUATE
SCHOOL OF BUSINESS,
SIAM UNIVERSITY
BANGKOK, THAILAND
December 201

Title of Research:	The Study on Customer Behavior of Buying Private Car in Yangon, Myanmar
Researcher:	Ms. May Mya Thet
ID:	6117190012
Major:	Information Technology
Degree:	Master in Business Administration (International Program)
Academic:	2018

This is Independent study has been approved to be partial fulfillment of the requirement for Degree of Master in Business Administration in Information Technology

....

(Asst.Prof.Dr. Om Huvanand)
Advisor
Date ..../............./............

....

(Assoc. Prof. Dr. Jomphong Mongkolvanich)
Dean, Graduate School of Business
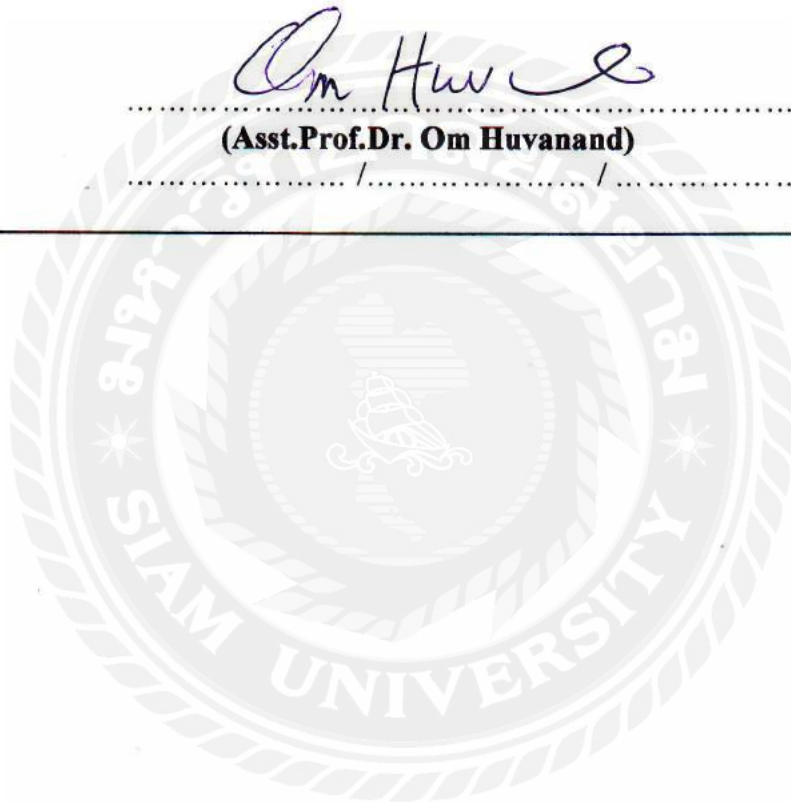**Siam University, Bangkok, Thailand**

Date ....13...../......6....../......2019......

Abstract

Title of Research:	The Study on Customer Behavior of Buying Private Car in Yangon, Myanmar
Researcher:	Ms. May Mya Thet
ID:	6117190012
Major:	Information Technology
Degree:	Master in Business Administration (International Program)
Academic:	2018

Advisor: ....

(Asst.Prof.Dr. Om Huvanand)

.... / .... / ....

A study on Customer Behavior of Buying Private car in Yangon, Myanmar

Abstract

The objective of study is to provide analysis on people's behavior of buying personal cars in Yangon. This research can provide which types of social factors influence the decision of buying a private car the most, which objective factors is more preferred in their decision to buying private car and the reason why they buy a car. For this study, convenience sampling was chosen to collect information easily and quickly.

In this research, primary data was used and for data collection, survey questionnaires were used. The questionnaires were collected from social media and email. The sample was 129 people who live in Yangon, Myanmar and have the experience in making decisions to buy private cars responded to the survey questionnaires. The data was analyzed with ANOVA and mean for hypothesis testing by using SPSS software.

According to the survey results, most respondents were male and most significant age range was 25 to 34. Most of respondents earn more than US$1000 as monthly income and completed a bachelor's degree. Most respondents take family advice while making decisions for buying private cars, price of car is more preferred in their decision to buying a private car and they buy private cars for self-convenience.
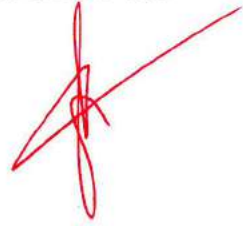
According to the hypothesis testing, it can be assumed that there are the relationships between social factors, objective factors, self-satisfaction factors and respondent's demographic background while making decisions for buying private cars.

This is empirical research and this study was limited in area and only private cars. This research focused on customer behavior of buying private cars in Yangon, only based on the respondent's demographic background.

For the future research, they could expand customer behavior of buying any type of cars in cities of other countries. From this research, they will know the attitude or behaviors of purchasing private cars of Yangon people in 2018.

4   May Mya Thet (6117190012)

A study on Customer Behavior of Buying Private car in Yangon, Myanmar

This research will be helpful for them when their research will be similar with this topic.

May Mya Thet (6117190012)

Acknowledgement

I would like to thank My parents, and all of My friends and all associated people who give me motivation and push me to complete this research, they gave me strength to continue my studies.

I would also like to thanks to my advisor Dr. Om Huvanand, his ability and willingness to monitor and guide me through during the period while I was doing this research. The knowledge and words received from him during this my study journey at Siam University are greatly appreciated.

I would like to thanks all of my teacher and friends met at IMBA program. Their supports and encouragement helped me to fell enjoyable.

A study on Customer Behavior of Buying Private car in Yangon, Myanmar

Table of Contents

Chapter 1

1. Introduction

1.1 Study Background

This study focuses on customer behavior of buying car for personal used depend on their demographic background. Started 2012, Yangon traffic improved obviously because the biggest change that the price of car occurred. Government changes the Car import policy in 2012. Therefore most of people in Yangon wanted to purchase the car started from 2012 to still.

The aim of study is to provide the analysis on people Behaviors of buying personal cars in Yangon. From This research can give which types of social factors is most influenced in buying private car decision, which objective factors is more preferred in their buying private car decision and the reason why they buy car for personal used.

1.2 Private Car Report

Private car is used for personal, just a road vehicle, have four wheels typically. Most of private cars are able to carry just 4 or 5 people. A lot of people have a lot of perspective concerning car for personal used and their likes are not it depend on age or income or gender and requirements. Most of Under 25 people like sport typed car, people who have big family like Van types or Surf types and people who have the small family like saloon types and people who earn basic income like car with small engine power or hybrids cars.

1.3 Yangon infrastructure

Yangon is the largest economic city of Myanmar. 5 million of people live in Yangon. In the morning all of people go their related places that are jobs, schools, university and market with many types of transportation such as private car, City Bus, Taxi, Local train and water Bus.

1.4 Objective of Study

In this study, researcher will find out the customer behavior of buying private car. The research based of the people from Yangon, Myanmar.

May Mya Thet (6117190012)

This research's result will help to Marketer or car seller who want to invest the car company in Yangon and future researcher who want to research about the customer behavior of buying any types of car in other country or city. And other people will know the differences types of buying private car behavior depend on their demographic background.

The main objectives of this research are to know about differences types of buying behavior in private car depend on their demographic background and which types of social factors is most influenced in buying private car decision, which objective factors is more preferred in their buying private car decision and the reason why they buy car for personal used.

1.5 Scope of study

This study will analyze the influenced factors on people who live in Yangon, Myanmar. This research will focus on people buying private car behavior depend on their demographic background such as Age, Gender, Income and Education Level. This sample will respond 120 people from Yangon who have the experienced concerning with making decision to buy the private car. This research will base of the Yangon. Yangon is the largest economic city of Myanmar. So in this city, Cars became necessary things of people's life. Therefore this research is examination of buying behaviors of people in Yangon. This research will provide to 2 kinds of people Sellers, Buyers and Future Researcher. **Sellers** will know which types of customer behavior occur depend on various groups of demographic background when customer buy private car. **Buyers** will know other people buying behavior of private car depend on various groups of demographic background. **Future Researcher** will get knowledge the attitude or behaviors of purchasing private car of Yangon people in 2018.

1.6 Problem

The first Problems is social factors influenced on people who buy the private car when they make the decision. Before People buy the car, Most take the advice from other people such as family or friends or something like that. Most of Myanmar people will follow the other people advices and believe easily. After buying, some go wrong what they really require and want.

The second issue is objective factors on people who buy the private car when they make the decision. Before People buy the car, they think about product

factor such as Brand, Color, Price and Type. But some people don't think about the most important objective factor.

1.7 Research significance

This research will give these results Which types of social factors is most influenced in buying private car decision, which objective factors is more preferred in their buying private car decision and the reason why they buy car for personal used.

The results of this research will help to sellers can manage their marketing strategies and know customer's needs and wants, buyers can focus the most important factors and make most suitable decision for buying personal used car and future researcher can get the information concerning about the customer behaviors of purchasing car for private used in Yangon, 2018 and this research will be effect for them when their research will be similar with this topic. I hope this research can help to car buyers, sellers and researcher in future.

1.8 Research question

- What kinds of social factors mostly influenced to customers depend on their demographic background?
- What kind of objective factor is most important to think before buying private car?
- Why people will make the decision to buy private car?

1.9 Definition of terms

- Private car- a passenger car assigned for personal used.
- Customer Behaviors - the study of psychological, social and physical actions when people buy, use and dispose products, ideas, services and practices.
- Demographic Background- characteristics of population that expressed statistically such as Income Level, Sex, Age, Marital Status and occupation.
- Social factor – this is experiences and facts that influenced other people personality, lifestyle and attitudes.
- Objective factors- this is the characteristic of car such as (Color, Price, brand, Type)

Chapter2

2. Literature Review

2.1 Customer Behavior

Customer behavior refers to the actions of individual customers, or groups in the marketplace. This is a study that customers individually, groups and organizations how to choose, purchase and decide for goods or services to meet their needs and wants. In the study of Customer behavior, Customers are main actors of market. (study.com)

2.2 Customer Behavior Theories

Marshallian Economics: One of economist named Alfred Marshall believed The customer's buying decision depend on people what the want and how much they can afford it. If the price of product is lower, the product's sale will be high. If the customer's income is high, product sales will be high. There is a product and this product's substitute. If the original product is higher than the substitute one, the substitute's sale is will be higher.

Psychoanalytic Theory: one of Psychoanalysis's Austrian founder named Sigmund Freud traced this theory. He believed that Marketing message should contain emotional appeal than the rational appeal because emotional appeal is more effective to customer's hopes, feeling and aspirations External factors such as income and age can't account to customer behavior fully.

Pavlovian Theory: Ivan Pavlov who was psychologist from Russia traces this theory. This theory came from conduction between Ivan Pavlov and his dog. Before he feed to the dog, he used to ring the bell. After repeated this process, dog salivated when see the bell without foods. Finally He discovered most of customer behavior comes from conditioned responses. This theory is more effective for marketers. When reinventing or establishing brand, marketer can change or create customer's habit by using this knowledge.

Veblenian Social-Psychological Model: One of economist Thorstein Veblen discovered that all of human are "Social Creatures". They conform to culture and the standard of subgroups that they live. Veblen believes individual customer's needs and wants are influenced or created by their environment. Some of critics argue the Veblen' theory that this theory may be overstated. But

this theory is still effective for the marketer because they should know the influences from society that the customer impacts are more important than the product demand. (online)

2.3 Nature of customer behaviors

2.3.1 various factors influenced

Marketing mix factors such as product, price, promotions and place.
There are Personal factors such as gender, age, income and education.

There are Social factors such as family, roles and status and reference groups.

There are Psychological factors such as learning, attitude, motives and beliefs.

Culture factors such as culture and sub culture.

2.3.2 Change constantly

Customer behavior is dynamic. Customer behavior can change depend on the time and product's nature. For example

One of girl may like the pink colored product in her childhood, but her like may change to trendy color in her teenagers. In teenager, one of boy want to buy the sport type car but when he is in middle-aged, he want to buy the SUV type car.

2.3.3 Different from customer to customer

Different customers have the different buying behaviors. Different customer behavior may take place depend on factors individually. These are customer's lifestyle, culture and nature. For example

Some people borrow money from their relatives, friends or banks to buy what they want even they haven't enough means. Some people who have surplus money but they don't go for purchase regularly and avoid purchasing what they need.

2.3.4 Different from state to state and country to country

Customer behavior is also different depend on the states and country. Different state or countries have the different lifestyles and development level. The buying behavior of customer from urban area is not same with the customer from the rural area. For example

The customer from rural area always thinks at least twice to spend their money on the luxuries even they have surplus money.

The customer from urban area always ready to buy the luxuries even they take loans form bank.

2.3.5 Varies from product to product

Customer behavior is not also same on different products. Some customers buy a lot of quality of some items and no qualities of some items. For example

Teenagers spend their money on the luxury products such as phones, cars and branded items but they don't spend on academic.

Middle-aged people spend their money in insurance schemes, saving and pension schemes

2.3.6 Upgrade living standard

The customer's purchasing behavior leads to their living standard. If people purchase more goods and services, their living standard may be higher. But some people don't spend their money on goods and service even they get high income, their selves deprive living standard.

(Chand)

2.4 Factors influence customer buying behavior

2.4.1 Marketing Mix Factors (unknown)

Product: style of packaging, product's characteristics and appearance and usefulness influence to make buying decision of customer.

Pricing: the price of product or service can affect to make buying decision of customer. While fixing the price of products, marketers should consider the price of products deeply.

Promotion: a lot of promotion mix, there are publicity, personal selling, advertising and sale promotion can influence the customer's purchasing decision.

Place: that depend on the distribution. Marketers must need to choose right place and right channel to distribute

2.4.2 Personal Factors

Age: customer behavior can change depend on age. For example mid-aged prefers formal dress and trendy dress is more prefer for teenagers.

Gender: customer behavior is different on the gender. For example most of girls prefer pink, peach and white and most of boys prefer black and blue.

Education: people with high education spend their money on academic products. But low or no educated people have no idea to spend on academic products.

Income Level: people who get the highly income can spend highly what they want and need. But people who get the low or no income cannot.

Status in Society: people enjoy the high status in environment. People who can spend a large amount of their money on luxuries such as branded clothes, watches, cars and gems can reflect the high status form their living environment.

2.4.3 Psychological Factors

Learning: means customer experiences. For example, one of customer buy one of the branded item and use it, customer satisfied by using it, and then customer will buy same brand item in next times.

Attitude: plays the important role in affecting the customer's purchasing decision. Individual customer can create image for every goods and service that is called brand image. Customer buy the good ands service depend on their attitude.

Motive: this is inner drive for customers. Marketers should describe the target customer's motives.

Beliefs: based on customer's knowledge, faiths, trust and confidence. Customer's belief develop image of brand that can affect customer's purchasing behavior.

2.4.4 Social Factors

Reference groups: means people small group. There are friends circle, family members, colleagues from workplace, and club members. They create customers to new lifestyles and behavior and pressure to select brand or products.

Family: big reference group, which can mostly influence to customer's behavior.

Role and Status: people perform their roles in their environment. There are organization, club and family. For example, there are vice president and marketing manager of an organization. So vice president enjoys higher status than the marketing manager in an organization. So vice president may purchase luxuries such as branded clothes, luxury car and luxury watches to perform his role.

2.4.5 Culture Factors

Culture: the values of culture pass from one of generation to others families. Culture values influence traditions, food habit and lifestyles. For example drinking alcohol is limited strictly in some religion and drinking alcohol is not limited in some.

Subculture: each of cultures contains the different subculture. There are nationalities, religions and geographical regions.

(Chand, Top 5 Important Factors Influencing Consumer Behaviour)
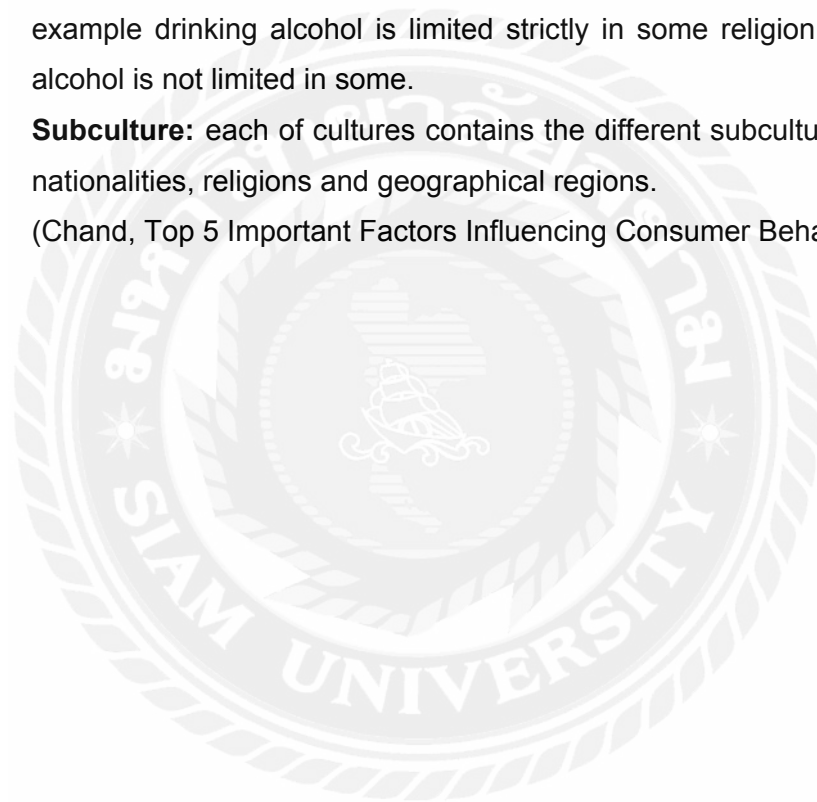
2.5 Six stages of consumer buying process

Problem Recognition: this stage will start when customer knows their requirements or needs or problem. For example when person in university, his requirement is academic product. And when this person moves to the professional life, his demands may be cars, branded clothes or house. So people will keep their needs to fulfill. So the first stage of customer purchasing behaviors opened with they realize what they wants and what they needs. (Johnston, 2016)

Information Search: this stage like as foundation. When customer realized their requirement, they start to look for the solution. Foe example- if customer's need is car for personal used, he starts looking for refrigerator. But this stage is not necessary. When customer wants to buy the toothpaste, he skips this stage. He buys Colgate toothpaste in every time, he never checks about Sensodyne toothpaste. Because buying toothpaste is very low involvement for purchasing. (SHMA, 2012)

Evaluation of Alternatives: when customer collected all information, he started to consider sub factors such as features, color, price and benefits which is more suitable for him. Nowadays there have a lot of E-commerce companies, these can allow to compare between multiple items in same categories. (Learning)

Purchase Decision: in this stage, customer make up his mind and decide to buy the more preferred one. Some factors influence the customer purchase decision. Such as

Unanticipated situational – family income, medical expenses, loss of jobs and climate change

Other's Attitude– other person have negative attitude on customer's preferred brand or product

Purchase- this stage is very simple. After making purchase decision, customer purchase product that he preferred. (Smith, 2016)

Post-Purchase Evaluation- purchase has been finished but process hasn't ended. This stage is very important for marketers because customer want to be happy even after the purchase products. If customers are not happy, they give the bad feedback for products, spoil the product brand. (Jones, 2014)

2.6 Myanmar's Customer behavior

Myanmar country has been dark for around 50 years by Government Military. They limited influence of foreign country. So terms of purchasing attitude and customer behaviors are quite dissimilar with other countries, even Thailand is a giant neighbor Asian country. (USAID, 2016)

High Power Distance Indicator: the influencing power is very high in Myanmar. The most famous or powerful person give recommendation, society will accept. Most of family in Asia have the Head of family mostly this is usually father or eldest. They have authorities to make decision for family and other member will listen, even their decision are unequal or unsuitable. Example- one of company uses the most famous actor for advertisement; their product will be accepted more than normal in society.

More Feminism: most of people life oriented because of traditional and historical factors for example Myanmar is Buddhism country so all of the people lives are very simple. Thus, nation's masculinity rate is very low relatively. Most of people are content with their possess what they have and they don't want anymore what they possess. So Myanmar is rated feminism highly.

Oriented country: Most of Asian country especially Myanmar society is very oriented. One of customer needs and wants depend on not only individual perspective but also whole family's perspective. "Word of mouth" is very effective in Myanmar society. When customers want to purchase something, they will ask their friends and family and then collect the data and finally they decide purchase decision.

Long-term oriented: Myanmar is still developing country so new products absorptions are still not high. After customers purchase products, they expect this product will be long lasting and they don't want break down and they don't mind about this product has warranty or not. In this point, perspectives are not it depend on genders. When they buy the one of electronic device, male customers expect this product to use 5 years and while female customer expect about 10 years. So, Myanmar customer behavior on products life is long term oriented.

Avoid uncertainty: Most of Myanmar people are very nervous to take risk. And they are very afraid to invest in uncertainty things. For Myanmar people, the best money investment is collecting gold bars and they can't still trust Banks to store their money. (YAN.JAMESAUNG, 2014)

2.7 Conceptual framework
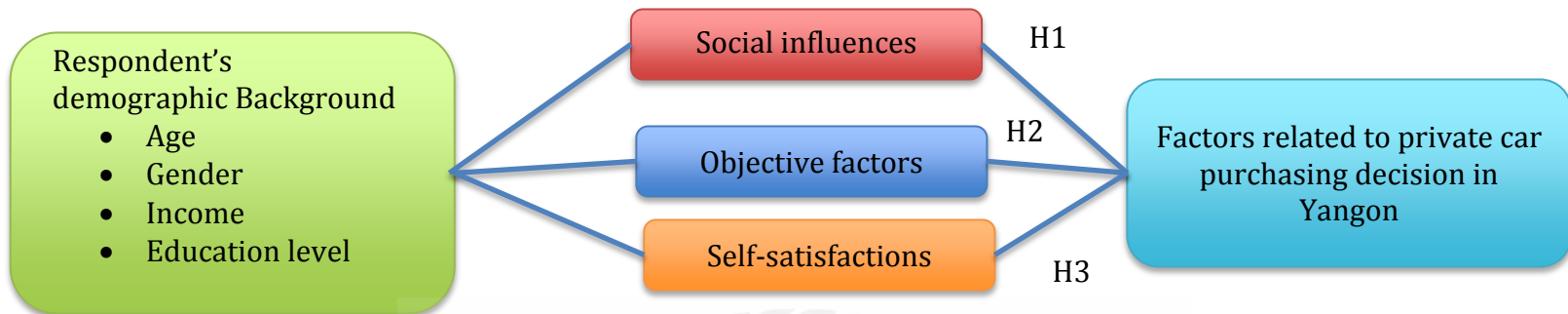
Hypothesis

H1: There are relationships between respondent's demographic backgrounds and social factors.

H2: There are relationships between respondent's demographic backgrounds and Objective factors.

H3: There are relationships between respondent's demographic backgrounds and Self Satisfactions factors.

Chapter 3

3. Research Methodology

3.1Research approach

For this study, convenience sampling is chosen to collect information easily and quickly. Most of respondents who have the experienced making decision to buy car for personal used are chosen from my social medias. For this research, 120 respondents are distributed survey link via social media's message box.

3.2 Research Area

This study is concerning with the customer behavior of buying private car in Yangon, Myanmar. Using car in Yangon is more than other city and regions. Yangon is the largest economic city of Myanmar. In the morning all of people go their related places that are jobs, schools, university and market with many types of transportation such as private car, City Bus, Taxi, Local train and water Bus. So I chose 150 respondents who live in Yangon and use private car in everyday.

3.3 Population

For this study, non-probability sampling method is used and based on Convenience sampling to gat the information easily from respondents. Respondents are chosen from my social media friends who have the experienced making decision to buy car for personal used and live in Yangon, Myanmar. I have over 250 respondents can collect the information but in small scale research 30-250 respondents are collected normally. So for this study 120 questionnaires are distributed via Google survey form.

3.4 Sampling

In this research, Non-probability sampling is used because this research mentions the customer's buying behaviors of private car in Yangon. But it is not possible to give the survey to all of private car customers in Yangon. So need to create the sample and this sample represent the whole customer's buying behaviors of private car in Yangon.

In Non-probability sampling method has three types of sampling. There are Convenience, quota and judgmental sampling. In this research, Convenience sampling is used to collect data easily. This sampling method depends on respondents who live in conveniently targeted area.

3.5 Data collection method

In this research, Primary data collection method is used. Primary data collection means collect the data directly to the respondents as the first time research.

This primary data can be gathered by 5 methods. These are Interview method, Delphi Technique, Projective Techniques, Focus Group Interview and Questionnaire method. In this study, Questionnaire method is used. This method is for collecting the data that researcher prepare the questions concerning with the study. These questions may be put on the paper and distribute or create the survey form and distribute link via email. All of respondents need to understand easily so researcher create the questionnaires with the simple language and use the closed-ended questions and multiple choices.

3.6 Data analysis

Data analysis is the process of evaluating the data collected directly to the respondents. There are the two data analysis methods such as Qualitative data analysis and quantitative data analysis. In this research, Quantitative research is used and analyzes the customer buying behavior on private car quantitatively.

SPSS application will be used to analyze the survey data. Data will be analyzed with the ANOVA and this analysis will apply standard significance value 0.05. When the data is not over standard significance value 0.05, we can assume having relationship between one of factor and one of demographic background and continue to present the mean value of theses one of factor and one of demographic background.

3.7 Research Design

There are four kinds of Quantitative Research Designs such as correlational Design, Descriptive design, Quasi-experimental design and Experimental Design. For this research, Correlational Design is used. This design examines the relationship between variable and using analyses statistically.

Chapter 4

4. Result

4.1 Introduction

In this chapter will present analysis based on the survey result by using quantitative research technique. In this study, questionnaires are used as the data collecting tools from 128 respondents. This research related with social factors, product factors and self-satisfactions, concerned with customer behavior of buying private car in Yangon, Myanmar.

4.2 Sample Profile

Gender	Female	51	39.8%
	Male	77	60.2%
Age	18 to 24	53	41.4%
	25 to 34	57	44.5%
	35 to 44	13	10.2%
	45 to 55	5	3.9%
Monthly Income	No income	16	12.5%
	Less than US$300	17	13.3%
	US$400 to 1000	43	33.6%
	More than US$1000	52	40.6%
Education Level	Student	5	3.9%
	Diploma	10	7.8%
	Bachelor Degree	81	63.3%
	Master	27	21.1%
	PhD	5	3.9%

Table 4.1 General Data of Respondent's Demographic background

Survey for this research is responded 39.8% of female and 60.2% of male. 41.4% of respondents are in age of 18 to 24, 44.5% of respondents are 25 to 34, 10.2% are in 35 to 44 and 3.9% are in 45 to 55. In respondents 3.9% are student, 7.8% are diploma, 63.3% are bachelor and 21.1% are master and 3.9% are PhD.

According survey result, 12.5% of respondents have no incomes, 13.3% get less than US$300 monthly, 33.6% of respondents get US$400 to 1000 and 40.6% get more than US$1000.

4.3 Hypothesis Testing

H1: There are relationships between respondent's demographic backgrounds and social factors.

H2: There are relationships between respondent's demographic backgrounds and Objective factors.

H3: There are relationships between respondent's demographic backgrounds and Self Satisfactions factors.

4.3.1 Hypothesis H1

H1: There are relationships between respondent's demographic backgrounds and social factors.

This study will analyze that respondent's demographic background such as Age, Gender Monthly income and Education level have the relationship with social factors.

H1.1

This is Hypothesis testing between Respondent's **Age** and Social influenced factors

H_0: There is not relationship between Respondent's **Age** and Social influenced factors

H_1: There is relationship between Respondent's **Age** and Social influenced factors

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Take Family Advice	Between Groups	1.694	3	.565	2.310	.080
	Within Groups	30.554	125	.244		
	Total	32.248	128			
Take Friends Advice	Between Groups	.094	3	.031	.393	.758
	Within Groups	9.968	125	.080		
	Total	10.062	128			
Seriously Take Advice From Anyone	Between Groups	1.142	3	.381	1.884	.136
	Within Groups	25.246	125	.202		
	Total	26.388	128			
Never Take Advice From Anyone	Between Groups	.546	3	.182	1.690	.173
	Within Groups	13.469	125	.108		
	Total	14.016	128			

Table 4.2 ANOVA analysis for **social factors** influenced among **Respondent's age**

This table presents the significance value of individual respondent's age influences social factors. According to this above table, the significance value of "take family advice" factor is 0.80, "take friends advice" factor is 0.758, "Seriously take advices from anyone" factor is 0.136 and "Never take Advice From anyone" factor is 0.173. All of social factor that is influenced by respondent's age is greater than standard significance value 0.05. Therefore, this can be assumed "H_0: There is **not** relationship between Respondent's **Age** and **Social influenced factors**."

H1.2

This is Hypothesis testing between Respondent's **Gender** and Social influenced factors.

H_0: There is not relationship between Respondent's **Gender** and Social influenced factors.

H_1: There is relationship between Respondent's **Gender** and Social influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Take Family Advice	Between Groups	.600	1	.600	2.409	.123
	Within Groups	31.648	127	.249		
	Total	32.248	128			
Take Friends Advice	Between Groups	.004	1	.004	.050	.824
	Within Groups	10.058	127	.079		
	Total	10.062	128			
Seriously Take Advice From Anyone	Between Groups	.224	1	.224	1.087	.299
	Within Groups	26.164	127	.206		
	Total	26.388	128			
Never Take Advice From Anyone	Between Groups	.057	1	.057	.518	.473
	Within Groups	13.959	127	.110		
	Total	14.016	128			

Table 4.3 ANOVA analysis for **social factors** influenced among **Respondent's Gender**

This table presents the significance value of individual respondent's gender influences social factors. According to this above table, the significance value of "take family advice" factor is 0.123, "take friends advice" factor is 0.824, "Seriously take advices from anyone" factor is 0.299 and "Never take Advice From anyone" factor is 0.473. All of social factor that is influenced by respondent's gender is greater than standard significance value 0.05. Therefore, this can be assumed "H_0: There is **not** relationship between Respondent's **Gender** and **Social influenced factors**".

H1.3

This is Hypothesis testing between Respondent's **Income** and Social influenced factors.

H_0: There is not relationship between Respondent's **Income** and Social influenced factors.

H_1: There is relationship between Respondent's **Income** and Social influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Take Family Advice	Between Groups	.993	3	.331	1.323	.270
	Within Groups	31.255	125	.250		
	Total	32.248	128			
Take Friends Advice	Between Groups	.415	3	.138	1.790	.152
	Within Groups	9.648	125	.077		
	Total	10.062	128			
Seriously Take Advice From Anyone	Between Groups	.843	3	.281	1.376	.253
	Within Groups	25.544	125	.204		
	Total	26.388	128			
Never Take Advice From Anyone	Between Groups	.999	3	.333	3.198	.026
	Within Groups	13.016	125	.104		
	Total	14.016	128			

Table 4.4 ANOVA analysis for **social factors** influenced among **Respondent's Income**

This table presents the significance value of individual respondent's Income influences social factors. According to this above table, the significance value of "take family advice" factor is 0.270, "take friends advice" factor is 0.152, and "Seriously take advices from anyone" factor is 0.253. All of these three social factors that is influenced by respondent's Income is greater than standard significance value 0.05. But "Never take Advice from anyone" factor is 0.026, the significant value of this factor is less than 0.05. Therefore, this can be assumed "H_1: There is **relationship** between Respondent's **Income** and Social influenced factors".

Report		Take Family Advice	Take Friends Advice	Seriously Take Advice From Anyone	Never Take Advice From Anyone
Income					
No Income	**Mean**	**.47**	**.12**	**.35**	**.06**
	N	17	17	17	17
	Std. Deviation	.514	.332	.493	.243
Less than $300	**Mean**	**.53**	**.18**	**.12**	**.18**
	N	17	17	17	17
	Std. Deviation	.514	.393	.332	.393
$400 - $1000	**Mean**	**.61**	**.11**	**.25**	**.02**
	N	44	44	44	44
	Std. Deviation	.493	.321	.438	.151
More than $1000	**Mean**	**.41**	**.02**	**.35**	**.22**
	N	51	51	51	51
	Std. Deviation	.497	.140	.483	.415
Total	Mean	.50	.09	.29	.12
	N	129	129	129	129
	Std. Deviation	.502	.280	.454	.331

Table 4.5 Mean value of relationship between Respondent's **monthly income** and **social influenced factors**

This table presents the mean value of relationship between Respondent's monthly income and social influenced factors. **According to this survey results, Most of respondents take family advice when they will make decision to buy private car.** All of mean value of "take family advice" factor with the every income group (No Income, Less than $300, $400 to $1000 and More than $1000) is more than other Social Influenced factors (Take friends advices, Seriously take advice from anyone and Never take advice from anyone). Mean value of "take family advice" factor with no income, Less than $300, $400 to $1000 and More than $1000 are 0.47, 0.53, 0.61 and 0.41.

H1.4

This is Hypothesis testing between Respondent's **Education Level** and Social influenced factors.

H$_0$: There is not relationship between Respondent's **Education Level** and Social influenced factors.

H$_1$: There is relationship between Respondent's **Education Level** and Social influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Take Family Advice	Between Groups	1.034	4	.259	1.027	.396
	Within Groups	31.214	124	.252		
	Total	32.248	128			
Take Friends Advice	Between Groups	.249	4	.062	.787	.536
	Within Groups	9.813	124	.079		
	Total	10.062	128			
Seriously Take Advice From Anyone	Between Groups	.747	4	.187	.903	.464
	Within Groups	25.640	124	.207		
	Total	26.388	128			
Never Take Advice From Anyone	Between Groups	.068	4	.017	.152	.962
	Within Groups	13.947	124	.112		
	Total	14.016	128			

Table 4.6 ANOVA analysis for social factors influenced among **Respondent's Education Level**

This table presents the significance value of individual respondent's Education Level influences social factors. According to this above table, the significance value of "take family advice" factor is 0.396, "take friends advice" factor is 0.536, "Seriously take advices from anyone" factor is 0.464 and "Never take Advice From anyone" factor is 0.962. All of social factor that is influenced by respondent's Education Level is greater than standard significance value 0.05. Therefore, this can be assumed "**H$_0$**: There is **not** relationship between Respondent's **Education Level** and **Social influenced factors**".

According to the above Sub-Hypothesis testing H1.1, H1.2, H1.3 and H1.4, there are **relationships** between respondent's demographic backgrounds and social factors.

4.3.2 Hypothesis H2
H2: There are relationships between respondent's demographic backgrounds and Objective factors.

This study will analyze that respondent's demographic background such as Age, Gender Monthly income and Education level have the relationship with Objective factors.

H2.1

This is Hypothesis testing between Respondent's **Age** and Objective influenced factors

H_0: There is not relationship between Respondent's **Age** and Objective influenced factors.

H_1: There is relationship between Respondent's **Age** and Objective influenced factors

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Color	Between Groups	.147	3	.049	.569	.637
	Within Groups	10.737	125	.086		
	Total	10.884	128			
Brand	Between Groups	.784	3	.261	1.546	.206
	Within Groups	21.138	125	.169		
	Total	21.922	128			
Price	Between Groups	3.067	3	1.022	4.445	.005
	Within Groups	28.747	125	.230		
	Total	31.814	128			
Type	Between Groups	.597	3	.199	1.060	.369
	Within Groups	23.465	125	.188		
	Total	24.062	128			

Table 4.7 ANOVA analysis for **Objective factors** influenced among **Respondent's age**

This table presents the significance value of individual respondent's age influences objective factors. According to this above table, the significance value of "color" factor is 0.637, "brand" factor is 0.206, and "Type" factor is 0.369. All of these three objective factors that is influenced by respondent's age is greater than standard significance value 0.05. But "Price" factor is 0.005; the significant value of this factor is less than 0.05. Therefore, this can be assumed "H_1: There is **relationship** between Respondent's **Age** and **Objective influenced factors".**

Report		Color	Brand	Price	Type
AGE		**Color**	**Brand**	**Price**	**Type**
18 to 24	**Mean**	**.11**	**.30**	**.32**	**.26**
	N	53	53	53	53
	Std. Deviation	.320	.463	.471	.445
25 to 34	**Mean**	**.07**	**.17**	**.53**	**.22**
	N	58	58	58	58
	Std. Deviation	.256	.381	.503	.421
35 to 44	**Mean**	**.15**	**.15**	**.31**	**.38**
	N	13	13	13	13
	Std. Deviation	.376	.376	.480	.506
45 to 55	**Mean**	**.00**	**.00**	**1.00**	**.00**
	N	5	5	5	5
	Std. Deviation	.000	.000	.000	.000
Total	Mean	.09	.22	.44	.25
	N	129	129	129	129
	Std. Deviation	.292	.414	.499	.434

Table 4.8 Mean value of relationship between Respondent's **Age** and **Objective influenced factors**

      This table presents the mean value of relationship between Respondent's age and objective influenced factors. **According to this survey results, Most of respondents (depend on Age) firstly choose the Car Price when they will make decision to buy private car.** Most of mean value of "Price" factor with the every age group (18 to 24, 25 to 34 and 45 to 55) is more than other objective Influenced factors (Color, Brand and Type). Mean value of "Price" factor with 18 to 24, 25 to 34 and 45 to 55 are 0.32, 0.53 and 1.00. But Age "35 to 44" respondent group firstly choose the Car Price when they will make decision to buy private car and mean value is 0.38.

H2.2

This is Hypothesis testing between Respondent's **Gender** and Objective influenced factors.

H_0: There is not relationship between Respondent's **Gender** and Objective influenced factors.

H_1: There is relationship between Respondent's **Gender** and Objective influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Color	Between Groups	.099	1	.099	1.162	.283
	Within Groups	10.785	127	.085		
	Total	10.884	128			
Brand	Between Groups	.028	1	.028	.163	.687
	Within Groups	21.894	127	.172		
	Total	21.922	128			
Price	Between Groups	.009	1	.009	.037	.848
	Within Groups	31.805	127	.250		
	Total	31.814	128			
Type	Between Groups	.059	1	.059	.312	.577
	Within Groups	24.003	127	.189		
	Total	24.062	128			

Table 4.9 ANOVA analysis for **Objective factors** influenced among **Respondent's Gender**

This table presents the significance value of individual respondent's gender influences Objective factors. According to this above table, the significance value of "color" factor is 0.283, "Brand" factor is 0.687, "Price" factor is 0.848 and "Type" factor is 0.577. All of Objective factor that is influenced by respondent's gender is greater than standard significance value 0.05. Therefore, this can be assumed "H_0: There is **not** relationship between Respondent's **Gender** and **Objective influenced factors**".

H2.3

This is Hypothesis testing between Respondent's **Income** and Objective influenced factors.

H_0: There is not relationship between Respondent's **Income** and Objective influenced factors.

H_1: There is relationship between Respondent's **Income** and Objective influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Color	Between Groups	.402	3	.134	1.598	.193
	Within Groups	10.482	125	.084		
	Total	10.884	128			
Brand	Between Groups	.371	3	.124	.718	.543
	Within Groups	21.551	125	.172		
	Total	21.922	128			
Price	Between Groups	.837	3	.279	1.125	.341
	Within Groups	30.977	125	.248		
	Total	31.814	128			
Type	Between Groups	.126	3	.042	.219	.883
	Within Groups	23.936	125	.191		
	Total	24.062	128			

Table 4.10 ANOVA analysis for **Objective factors** influenced among **Respondent's Income**

This table presents the significance value of individual respondent's Income influences Objective factors. According to this above table, the significance value of "color" factor is 0.193, "Brand" factor is 0.543, "Price" factor is 0.341 and "Type" factor is 0.883. All of Objective factor that is influenced by respondent's Income is greater than standard significance value 0.05. Therefore, this can be assumed "H_0: There is **not** relationship between Respondent's **Income** and **Objective influenced factors**".

H2.4

This is Hypothesis testing between Respondent's **Education Level** and Objective influenced factors.

H_0: There is not relationship between Respondent's **Education Level** and Objective influenced factors.

H_1: There is relationship between Respondent's **Education Level** and Objective influenced factors.

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Color	Between Groups	.886	4	.222	2.747	.031
	Within Groups	9.998	124	.081		
	Total	10.884	128			
Brand	Between Groups	.593	4	.148	.862	.489
	Within Groups	21.329	124	.172		
	Total	21.922	128			
Price	Between Groups	1.422	4	.355	1.450	.221
	Within Groups	30.392	124	.245		
	Total	31.814	128			
Type	Between Groups	.973	4	.243	1.307	.271
	Within Groups	23.089	124	.186		
	Total	24.062	128			

Table 4.11 ANOVA analysis for **Objective factors** influenced among **Respondent's Education Level**

This table presents the significance value of individual respondent's Education Level influences objective factors. According to this above table, the significance value of "brand" factor is 0.489, "Price" factor is 0.221 and "Type" factor is 0.271. All of these three objective factors that is influenced by respondent's Education Level is greater than standard significance value 0.05. But "color" factor is 0.031; the significant value of this factor is less than 0.05. Therefore, this can be assumed "H_1: There is **relationship** between Respondent's **Education Level** and Objective influenced factors".

According to the above Sub-Hypothesis testing H2.1, H2.2, H2.3 and H2.4, there are **relationships** between **respondent's demographic backgrounds** and **Objective factors.**

Report					
Education		Color	Brand	Price	Type
Student	Mean	.20	.40	.00	.40
	N	5	5	5	5
	Std. Deviation	.447	.548	.000	.548
Diploma	Mean	.30	.20	.40	.10
	N	10	10	10	10
	Std. Deviation	.483	.422	.516	.316
Bachelor	Mean	.04	.24	.48	.24
	N	82	82	82	82
	Std. Deviation	.189	.432	.502	.432
Master	Mean	.15	.15	.48	.22

		27	27	27	27
	N	27	27	27	27
	Std. Deviation	.362	.362	.509	.424
PhD	**Mean**	**.20**	**.00**	**.20**	**.60**
	N	5	5	5	5
	Std. Deviation	.447	.000	.447	.548
Total	**Mean**	**.09**	**.22**	**.44**	**.25**
	N	129	129	129	129
	Std. Deviation	.292	.414	.499	.434

Table 4.12 Mean value of relationship between Respondent's **Education level** and **Objective influenced factors**

This table presents the mean value of relationship between Respondent's education level and objective influenced factors. **According to this survey results, Most of respondents (depend on education level) firstly choose the Car Price when they will make decision to buy private car.** Most of mean value of "Price" factor with three-education level group (Diploma, Bachelor and Master) is more than other Objective Influenced factors (Color, Brand and Type). Mean value of "Price" factor with Diploma, Bachelor and Master are 0.40, 0.48 and 0.48. But Education level "student" respondent group firstly choose the Car "Brand and Type" when they will make decision to buy private car and mean value is 0.40 and 0.40. And Education level "PhD" respondent group firstly choose the Car "Type" when they will make decision to buy private car and mean value is 0.60.

4.3.3 Hypothesis H3

H3: There are relationships between respondent's demographic backgrounds and Self Satisfactions factors.

This study will analyze that respondent's demographic background such as Age, Gender Monthly income and Education level have the relationship with Self Satisfactions factors.

H3.1

This is Hypothesis testing between Respondent's **Age** and Self Satisfactions influenced factors

H_0: There is not relationship between Respondent's **Age** and Self Satisfactions influenced factors.

H_1: There is relationship between Respondent's **Age** and Self Satisfactions influenced factors

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
For Quality Life Style	Between Groups	1.100	3	.367	1.513	.214
	Within Groups	30.295	125	.242		
	Total	31.395	128			
For Self Convenience	Between Groups	1.100	3	.367	1.513	.214
	Within Groups	30.295	125	.242		
	Total	31.395	128			

Table 4.13 ANOVA analysis for **Self Satisfactions factors** influenced among **Respondent's age**

This table presents the significance value of individual respondent's age influences Self Satisfactions factors. According to this above table, the significance value of "For Quality Life Style" factor is 0.214, and "For Self Convenience" factor is 0.214. All of these Self Satisfactions factors that is influenced by respondent's age is greater than standard significance value 0.05. Therefore, this can be assumed "**H_0**: There is **not** relationship between Respondent's **Age** and Self Satisfactions influenced factors**".**

H3.2

This is Hypothesis testing between Respondent's **Gender** and Self Satisfactions influenced factors.

H_0: There is not relationship between Respondent's **Gender** and Self Satisfactions influenced factors.

H_1: There is relationship between Respondent's **Gender** and Self Satisfactions influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
For Quality Life Style	Between Groups	.004	1	.004	.016	.900
	Within Groups	31.391	127	.247		
	Total	31.395	128			
For Self Convenience	Between Groups	.004	1	.004	.016	.900
	Within Groups	31.391	127	.247		
	Total	31.395	128			

Table 4.14 ANOVA analysis for **Self Satisfactions factors** influenced among **Respondent's Gender**

This table presents the significance value of individual respondent's gender influences Self Satisfactions factors. According to this above table, the significance value of "For Quality Life Style" factor is 0.900, and "For Self Convenience" factor is 0.900. All of these Self Satisfactions factors that is influenced by respondent's gender is greater than standard significance value 0.05. Therefore, this can be assumed "H_0: There is **not** relationship between Respondent's **Gender** and Self Satisfactions influenced factors**".**

H3.3

This is Hypothesis testing between Respondent's **Income** and Self Satisfactions influenced factors.

H$_0$: There is not relationship between Respondent's **Income** and Self Satisfactions influenced factors.

H$_1$: There is relationship between Respondent's **Income** and Self Satisfactions influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
For Quality Life Style	Between Groups	2.158	3	.719	3.076	.030
	Within Groups	29.237	125	.234		
	Total	31.395	128			
For Self Convenience	Between Groups	2.158	3	.719	3.076	.030
	Within Groups	29.237	125	.234		
	Total	31.395	128			

Table 4.15 ANOVA analysis for **Self Satisfactions factors** influenced among **Respondent's Income**

This table presents the significance value of individual respondent's Income influences Self Satisfactions factors According to this above table, the significance value of "For Quality Life Style" factor is 0.030, and "For Self Convenience" factor is 0.030. All of these Self Satisfactions factors that is influenced by respondent's Income is less than standard significance value 0.05. Therefore, this can be assumed "**H$_1$**: There is **relationship** between Respondent's **Income** and Self Satisfactions influenced factors".

Report		For Quality Life Style	For Self Convenience
Income			
No Income	**Mean**	**.41**	**.59**
	N	17	17
	Std. Deviation	.507	.507
Less than $300	**Mean**	**.35**	**.65**
	N	17	17
	Std. Deviation	.493	.493
$400 - $1000	**Mean**	**.27**	**.73**
	N	44	44
	Std. Deviation	.451	.451
More than $1000	**Mean**	**.57**	**.43**
	N	51	51
	Std. Deviation	.500	.500
Total	Mean	.42	.58
	N	129	129
	Std. Deviation	.495	.495

Table 4.16 Mean value of relationship between Respondent's **Income** and **Self Satisfactions influenced factors**

This table presents the mean value of relationship between Respondent's income and Self Satisfactions influenced factors. **According to this survey results, Most of respondents (depend on income) buy the private car for their self-convenience.** Most of mean value of "**For Self Convenience**" factor with three-income group (No income, Less than 300, $400 to $1000) is more than "**For Quality Life Style**" factors. Mean value of "For Self Convenience" factor with No income, Less than 300, $400 to $1000 are 0.59, 0.65 and 0.73. But Income "**More than $1000**" respondent group will buy the private car **for their Quality life Style** and mean value is 0.57.

H3.4

This is Hypothesis testing between Respondent's **Education Level** and Self Satisfactions influenced factors.

H_0: There is not relationship between Respondent's **Education Level** and Self Satisfactions influenced factors.

H_1: There is relationship between Respondent's **Education Level** and Self Satisfactions influenced factors.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
For Quality Life Style	Between Groups	1.716	4	.429	1.792	.135
	Within Groups	29.680	124	.239		
	Total	31.395	128			
For Self Convenience	Between Groups	1.716	4	.429	1.792	.135
	Within Groups	29.680	124	.239		
	Total	31.395	128			

Table 4.17 ANOVA analysis for **Self Satisfactions factors** influenced among **Respondent's Education Level**

This table presents the significance value of individual respondent's Education Level influences Self Satisfactions factors. According to this above table, the significance value of "For Quality Life Style" factor is 0.135, and "For Self Convenience" factor is 0.135. All of these Self Satisfactions factors that is influenced by respondent's Education Level is greater than standard significance value 0.05. Therefore, this can be assumed "H_0: There is **not** relationship between Respondent's **Education Level** and Self Satisfactions influenced factors**".**

According to the above Sub-Hypothesis testing H3.1, H3.2, H3.3 and H3.4, there are **relationships** between **respondent's demographic backgrounds** and **Self Satisfactions influenced factors.**

Chapter 5

5. Conclusion

5.1 Summary of study

This study focuses on customer behavior of buying car for personal used depend on their demographic background. The aim of study is to provide the analysis on people Behaviors of buying personal cars in Yangon. From This research can give which types of social factors is most influenced in buying private car decision, which objective factors is more preferred in their buying private car decision and the reason why they buy car for personal used.

5.2 Discussion

According to this survey, 77 frequencies 60.2% subjects are male and 51 frequencies 39.8% subjects are female. Most of respondents are in "25 to 34" age range with 44.5%. In term of their monthly income, most of respondents chose the "More than US$1000" with 52 frequencies. Most of respondents are in "Master" level in their education.

In differences of social factor depend on respondent's gender, male and female chose the "take family advice" factor mostly.

In difference of social factor depend on respondent's age, all of the age group chose the "take family advice" factor mostly.

In difference of social factor depend on respondent's Income, all of the Income group chose the "take family advice" factor mostly.

In difference of social factor depend on respondent's Education level, No income people chose the "Seriously take advice from anyone" factor mostly and other income group chose the "take family advice" factor mostly.

In difference of Objective factor depend on respondent's age, "35 to 44" age group people chose "Type" factor mostly. Other age group chose "Price" factor mostly.

In difference of **Objective** factor depend on respondent's **Gender**, male and female chose the "price" factor mostly.

In difference of **Objective** factor depend on respondent's **Income**, No Income people chose "Brand" factor mostly and other income group chose the 'Price' factor mostly.

In difference of **Objective** factor depend on respondent's **Education Level**, most of Student chose the "Brand and Type" factor and Most PhD level people chose the "Type" factor and other education group level people chose "Price" factor.

In difference of **Self Satisfaction** factor depend on respondent's **Age**, Age group of "18 to 24" and "25 to 34" chose the "for self Convenience" factor mostly and Age group of "35 to 44" and "45 to 55" chose the "for Quality lifestyle" factor mostly.

In difference of **Self Satisfaction** factor depend on respondent's **Gender**, male and female chose the "for self Convenience" factor mostly.

In difference of **Self Satisfaction** factor depend on respondent's **Income**, Income group of "More than US$1000 " chose the "for Quality lifestyle" factor mostly and other Income group chose the "for self Convenience" factor mostly.

In difference of **Self Satisfaction** factor depend on respondent's **Education Level**, Education group of "Student" and "Bachelor" chose the "for self Convenience" factor mostly and other Income group chose the "for Quality lifestyle" factor mostly.

5.3 Recommendation for study

This is the empirical research. This study is limited in area and only private car. This research is about customer behavior of buying private car in Yangon only based on the respondent's demographic background.

For the future researcher, they can do the customer behavior of buying any types of car in other country of other city. They will get knowledge the attitude or behaviors of purchasing private car of Yangon people in 2018. This research will be effect for them when their research will be similar with this topic.

Reference

Akinyele, S. T., & Olorunleke, K. (2012). Effect of consumer behaviour and perception on car purchase decision: Empirical evidence from lagos - Nigeria. Manager *Journal, Faculty of Business and Administration, University of Bucharest*, 15(1), 46-65. Retrieved from https://ideas.repec.org/a/but/manage/v15y2012i1p46-65.html

Chand, S. (n.d.). *Consumer behaviour: Meaning/Definition and nature of consumer behaviour*. Retrieved from http://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301

Chand, S. (n.d.). *Top 5 important factors influencing consumer behaviour*. Retrieved from http://www.yourarticlelibrary.com/marketing/consumer-behavior/top-5-important-factors-influencing-consumer-behaviour/32302

Dongyan, L., & Xuan, B. (2008). *Car purchasing behaviour in Beijing: An empirical investigation*. (Master Thesis). University of Umeå. Retrieved from https://www.scribd.com/document/52465956/Car-purchasing-behaviour-in-beijing

Husson University Online. (n.d.). *Top consumer behavior theories*. Retrieved from https://online.husson.edu/consumer-behavior-theories/

Johnston, E. (2016, 18 May). *5 Steps to understanding your customer's buying process*. Retrieved from https://www.b2bmarketing.net/en-gb/resources/blog/5-steps-understanding-your-customers-buying-process

Jones, S. (2014, 18 March). *The six stages of the consumer buying process and how to market to them*. Retrieved from https://www.business2community.com/consumer-marketing/six-stages-consumer-buying-process-market-0811565

Kakiza. C., W. (2015). *Factors affecting purchasing decisions of the consumers: A case of kinondoni district (dar es salaam)*. (Dissertation). Tanzania: Mzumbe University. Retrieved from

http://scholar.mzumbe.ac.tz/bitstream/handle/11192/1070/MBA-CM_Clara%20Kakiza_2015.pdf?sequence=1

Maung, W. (2017). *Myanmar customer report August 23, 2016 to September 29, 2017. Yangon: Myanmar Consumers Union*. Retrieved from https://www.researchgate.net/publication/321330835_Myanmar_Consumer_Report-_MCR-20171127

Mon, K. H. (2013). *As car market expands, Japanese models rule*. Retrieved from https://www.irrawaddy.com/business/car-market-expands-japanese-models-rule.html

Optimove Learning Center. (2018, October). *Customer behavior modeling*. Retrieved from https://www.optimove.com/learning-center/customer-behavior-modeling

Shma. (2012, 12 September). *5 Stages of consumer buying decision process*. Retrieved from,. https://managementation.com/5-stages-of-consumer-buying-decision-process/

Srivastava, A., & Matta, M. (2014). Consumer behavior towards passengers cars - A study in Delhi NCR. *Journal of Finance and Management, 6*(6), 589-598. Retrieved from https://www.ripublication.com/gjfm-spl/gjfmv6n6_16.pdf

Smith, K. (2016, 28 October). *How to understand and influence consumer behavior*. Retrieved from https://www.brandwatch.com/blog/how-understand-influence-consumer-behavior/

Study.com. (n.d.). *What is consumer behavior in marketing?* Retrieved from https://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html

The Marketing Mix. (n.d.). *The marketing mix 4P's and 7P's explained*. Retrieved from https://marketingmix.co.uk/

Thiha. (2018, April 12). *Car import policy- Myanmar consult*. Retrieved from https://consult-myanmar.com/2018/04/12/car-trade-on-recovery-path/

Yan.JamesAung. (2014, 5 January). *Myanmar's consumer behaviour in cultural perspective*. Retrieved from https://yanjamesaung.wordpress.com/2014/01/05/myanmars-consumer-behaviour-in-cultural-perspective/

Appendix A

Questionnaire

Customer Behavior of Buying Car

This is research to analyze the Customer Behavior of Buying Private Car in Yangon, Myanmar

1. **What is your age?**
   - 18 to 24
   - 25 to 34
   - 35 to 44
   - 45 to 55

2. **What is your Gender?**
   - Female
   - Male

3. **Your Monthly Income?**
   - No income
   - Less than US$300
   - US$400 to 1000
   - More than US$ 1000

4. **What is the highest level of school that you have completed?**
   - Student
   - Diploma
   - Bachelor Degree
   - Master
   - PhD

5. **When Buying Private Car, Which of the following Social Factors is most important to you?**
   - Take Friends advice
   - Take family advice
   - Seriously take advice from someone
   - Never take advice from anyone

6. **When Buying Private Car, Which of the following Product Factors is most important to you?**
   - o Price
   - o Color
   - o Brand
   - o Type

7. **When Buying Private Car, Which of the following Self Satisfaction Factors is most important to you?**
   - o For Self Convenience
   - o For Quality Life Style

Appendix B

Report					
Gender		Take Family Advice	Take Friends Advice	Seriously Take Advice From Anyone	Never Take Advice From Anyone
Male	Mean	.45	.09	.32	.14
	N	78	78	78	78
	Std. Deviation	.501	.288	.470	.350
Female	Mean	.59	.08	.24	.10
	N	51	51	51	51
	Std. Deviation	.497	.272	.428	.300
Total	Mean	.50	.09	.29	.12
	N	129	129	129	129
	Std. Deviation	.502	.280	.454	.331

A.1 Mean and Standard Deviation of relationship between Respondent's **Gender** and **Social** Influenced factors

Report					
AGE		Take Family Advice	Take Friends Advice	Seriously Take Advice From Anyone	Never Take Advice From Anyone
18 to 24	Mean	.55	.11	.23	.11
	N	53	53	53	53
	Std. Deviation	.503	.320	.423	.320
25 to 34	Mean	.45	.07	.38	.10
	N	58	58	58	58
	Std. Deviation	.502	.256	.489	.307
35 to 44	Mean	.38	.08	.23	.31
	N	13	13	13	13
	Std. Deviation	.506	.277	.439	.480
45 to 55	Mean	1.00	.00	.00	.00
	N	5	5	5	5
	Std. Deviation	.000	.000	.000	.000
Total	Mean	.50	.09	.29	.12
	N	129	129	129	129
	Std. Deviation	.502	.280	.454	.331

A.2 Mean and Standard Deviation of relationship between Respondent's **Age** and **Social** Influenced factors

Report		Take Family Advice	Take Friends Advice	Seriously Take Advice From Anyone	Never Take Advice From Anyone
Income					
No Income	Mean	.47	.12	.35	.06
	N	17	17	17	17
	Std. Deviation	.514	.332	.493	.243
Less than $300	Mean	.53	.18	.12	.18
	N	17	17	17	17
	Std. Deviation	.514	.393	.332	.393
$400 - $1000	Mean	.61	.11	.25	.02
	N	44	44	44	44
	Std. Deviation	.493	.321	.438	.151
More than $1000	Mean	.41	.02	.35	.22
	N	51	51	51	51
	Std. Deviation	.497	.140	.483	.415
Total	Mean	.50	.09	.29	.12
	N	129	129	129	129
	Std. Deviation	.502	.280	.454	.331

A.3 Mean and Standard Deviation of relationship between Respondent's **Income** and

Social Influenced factors

Report		Take Family Advice	Take Friends Advice	Seriously Take Advice From Anyone	Never Take Advice From Anyone
Education					
Student	Mean	.20	.20	.40	.20
	N	5	5	5	5
	Std. Deviation	.447	.447	.548	.447
Diploma	Mean	.50	.20	.20	.10
	N	10	10	10	10
	Std. Deviation	.527	.422	.422	.316
bachelor	Mean	.56	.07	.24	.12
	N	82	82	82	82
	Std. Deviation	.499	.262	.432	.329
master	Mean	.41	.07	.41	.11
	N	27	27	27	27
	Std. Deviation	.501	.267	.501	.320
PhD	Mean	.40	.00	.40	.20
	N	5	5	5	5
	Std. Deviation	.548	.000	.548	.447
Total	Mean	.50	.09	.29	.12
	N	129	129	129	129
	Std. Deviation	.502	.280	.454	.331

A.4 Mean and Standard Deviation of relationship between Respondent's **Education**

Level and **Social** Influenced factors

Report		Color	Brand	Price	Type
AGE					
18 to 24	Mean	.11	.30	.32	.26
	N	53	53	53	53
	Std. Deviation	.320	.463	.471	.445
25 to 34	Mean	.07	.17	.53	.22
	N	58	58	58	58
	Std. Deviation	.256	.381	.503	.421
35 to 44	Mean	.15	.15	.31	.38
	N	13	13	13	13
	Std. Deviation	.376	.376	.480	.506
45 to 55	Mean	.00	.00	1.00	.00
	N	5	5	5	5
	Std. Deviation	.000	.000	.000	.000
Total	Mean	.09	.22	.44	.25
	N	129	129	129	129
	Std. Deviation	.292	.414	.499	.434

A.5 Mean and Standard Deviation of relationship between Respondent's **Age** and **Objective** Influenced factors

Report		Color	Brand	Price	Type
Gender					
Male	Mean	.12	.21	.45	.23
	N	78	78	78	78
	Std. Deviation	.322	.406	.501	.424
Female	Mean	.06	.24	.43	.27
	N	51	51	51	51
	Std. Deviation	.238	.428	.500	.451
Total	Mean	.09	.22	.44	.25
	N	129	129	129	129
	Std. Deviation	.292	.414	.499	.434

A.6 Mean and Standard Deviation of relationship between Respondent's **Gender** and **Objective** Influenced factors

A study on Customer Behavior of Buying Private car in Yangon, Myanmar

Report		Color	Brand	Price	Type
Income		Color	Brand	Price	Type
No Income	Mean	.24	.35	.24	.18
	N	17	17	17	17
	Std. Deviation	.437	.493	.437	.393
Less than $300	Mean	.06	.18	.47	.29
	N	17	17	17	17
	Std. Deviation	.243	.393	.514	.470
$400 - $1000	Mean	.07	.20	.48	.25
	N	44	44	44	44
	Std. Deviation	.255	.408	.505	.438
More than $1000	Mean	.08	.20	.47	.25
	N	51	51	51	51
	Std. Deviation	.272	.401	.504	.440
Total	Mean	.09	.22	.44	.25
	N	129	129	129	129
	Std. Deviation	.292	.414	.499	.434

A.7 Mean and Standard Deviation of relationship between Respondent's **Income** and

Objective Influenced factors

Report		Color	Brand	Price	Type
Education		Color	Brand	Price	Type
Student	Mean	.20	.40	.00	.40
	N	5	5	5	5
	Std. Deviation	.447	.548	.000	.548
Diploma	Mean	.30	.20	.40	.10
	N	10	10	10	10
	Std. Deviation	.483	.422	.516	.316
bachelor	Mean	.04	.24	.48	.24
	N	82	82	82	82
	Std. Deviation	.189	.432	.502	.432
master	Mean	.15	.15	.48	.22
	N	27	27	27	27
	Std. Deviation	.362	.362	.509	.424
PhD	Mean	.20	.00	.20	.60
	N	5	5	5	5
	Std. Deviation	.447	.000	.447	.548
Total	Mean	.09	.22	.44	.25
	N	129	129	129	129
	Std. Deviation	.292	.414	.499	.434

A.8 Mean and Standard Deviation of relationship between Respondent's **Education**

Level and **Objective** Influenced factors

A study on Customer Behavior of Buying Private car in Yangon, Myanmar

Report		For Quality Life Style	For Self Convenience
AGE			
18 to 24	Mean	.42	.58
	N	53	53
	Std. Deviation	.497	.497
25 to 34	Mean	.36	.64
	N	58	58
	Std. Deviation	.485	.485
35 to 44	Mean	.54	.46
	N	13	13
	Std. Deviation	.519	.519
45 to 55	Mean	.80	.20
	N	5	5
	Std. Deviation	.447	.447
Total	Mean	.42	.58
	N	129	129
	Std. Deviation	.495	.495

A.9 Mean and Standard Deviation of relationship between Respondent's **Age** and **Self**

Satisfactions influenced factors

Report		For Quality Life Style	For Self Convenience
Gender			
Male	Mean	.42	.58
	N	78	78
	Std. Deviation	.497	.497
Female	Mean	.41	.59
	N	51	51
	Std. Deviation	.497	.497
Total	Mean	.42	.58
	N	129	129
	Std. Deviation	.495	.495

A.10 Mean and Standard Deviation of relationship between Respondent's **Gender** and

Self Satisfactions influenced factors

May Mya Thet (6117190012)

A study on Customer Behavior of Buying Private car in Yangon, Myanmar

Report		For Quality Life Style	For Self Convenience
Income			
No Income	Mean	.41	.59
	N	17	17
	Std. Deviation	.507	.507
Less than $300	Mean	.35	.65
	N	17	17
	Std. Deviation	.493	.493
$400 - $1000	Mean	.27	.73
	N	44	44
	Std. Deviation	.451	.451
More than $1000	Mean	.57	.43
	N	51	51
	Std. Deviation	.500	.500
Total	Mean	.42	.58
	N	129	129
	Std. Deviation	.495	.495

A.11 Mean and Standard Deviation of relationship between Respondent's **Income** and

Self Satisfactions influenced factors

Report		For Quality Life Style	For Self Convenience
Education			
Student	Mean	.40	.60
	N	5	5
	Std. Deviation	.548	.548
Diploma	Mean	.70	.30
	N	10	10
	Std. Deviation	.483	.483
Bachelor	Mean	.34	.66
	N	82	82
	Std. Deviation	.477	.477
Master	Mean	.52	.48
	N	27	27
	Std. Deviation	.509	.509
PhD	Mean	.60	.40
	N	5	5
	Std. Deviation	.548	.548
Total	Mean	.42	.58
	N	129	129
	Std. Deviation	.495	.495

A.12 Mean and Standard Deviation of relationship between Respondent's **Education**

Level and **Self Satisfactions influenced factors**