



**THE FACTORS INFLUENCING ON BUYING DECISION
MAKING OF SAMSUNG MOBILE PHONE USER IN YANGON**

MASTER OF BUSINESS ADMINISTRATION

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**THE FACTORS INFLUENCING ON BUYING DECISION
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by

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ABSTRACT

This study examines the factors influencing consumer buying decision, particularly focusing on Samsung mobile phone. The research analyzes data from a survey conducted to understand consumer preferences and behaviors related to Samsung purchases. The research employs a mixed-methods approach, utilizing both descriptive and qualitative methods. Primary data is collected through self-administered questionnaires designed with a 5-point Likert scale, distributed to a sample of 300 respondents. Additionally, secondary data is gathered to enrich the understanding of consumer preferences. This study mainly focuses on only marketing mix factors (7Ps). In this study, the effect of consumer buying decisions in the Samsung mobile phone. The data might not represent the entire population, and other social factors not captured in this model could potentially play a larger role. This study contributes to the understanding of buying decision in the smartphone market. In the multiple regression analysis, product, price, place, promotion and physical evidence are significant and these five factors are affecting on consumer buying decision in Samsung Phone buyers in Yangon. These significant factors shape and upgrade consumer buying decision. As the marketing factors, decoration of the store, opinions of other customers and sale persons and self-consumption can be fulfilled by Samsung Phone showrooms. The marketing factors, 7Ps of the store can attract consumers mostly. The effective practice of marketing factors attracts and retains consumers for the long-term. Thus, further studies should be conducted on other Smart phone market in Yangon. The other limitation is that data is collected only Samsung phone showrooms located in Yangon. In addition to this, further researches should emphasize the influencing factors on smart phones situated in other geographic areas. If the further study can cover consumer buying decision on Samsung phone showrooms in other regions of Myanmar, the quality of research will be greatly enhanced and the results will support the importance of consumer behavior for the success of business.

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CHAPTER I

INTRODUCTION

1.1 Rational of the Study

Any person is a consumer in the consumption process. The consumer is the key element for any business. Their purchases determine the successes and profits of business. Consumers make many buying decisions every day that are selection, purchasing and consumption of goods and services for the satisfaction of their needs and desires, and the buying decision is the formal point of the marketer's effort. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler & Keller, 2011).

Consumer buying behavior is an integral task of marketing management. It is vast, complex subject and it cannot almost possible to predict with accuracy, how customer will behave in a given situation. Consumer behavior means how people make decisions to spend their available resources like time, money, effort on consumption of different products or services. Thus, businesses research consumer buying decision in great detail to answer questions about what consumer buy, why they buy it, when they buy, where they buy, how often they buy it (Kotler & Armstrong, 2014). Consumer behavior is the actions that a person takes in purchasing and using products or services, including the mental and social processes that precede and follow these actions.

Marketers must understand every facet of consumer's actions. Consumer buying behavior is the decision process and acts of people involved in buying and using. Buying decision process is based on consumer buying behavior and it is based on consumer behavior, with the consumer playing the three distinct roles of user, payer and buyer. An understanding of the external and internal stimuli is essential for marketers in order to develop suitable marketing mixes – product, price, place, promotion to appeal to the target customer.

Consumer buying decisions are frequently made at the point of purchase and may be heavily influenced by what takes place there. A great many factors contribute to purchase decision, including consumer characteristics, brand features and marketing mix factors. Marketing mix factors are temporary conditions that affect how buyers behave-whether they actually buy product, buy additional products, or

buy nothing at all. They include things like physical factors, social factors, time factors, the reason for the buyer's purchase, and the buyer's mood (Simonson & Tversky, 2011). By identifying those factors, marketers may improve store layout and design, merchandising, atmosphere and staffing decisions significantly. Those issues are a critical basis for developing competitive advantages in today's dynamic and competitive grocery market. This study explores that marketing factors may play major roles in sales situations.

Today, mobile phone is a portable and versatile device. It can be used for many purposes. A mobile phone is also able to perform as a computer, generally having a touch screen interface and internet access. It can be operated to free download application for many functions. All people including old person use smart phone for checking internet browsing, emailing, navigation, listening to music, watching video, surfing the net, playing game and for many other purposes. Rapid growth in the demand of smart phones gives the smart phone companies an opportunity and competition. Along with the development of technology, smart phones become utility and essential for people. Smartphone as a new type of mobile device can be used both as a traditional mobile telephone and as a handheld computer, enabling users to use ubiquitous computing capabilities. Different kinds and variety of smart phones are available in market. Price, quality, brand, country of origin, marketing, sales, word of mouth etc. could be several factors that a consumer may think before buying a Smartphone. Different consumers have different characteristics in their life that also influences their buying behavior. Reference groups, situational and marketing factors are those characteristics that could manipulate the buyer behavior in making final decision.

This research indicated influencing factors on buying decision making of Samsung phone buyers in Yangon. Myanmar is one of the developing countries. All standards in Myanmar commonly used Samsung phones because it is wide range in price, cheerful, light and smart in design and shapes. Thus, this study will be focused on why the customers make decisions to buy the Samsung Phone.

1.2 overview of background

Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificity and characteristics

influence the individual in what the consumer is and the consumer in the decision-making process, shopping habits, purchasing behavior, the brands the consumer buys or the retailers the consumer goes. A purchase decision is the result of each and every one of these factors. Initially the consumer tries to find what commodities he would like to consume, then the consumer selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which the consumer can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities the consumer should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological (Ramya, 2017) .

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. The consumer chooses a product or brand to consume from various choices in the market. However, these factors are affecting the buying behavior of consumers vary due to diverse environmental and individual determinants. When making a purchase, the buyer goes through these 5 stages of the decision process. There are Problem Recognition or Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post-Purchase Evaluation (Krishna, 2018). There are three types of factors influencing on consumer buying decision process: social factors, situation factors, and marketing factors. This study mainly focuses on only marketing mix factors (7Ps). Customer buying behavior is a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. It is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy. Many of the research papers argue about customer buying behavior. The marketer attempts to influence each of these decisions by supplying information that may shape the consumers evaluation (Kumar, 2017).

Marketing has also been defined as management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing mix is a combination of four variables, namely product, price structure, promotional activities, and distribution systems (Dharmesta, 2008). Careful management of product, place, promotion, and price will clearly also be essential to the successful marketing of services. In addition to the traditional four Ps, the services marketing

mix includes people, physical evidence, and process (Lovelock, 2007). According to (Kotler & Armstrong, 2011), a product can be interpreted as anything that can be offered by producers to be noticed, requested, sought, bought, used, or consumed by the market as meeting the needs or desires of the relevant market. Price according to (Kotler & Armstrong, 2001) is the amount of money exchanged for a product or service. Place in services is a combination of location and decision on distribution channels, in this case related to how the delivery of services to consumers and where the strategic location (Lupiyoadi, Rambatdana, & Hamdani, 2013). Promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing (Dharmesta, 2008). According to (Zeithaml & Bitner, 2013) people are all actors who play a role in service providers so that they can influence customer perceptions. The elements of people are company employees, consumers and other consumers in the service environment. According to (Lupiyoadi, Rambatdana, & Hamdani, 2013) the process is a combination of all activities generally consisting of procedures, work schedules, mechanisms, activities, and routine things, where services are produced and delivered to consumers. Physical evidence is the environment in which the service is delivered and where the service provider interacts with consumers along with all other components that support the realization or communication of services. (Lupiyoadi, Rambatdana, & Hamdani, 2013).

1.3 Research problem

Currently, the world's most profitable and competitive industry is the smartphone sector. Smartphones have become a need in modern society. People are using mobile phones more and more to communicate with each other at all times and places as technology advances. Presently, top mobile phone providers are vying with one another to establish themselves as important players and draw in more clients.

Intense rivalry is another characteristic of the smartphone sector. It is also one of the sectors that is expanding the fastest, with many global companies competing for market dominance. People use smartphones for a wide range of purposes, including social networking, business, and leisure, as the use of mobile devices has increased globally. The degree of demand is anticipated to increase in the future, contingent on the extent of smartphone addiction. But businesses are also spending more on

marketing and research and development because of the fierce rivalry in the smartphone sector.

Thus, knowing how consumers make decisions while purchasing a smartphone can aid manufacturers and marketers in developing effective marketing tactics. Comprehending the underlying elements that impact consumers' purchasing decisions can aid marketers in devising and executing effective marketing strategies and plans. Customers weigh the benefits and expectations before making any purchases of goods or services, after which they make a choice. Understanding the elements that influence customers' purchasing decisions is therefore crucial for any firm.

1.4 Research Objective

The general objective of the study is to analyses the influencing factors on buying decision of Samsung Phone buyers in Yangon. The specific objectives of the study are as follow:

- a) To explore the relationship between product and buying decision of Samsung Phone buyers in Yangon.
- b) To examine the relationship between price and buying decision of Samsung Phone buyers in Yangon.
- c) To analyze the relationship between promotion and buying decision of Samsung Phone buyers in Yangon?
- d) To investigate the relationship between distribution intensity (Place) and buying decision of Samsung Phone buyers in Yangon?
- e) To determine the relationship between process and buying decision of Samsung Phone buyers in Yangon?
- f) To divide the relationship between people and buying decision of Samsung Phone buyers in Yangon?
- g) To study the relationship between physical evidence and buying decision of Samsung Phone buyers in Yangon?

1.5 Research Questions

What is the relationship between marketing mix and buying decision of Samsung Phone buyers in Yangon?

1.6 scope of the study

In Yangon, there are a plethora of mobile phone businesses offering high-quality smartphones for purchase. Samsung phones are great phones that can be used for many different things. For a number of years, the Samsung Galaxy line of smartphones has been among the most well-liked in the world. Samsung phones are thus the ones used in this investigation to gather data. This study will be appropriate for covering every Samsung showroom across the nation. The Samsung showrooms in Yangon will be the study's primary focus due to scarcity of resources. Samsung has eight new locations in Yangon and employs 120 people overall. Although there are many influencing factors, this study will be emphasized marketing factors influencing on buying decision of Samsung phone users from two branches that are situated at Kyauk Ta Dar Township and Pazundaung Township in Yangon.

CHAPTER II

LITERATURE REVIEW

This chapter covered the foundation of the research based on the secondary data from journals, websites, and other studies related to the research topic. This chapter presented the theory related to concept of marketing, marketing mix, and customer satisfaction. The success of a business depended on its ability to attract and retain consumers that are willing to purchase goods and services at prices that are profitable to the company. Customer satisfaction is one of the factors to get repeat customer and increase profitability. Marketing is important for customer satisfaction of any business.

2.1 Consumer Behavior

Consumer behavior is a process by which consumers identify their needs, collect information, evaluate alternatives, and make purchase decision. It is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy (Kuma, 2017). The Customer decision is the selection of an action from two or more alternative choices. Customer decision to purchase the goods from the available alternative choice is known as a “Consumer Purchase Decision”. The marketing people should initiate the participants in the purchase decision to make the purchases of the product at different marketing strategies. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Consumer buying behavior is an integral task of marketing management. It is vast, complex subject and it cannot almost possible to predict with accuracy, how customer will behave in a given situation.

Consumers around the world are different in various factors such as age, income, educational level, and preferences which may affect the way they avail of products and services. The behavior then impacts how products and services are presented to the different consumer markets. There are components which influence consumer behavior namely; social, cultural, personal, and psychological (Kotler & Armstrong, Principle of Marketing, 2017). The factors affecting how customers make decisions are extremely complex. Buyer behavior is deeply rooted in psychology with

sashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. But those who have spent many years analyzing customer activity have presented us with useful “guidelines” in how someone decides whether or not to make a purchase.

2.2 Model of Consumer Behavior

The consumer behavior or buyer behavior is influenced by several factors or forces. They are:

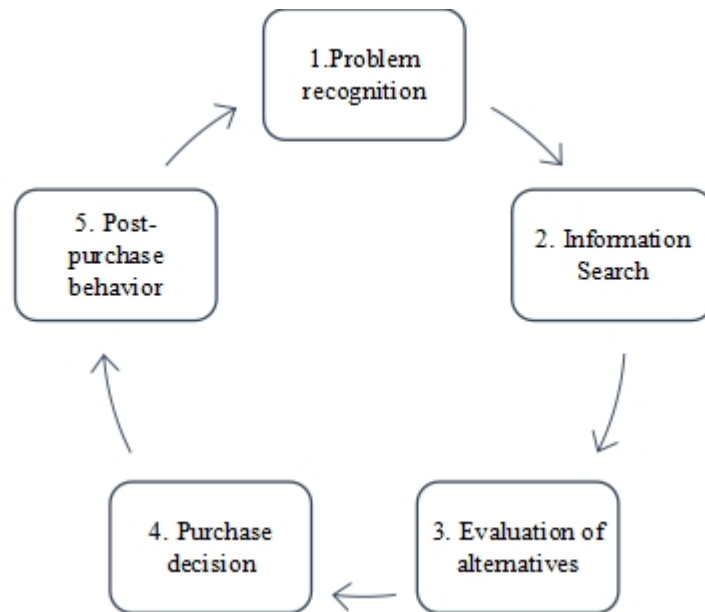
1. Internal or Psychological factors
2. Social factors
3. Cultural factors
4. Economic factors
5. Personal factors.

According to this model, stimuli in the form of both the external environment and the elements of the marketing mix enter the buyer’s ‘black box’ and interact with the buyer’s characteristics and decision processes to produce a series of outputs in the form of purchase decisions. This study emphasizes only on personal factors, social factors, situational factors and marketing factors to explore their effects on consumer buying decision.

2.3 Consumer Buying Decision Process

Consumer buying behavior is the sum of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Consumer buying behavior is the decision process and acts of people involved in buying and using. The decision-making process was first introduced by John Dewey in 1910. When making a purchase, the buyer goes through these 5 stages of the decision process. They are (a) Problem or Need Recognition, (b) Information Search, (c) Evaluation of Alternatives, (d) Purchase Decision, and (e) Post-purchase Behavior.

Figure (2.1) Consumer's Buying Decision Making Process



Source: (Pather, 2018)

In the first step, the problem or need recognition starts in the buying process. The buyer recognizes a problem or need. The need or requirement can be triggered by internal and external stimuli. With an internal stimulus, a person's normal needs (hunger, thirst, and sex) cross a threshold level and become a drive. Need can also be aroused by an external stimulus. Thus, the marketers have to develop strategies that trigger consumer interest and identify circumstances that trigger a particular need. This is extremely important for discretionary purchases (i.e. holiday packages, luxury goods) (Majumdar, 2017).

The second step of the process is the information search, which occurs when the consumer has recognized the need and then searches for information that can satisfy the need (Brosekhan & Velayutham, 2019). This stage is typically where companies or marketers make use of marketing, advertising and public relations to disseminate knowledge to their consumers.

The third step is the evaluation of alternatives, where the consumer analyses alternatives based on factors of the product or service. Consumers evaluate the price versus the quality and branded versus non-branded goods to determine the best fit for themselves. This is usually where companies or marketers need to find ways to attract and retain customer (Brosekhan & Velayutham, 2019).

The fourth step of the buying process is where consumer decides to purchase a product or service. (Brosekhan & Velayutham, 2019) claimed that the final purchase decision can be disrupted by two factors: negative feedback from other customers and the level of motivation to comply or accept the feedback from those customers.

The final step is the post-purchase behavior of consumers. The marketer's job does not end when the product is bought. After purchasing of the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. If the product falls short of expectations, the consumer will disappoint; if it meets expectations, the consumer will satisfy; if it exceeds expectations, the consumer will delight and repurchase process will continue. Buying decision process can rotate by situations of other product or another person. Consumers will repeatedly think or do about their chosen products if the price of related product is reduced or its qualities are updated like mobile phone.

2.4 Factors Influencing on Consumer Buying Decision

In market, there are many factors affecting on consumer buying decision such as cultural, social, personal, economic, psychological, situational, and marketing factors. This study emphasizes only on marketing factors (Product, Price, Place, Promotion, Process, Physical evidence and People) to explore their effects on consumer buying decision.

Consumer behavior studies how individuals, groups and organizations choose, purchase, use and dispose of goods, services, ideas or experiences to meet and satisfy their needs and wants (Kotler & Keller, 2012). Consumer behavior focus on how individuals make decisions to spend their available resources (time, money, effort) on the particular items. This includes what they buy, why they buy it, where they buy, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future purchases and how they dispose it off (Schiffman & Kanuk, 2000).

The knowledge ascertained by the behavior of consumers helps the marketer to understand how the consumers may feel, think and select items in store (Brosekhan et al., 2013). Consumer buying behavior means the buying behavior of the final consumer. A firm need to analyze purchase behavior for buyer's reactions to a firm's marketing strategy has a great impact on the firm's success. Marketers may use the knowledge obtained through studying the consumer buying behavior to set marketing

strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively.

Researchers benefit from the terms planned and unplanned purchasing. Unplanned purchasing is defined as “a buying action undertaken without a problem having been previously recognized or a buying intention formed prior to entering the store” (Engel & Blackwell, 1982). On the contrary, the definition of planned purchasing is just the opposite when there is a recognized problem and prior intention to buy. It is possible to 6 Source: Kotler (2012) w012 say that impulse purchases are some type of unplanned buying situation or an advanced form of unplanned buying (Stern 1962, Kollat & Willet, 1967).

Most consumers occasionally make purchases solely on impulse than others types of buying behaviors. Impulsive buying behavior is an unplanned decision to buy a product or service, made just prior to a purchase. When this happens, purchase decision is made immediately. Impulse buying is a kind of emotional buying. A consumer might make an emotional connection with a product based on something he/she like, and this connection can trigger a purchase. The other things that can trigger impulse buyers to buy items they may not have planned to purchase is the mere sight of a product such as candy, chocolate, gum, mints, or chips and other items prominently displayed, either in the retail outlets or at the checkout aisles.

An important part of understanding consumer behavior is to know how consumers make purchasing decisions. Consumers' decision-making process is one of the major areas of consumer behavior that is researched in detail and theorized by marketing scholars (Engel & Blackwell, 1982). The consumer decision-making process begins when a consumer realizes he or she wants to make a purchase to satisfy a need. The process is generally composed of five stages that are passed through by consumers. The steps include in this process are problem recognition, search for alternative solutions or information search, evaluation of alternatives, purchase and post purchase behavior. According to this model, there are several steps that take place before purchasing and an evaluation phase after it (Kotler & Keller, 2012).

There are five stage model of consumer buying process. The first four stages are related to the decision-making process of consumers, whereas the final step is the result of the previous steps. Kotler described the stages as following: problem recognition arises when the consumer is faced with a need. A need for a product has

to be identified by the consumer before it can be recognized; otherwise, there is no intention for a purchase. Marketers often convince consumers that there is a need for a product (Tanner & Raymond, 2012). This need can be triggered via internal stimuli (e.g. hunger or thirst) or external stimuli (advertisement). Next, in the stage of searching for information the consumer either becomes more attentive about a product or service or will actively look for information for the product or service. Consumers might use their prior experiences as an information source but if they are not adequate, the need for looking into other information sources arises. Generally, the decisions of consumers are based on both past experiences and external sources that are from marketing activities and non-commercial ways (Schiffman & Kanuk, 2010). The most effective information sources are personal ones such as friends and family, experiences and mass media as a public source (Kotler & Keller, 2012).

When the search for information is complete, consumer begins to evaluate them. In the stage of the evaluation of alternatives, the consumer will compare several alternatives with each other while trying to evaluate what product would satisfy their needs best. To evaluate the alternatives, consumers rely on two types of information. First one is the use of an evoked set that stands for a list of alternatives which will be the base for the selection and the second is the evaluation criteria that consumers consider (Schiffman & Kanuk, 2010).

The final step for the decision-making portion of the model is the buying decision. The consumer made the conscious decision to buy a product. The decision will depend on the factors of the product, namely the products features, perceived value and capabilities identified in the previous step (Joubert, 2010). Furthermore, the decision to buy could be dependent on the occurrence of shopping that the consumer experiences in the store. However, there are two factors that might make the consumer reconsider: the attitude of others (e.g. negative feelings towards a product from a friend) and unanticipated situational factors (e.g. the loss of a job).

The final part of the model is the post-purchase behavior. Kotler (2000) explained that in this stage the consumers experience satisfaction or dissatisfaction with the purchased good. The former occurs when the product performance meets or exceeds the buyer's expectations, whereas the latter will happen if the product does not meet the set expectations. Post purchase actions usually depend on the customers' satisfaction or dissatisfaction with an acquired product. Satisfied customers are more likely to purchase a product again. On the other hand, dissatisfied consumers might

abandon or return a bought product, seek a lawyer, use social media (such as Twitter or Facebook) to express. As in theory; individual experiences may be different from the proposed model. Consumers do

The five-stage model is a representation of the process not have to pass through all these stages when making a decision to purchase and in fact, some stages could be skipped or switched depending on the type of purchases (Kotler & Keller, 2012). Especially for impulse buying, several steps are entirely skipped.

2.5 Concept of Marketing

Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is “meeting needs profitably”. The American Marketing Association defines the marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings and have value for customers, clients, partners, and society at large.

Marketing is a societal process by which individuals and groups obtain what they need and what through creating, offering, and freely exchanging products and services of value with others. Managers sometimes think of marketing as “the art of selling products”. The aim of marketing is to make selling superfluous, to know and understand the customer so well that the product or service fits him and sells itself. Marketing should result in a customer who is ready to buy. All that should be needed is to make the product or service available.

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing is managing profitable customer relationships. The two goals of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. Many people think of marketing as only selling and advertising. Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Singh, 2016).

2.6 Marketing Mix

(Ohrabi, Hanbolooki, & Hazavi, 2017) define marketing mix is a marketing tool used by companies to pursue their marketing goals. The marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, promotion, and distribution. In other words, marketing mix is a variable that can be used by companies to influence consumer responses. Marketing mix as a combination of market activities for certain goods or services during certain periods and in certain markets. According to (Abd. et al., 2017) marketing strategies are related to the marketing mix that enables businesses to reach approved in sponsored markets. (Jain, 2018) in their study entitled "evaluating the effect of marketing mix on customer satisfaction and brand personality", reported that marketing mix had a significant effect on customer satisfaction and brand personality. Marketing Mix is a marketing strategy that is carried out simultaneously in applying strategic elements in the marketing mix itself. They must also act more practically by using desirable distribution methods and providing good services, using informational advertisements, identifying opportunities and using them to attract more resources. In addition, they must strive to increase market share and customers through creativity and innovation and to match resources with customer needs. The marketing mix element is a control tool in the hands of organizations that leads to customer satisfaction. A clear understanding of the elements of the marketing mix by service providers will have an influence on potential and current customers, turning them into loyal customers, and helping them continue their business life (Simanungsong, et. al., 2018). There are four Ps of marketing mix which includes product place, price and promotion. However, there have been further elements found in the literature. Few authors have identified process, people and physical evidence as elements of marketing mix in addition to four elements discussed earlier. These 7Ps of marketing mix have been considered to have a significant impact on marketing for firms which are engaged in providing service to customers (Addmour & Ayish , 2019).

2.6.1 Product

Product is anything that can be offered in the market to get attention, demand, use or consumption that can fulfill a desire or need. Products are not only always goods but can also be services or a combination of both (goods and services). A product as anything that can be offered to the market for attention, acquisition, use or

consumption that might satisfy your wants or needs. Product is defined as a physical product or service to consumers who want to pay. This includes half of material goods, such as furniture, clothing and daily necessities and intangible products, such as services, that users buy (Ernesto, Ellitan, & Handayani, 2021). (Razak, Nirwanto, & Triatmanto, 2017) emphasizes that the product is the first and one of the main marketing elements. The product: "is what can be offered to the market, to get attention, to become a used or used acquisition, and can fulfill wants or needs." In fact, it was observed that in many cases the literature was dominated by the narrow "product" concept of perception. As such, the product concept is very broad and includes not only natural products and services, but also experiences, people, places, property rights, businesses or organizations, information and ideas. When developing service products, it is very important that the benefit package in the service offer must have a customer perspective such as restaurants, hotels, repairs etc. Planning a marketing mix starts with creating a service concept that will offer value to target customers and meet their needs better than competing alternatives (Sevrillia & Rachmawati, 2018).

2.6.2 Price

Price is one of the most important marketing mix items and many scientists consider price to be one of the most important market elements, which increases not only profit, but also market share. However, price is not only one of the main factors in a competitive situation, which directly affects sales and profitability indicators of a company, but also one of the most flexible marketing mix elements, which can quickly adapt to changing environments. Therefore, price is considered as the only element of the marketing mix, generating revenue and the most important factor of customer satisfaction and loyalty. By regard for the prices, as one element of the marketing mix observed in scientific literature, there are various levels of conception and interpretation of definitions, for example: Prices include fair product valuations, for example, good prices for good products (Rathod, 2019). Price is, "The amount of money (plus some products if possible) is needed to get a combination of their goods and services". After the product is ready to be marketed, the company will determine the price of the product (Bastian, Ellitan, & Handayani, 2021). (Gronroos, 2018) highlights that a very important factor in determining prices is influenced by product costs, marketing strategies and costs associated with distribution, advertising costs or

changes in prices in the nature of the market. Prices depend on the volume of production marketed, so there is always an inverse relationship: the higher the price, the decrease in sales (Ellitan, 2021). Therefore, setting the price of your product may be complicated and it is therefore possible to use the following steps: (1). Cost-plus - accompanied by a standard percentage of profit for future costs to produce a product, for example, evaluation of fixed and variable costs; (2). Value bases - some are based on the perceived value of the buyer (not cost). Here, the buyer's perception depends on all aspects of the product, including the price of factors such as image quality and prestige; (3). Competition - which depends on other companies competing for the price of the product. Here, company prices compare the prices of their competitors and thus can directly monitor their competitors and price responses to changes in the market. Because if not, the customer can choose another vendor based on the proposal submitted; (4). Input Size - When entering the market, the price of a product is determined together. Then, most companies must reduce or not increase prices to keep control of the market; Discounts - based on advertising, help reduce prices and can thus attract new customers and expand market share; (5). Unfavorable guidelines - based on the assumption that sales occur at a price lower than the cost of production to attract customers to the store to buy other products; (6). Psychological - which influences consumer behavior? In short, it can be said that price is one of the factors that affect consumers, because it helped him understand the value of the product. Therefore, costs must include the following in terms of money that will provide value to consumers who are willing to pay. Price is the only marketing element for income and all other elements are related to costs. The level depends on the volume of production marketed, so there is always an inverse relationship: the higher the price, the decrease in sales.

2.6.3 Place

Place is a market that is located or where a trader / seller sells or distributes goods or services that are available to consumers. (Alipour, Pour, & Darbahaniha, 2018) explain that decisions for physical distribution decisions consider how orders are processed, where storage is located, how many preparations should be prepared, and how goods should be handled and transported. Distribution channels is defined as an integral part of the service, which involves service providers, intermediaries (agents) and the same service (in many cases). Therefore, in order to control and

manage this process, companies need to develop appropriate marketing channels, to match the company's goals. Analysis of the scientific literature reveals that there are various ways in which companies can choose to provide products and services to customers. Between them they are usually given two different distribution channels, direct and indirect marketing channels. Thus, this channel is directly from the manufacturer to provide products or services to consumers. Distribution of goods directly can be done in two forms, namely: through branch sales and their own employees and through an independent broker that operates in accordance with the direction of the production company (through a dealer, broker, commissioners). Meanwhile, indirect distribution channels including brokers, in this regard; each manufacturer sells goods wholesalers, retailers and products to consumers. This can increase the cost of the product, because each agent will receive a percentage of their profits. In short, the distribution - these are the elements of the marketing mix, which includes decisions and actions related to the movement of goods from producer to consumer. Channels of distribution is defined as an integral part of the service, which involves service providers, intermediaries (agents) and the same service (in many cases). Most Indian logistics companies have not considered the consideration for effective service distribution with respect to sites for new branches, warehouse locations etc. (Gronroos, 2018).

2.6.4 Promotion

Promotion is a form of marketing communication which is a marketing activity that strives disseminate information, influence / persuade, and / or increase the market targets for the company and its products to be willing to accept, buy and be loyal on the products offered by the company concerned. Promotion should communicate the benefits that a customer receives from a product, not just its features. Promotion is sending a persuasive message about a particular product to customers. (Mohammad, Aimin, & Begun, 2017), in their investigation of the impact of marketing mix elements on tourist satisfaction found promotion to be significantly related to customer satisfaction. (Mylonakis, 2019), surveyed bank customers on bank satisfaction factors and loyalty and the findings point out that advertising (the humorous method) is generally accepted by people. But (Bena, 2019), in research on evaluation of customer satisfaction in banking services, found customers are dissatisfied with promotion. Management should involve in promotional messages

that educate and enlighten customers. Bank should also use sales promotion that gives incentives such as discounts to customers to lower cost of banking and capital. Therefore, the relationship between promotion and customer satisfaction has been established.

2.6.5 People

People, refers to those involved in service delivery. Their level of training, interpersonal behavior, discretion in rendering the service and appearance matters a lot in customer satisfaction in banking industry. (Thompson, Gamble, & Strickland, 2018) opines that customer orientation of service employees is a key driver of customer satisfaction. The interaction of employees and customers create good customer satisfaction. Customers rely on bank employees for advice, complaint and direction towards some of the banks' products and channel of distribution. Interaction quality is an important factor when customers evaluate service quality. (Ennew & Binks, 2019), (McDoughall & Levesque, 2021), found out that, the interactions driving the service producers have important effect on customer perceptions of service quality. (SiddiqI, 2019), in a research on interrelations between service quality, attributes, customer satisfaction and customer loyalty in retail banking sector in Bangladesh, found that empathy (interaction between employees and customers) has a large positive correlation with customer satisfaction. Similarly, (Ladhari, 2021), in an assessment of the psychometric properties of SERVQUAL in the Canadian banking industry, found that empathy is the strongest predictor of customer satisfaction. (Mohammad, Aimin, & Begun, 2017), in research, which investigated the impact of marketing mix elements on tourist satisfaction on East Lake, found evidence of significant relationship between people and customer satisfaction.

2.6.6 Process

Process shows procedure of rendering services. (Harington & Weaven, 2019), explored the factors affecting customer satisfaction for e-retail banking in Australia. Factor analysis and regression analysis were used to ascertain factor structure for customer satisfaction. The study found that four factors solution, represented by personal needs of the customer, website organisation, user friendliness of the websites and efficiency were rated as high. Similarly, (Al-Eisa & Alhemoud, 2019) identify the most salient attributes that influence customer satisfaction with retail banks in Kuwait and to determine the level of the overall satisfaction of the customers of the banks.

They found fast service and availability of self-banking services among the crucial attributes. (Casalo, Flavian, & Guinaliu, 2018) found the major factor affecting customer satisfaction in Spanish e-banking services was website usability. (Jamal & Nasser, 2017) found service quality provided by the banks as an important determinant of customer satisfaction. Banks should create a good service process to maintain satisfied customers and attract potential customers. Therefore, the relationship between process and customer satisfaction has been established.

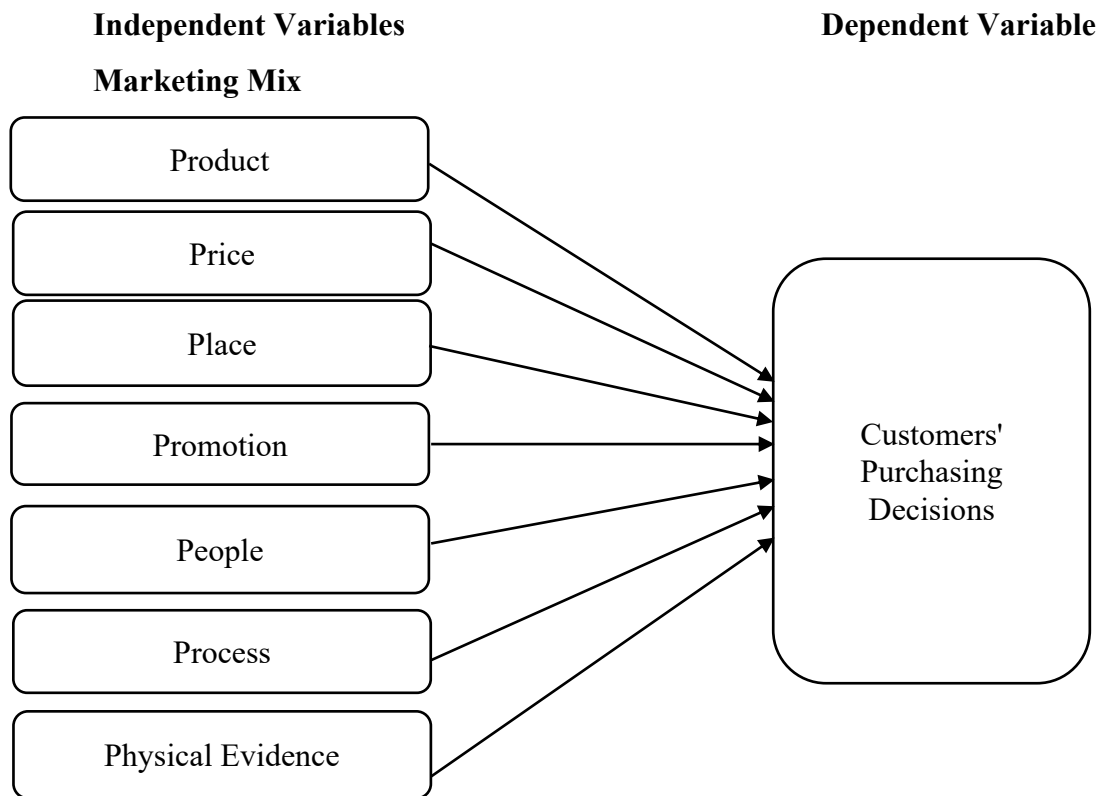
2.6.7 Physical Evidence

This deals with environment where business operates, such as parking area, furnishings, color, noise level, air conditioning system etc. (Duhaime, 2019), maintains that service environment increase customer satisfaction and that within service environment customers can be exposed to numerous stimuli which potentially affect how they act, buy and the level of satisfaction they derive with service experience. (Bitner, 2017), indicated that the service environment has a significant impact on customer perception of overall service quality. (Bitner, 2019) pointed out that customers make inferences about the service quality on the basis of tangibles (the buildings, the physical layout, etc.) that surround the service environment. Support for this argument comes from empirical evidence suggesting that the tangible and physical surroundings of the service environment can have a significant impact on customers' affective responses and their behavioral intentions.

2.7 Conceptual Framework of the Study

This study only focused on the marketing mix activities (product, price, place, promotion, people, process, physical evidence). The conceptual framework of the study is shown in the following Figure (2.2).

Figure (2.2) Conceptual Framework of the Study



Source: Own Complication from Previous Studies

According to Figure (2.2), this study focused on the relationship between marketing mix and buying decision of Samsung Phone buyers in Yangon. This above framework shows that relationship between independent and dependent variables. Based on the overall review of related previous researchers and theoretical frameworks, the conceptual model at shown in Figure (2.2) developed. Customer Purchasing decision is dependent variable, while the marketing mix factor product, price, place, promotion, people, process and physical evidence as independent variables.

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

The examination of the research and methods is covered in this chapter. This describes the data collection procedures and the research strategy. The chapter explains the study's sample in detail, including the respondents' personal information, the measurement tool used, questions about reliability, the steps taken to acquire the data, and the statistical methods applied to evaluate the data.

3.1 Research Methodology

The process through which researchers must perform their research is known as research methodology. It demonstrates the process by which these researchers define their problem and objective and then provide their findings based on the information gathered over the study period. The research design and technique also demonstrate how the study's goal will be satisfied by the research outcome at the conclusion. Thus, the research methodologies that were employed during the research procedure are discussed in this paper. It comprises all aspects of the study's research technique, from the research plan to the dissemination of the findings. This study describes the research design, research methodology, the study area, data sources like primary and secondary data sources, population consideration, sample size determination using questionnaires, data collection methods like primary data collection methods, methods of data analysis used like quantitative and qualitative data analysis, and data analysis software. In general, a qualitative and quantitative research approach is understood to be necessary to meet the goals of the study. Because the data were gathered from all facets of the data source during the study period, the study employed these mixed methodologies (Sileyew, 2019).

3.2 Research Design

A research design is a blueprint or the framework that has been created to answer the research questions. According to the (Melnikovas , 2018), it emphasized planning and designing were the most important in research. The research design is intended to provide an appropriate framework for a study. A very significant decision in research design process is the choice to be made regarding research

approach since it determines how relevant information for a study will be obtained; however, the research design process involves many interrelated decisions (Sileyew, 2019). Research design is the framework established to find the answers to research questions. Descriptive research is designed by examining on the collected data with a scientific technique. This study applied descriptive research to conduct the research problems.

In performing any applied research, a clear and specific methodology has to be followed where methodology is a set of methods used in a particular area of research. The present study was focused on influencing factors on consumer buying decisions of Samsung mobile phones in Yangon. In this research a set of methods such as sample size, sample selection procedure, process of data collection, interpreting and analyzing data, other relevant activities and combination of rules and techniques have been used. This study was adopted the descriptive research methodology implemented through the use of questionnaires as the instrument to collect data. This approach will be helpful to study influencing factors on consumer buying decisions of Samsung mobile phones in Yangon associated with consumer behavior. The study was used a 5-point Likert scale.

3.3 Population and Sampling

The set or group of all the units to whom the research's findings are to be applied is referred to as the population. It is a collection of all the units that have the variable characteristic under investigation and for which the results of the study can be applied broadly. A sample is a portion of the population that perfectly represents it. It implies that the units used as a sample from the population must encompass all relevant traits of various population unit types. Most studies acquire data from sample units rather than the full population due to a variety of factors, and their conclusions are then applied to the entire population. Only if efforts are made to choose the sample while keeping in mind the qualities of an ideal sample will this be possible to perform accurately (Shukla, 2020).

Convenience sampling was used in this research to collect the data from consumers. Convenience sampling is chosen because it can be carried out conveniently as customers for the study is easily available for the researcher to participate as respondents. The sample design used in this study is convenience sampling. The data was collected by using structured questionnaires which will be headed to 300

customers who only bought from Kyauk Ta Dar showroom and Pazundaung showrooms in Yangon.

3.4 Data Collection

The following fundamental methods were the main emphasis of data collection methods. These comprised both secondary and primary data collections that concentrated on the kinds of qualitative and quantitative data described in the preceding section. The systems for collecting data have been designed and are ready with their correct protocols (Sileyew, 2019). Primary data and secondary data are two different forms of information that were collected. The core data for this study were collected using the questionnaire survey approach. Secondary information was gathered from pertinent text books, prior research papers, firm profiles, periodicals, and websites on the internet.

The major goal of this study is to identify the variables that influence Yangon consumers' decisions to purchase Samsung phones. Data was gathered for the study using a descriptive analysis from both primary and secondary sources. Convenience sampling was used to collect the data based on demographic and socioeconomic characteristics of the subjects, such as gender, age, education level, and monthly income. Using structured questionnaires, which are given to consumers who purchase Samsung mobile phones from two showrooms situated in the towns of Kyauk Ta Dar showroom and Pazundaung showrooms, the primary data was gathered. The secondary data was gathered from pertinent literature, earlier studies, websites on the internet, and other sources.

3.5 Data Analysis

Data analysis process is an important part of understanding the data. According to (Babbie & Mouton, 2017), a research technique for providing an objective, systematic, and qualitative explanation of a statement's clear content is data analysis. The process of transforming the majority of raw data into tables, charts, frequency distributions, and percentages is included in descriptive statistics. Various statistical approaches must be used for data analysis in order to provide meaningful survey responses. To show the demographic profiles of Samsung phone users, descriptive statistics were employed. This statistical method is used with a specific goal in mind; therefore, it generates conclusive findings. Statistics are used

to show a relationship between two variables through correlation and regression. These two analyses were used in this study to analyze and identify the influencing elements on Samsung Phone users' purchasing decisions in Yangon. SPSS version 23 was used to conduct the statistical analysis.

CHAPTER IV

FINDINGS AND DISCUSSION

The primary topic of this chapter is to analyse the influencing factors on buying decision of Samsung Phone buyers in Yangon. 300 respondents are gathered for the primary data collection utilizing structured questionnaires and a practical sampling technique.

4.1 Demographic Characteristics of Respondents

This study only focused on consumers who bought Samsung Phone from Kyauk Ta Dar showroom and Pazundaung showrooms in Yangon. The background of respondents based on gender, age, education Level, occupation, Marital Status, Family Members, how many times did you purchase Samsung Smart Phones? How much average do you spend per time? (in Kyats), and What is the brand of your current phone are at the following table. Total number of respondents is 300 consumers.

4.1.1 Respondents by Gender

Table (4.1) displays the number of responders by gender.

Table (4.1) Respondents by Gender

Sr. No	Description	No. of Respondents	Percentage
1	Male	177	59.0
2	Female	123	41.0
	Total	300	100.0

Source: Survey Data (August,2024)

According to Table (4.1), 177 respondents are male and 123 respondents are female. It can be said that most of customers are male. According to percentage, male shares 59.0 % and female shares 41.0% in total. This means that males were more involved in this study.

4.1.2 Respondents by Age

The number of respondents according to age groups is shown in Table (4.2).

Table (4.2) Respondents by Age Groups

Sr.No.	Description	No. of Respondents	Percentage
1	Under 20 years	15	5.0
2	21-30 years	73	24.3
3	31-40 years	52	17.3
4	41-50 years	76	25.3
5	51-60 years	48	16.0
6	Above 60 years	36	12.0
	Total	300	100.0

Source: Survey Data (August,2024)

According to Table (4.2), ages of respondents are classified into six groups. This group includes below 20, 21 to 30, 31 to 40, 41 to 50, 51 and 60 respondents are the age of under 20 years which contributes 5.00 percent, 73 respondents are the age between 21-30 years which represented 24.3 percent, 52 respondents are the age between 31-40 years which represented 17.3 percent, 76 respondents are the age between 41-50 years and 48 respondent are the age of 51-60 years and 36 respondents are the age above 60 years. From the age analysis, it can be concluded that the majority of respondents were 41-50 years customers.

4.1.3 Respondents by Marital Status

Marital status of the respondent is collected and the number of respondents according to marital status is shown in Table (4.3).

Table (4.3) Respondents by Marital Status

Sr. No.	Description	No. of Respondents	Percentage
1	Single	172	57.3
2	Married	128	42.7
	Total	300	100.0

Source: Survey Data (August,2024)

As shown in Table (4.3), majority of respondents 172 people are single and they make 57.3 % of the sample size and the result of the 128 respondents are married and represent 42.7 % of the sample size. This means that the majority of respondent was single.

4.1.4 Respondents by Education Level

The number of respondents according to Educational Level is shown in Table (4.4).

Table (4.4) Respondents by Educational Level

Sr. No.	Description	No.of Respondents	Percentage
1	High School	25	8.3
2	University	54	18.0
3	Bachelor Degree	105	35.0
4	Master Degree	65	21.7
5	Others	51	17.0
	Total	300	100.0

Source: Survey Data (August,2024)

According to Table (4.4), 25 respondents are high school level and it has 8.3 %, 54 respondents are University and it has 18.0 %, 105 respondents are Bachelor Degree and it has 35.0 %, 65 respondents are Master Degree and it has 21.7 % and 51 respondents are others and it has 17.0 %. It can be concluded that most of the respondents were graduated from universities.

4.1.5 Respondents by Occupation

The occupation level in this paper can be divided into seven categories. They include students, wives, and employees of businesses, government officials, entrepreneurs, retirees, and others. Table (4.5) displays the number of responders per workplace scenario.

Table (4.5) Respondents by Occupation

Sr. No.	Description	No. of Respondents	Percentage
1	Student	25	8.3
2	Housewife	35	11.7

3	Company staff	65	21.7
4	Government official	75	25.0
5	Business owner	92	30.7
6	Retired	5	1.7
7	Others	3	1.0
	Total	300	100.0

Source: Survey Data (August,2024)

Table (4.5) shows that 25 respondents are students, making up 8.3 % of the sample size, 35 respondents are housewives, making up 11.7 % of the sample size, 65 respondents are company staff, making up 21.7% of the sample size, 75 respondents are government official, making up 25.0 % of the sample size, 92 respondents are retirees, making up 30.7 % of the sample size, and 5 respondents are retired, making up 1.7% of the sample size and 3 respondents are others, making up 1.0% of the sample size. Due of their higher purchasing power compared to other groups, business owner receives monthly higher income.

4.1.6 Respondents by Income Level

The number of respondents according to income level is shown in Table (4.6).

Table (4.6) Respondents by Income Level

Sr. No.	Description	No. of Respondents	Percentage
1	Kyats 200,000 and less	8	2.7
2	Kyats 200,001 – Kyats 300,000	21	7.0
3	Kyats 300,001 – Kyats 400,000	34	11.3
4	Kyats 400,001 – Kyats 500,000	76	25.3
5	Kyats500,001 – Kyats 600,000	84	28.0
6	More than 600,000 Kyats	77	25.7
	Total	300	100.0

Source: Survey Data (August,2024)

According to Table (4.6), out of 300 respondents, 8 had monthly incomes of Kyat 200,000 or less, constituting 2.7 % of the sample total. 21 respondents, or 7.0 % of the sample size, reported monthly incomes of between Kyat 200,001 and Kyat

300,000. 11.3 % of the sample size, or 34 respondents, have monthly incomes of between Kyat 300,001 and Kyat 400,000. 76 respondents, or 25.3% of the survey number, have monthly incomes of between Kyat 400,001 and Kyat 500,000. 84 respondents, or 28.0% of the sample size, have monthly incomes of between 500,001 and 600,000 Kyats. Finally, 77 respondents—or 25.7 % of the sample size—had monthly incomes of more than 600,000 MMK. In comparison to other income levels, the high-income level group purchases more.

4.1.7 Respondents by Family Members

The family members of the respondents are divided into three groups: 1 to 3, 4 to 6, and more than 6. The following Table (4.7) displays the total number of respondents broken down per family member.

Table (4.7) Respondents by Family Members

Sr. No	Description	No; of Respondents	Percentage
1	1-3	118	39.3
2	4-6	99	33.0
3	above 6	83	27.7
	Total	300	100.0

Source: Survey Data (August,2024)

According to Table (4.7), 118 respondents, or 39.3 percent, received answers 1-3, 99 respondents, or 33.0 percent, received answers 4-6, and 83 respondents, or 27.7 percent, received responses above 6. Conclusion: Compared to other family groupings, the middle family group purchases the most Samsung Smart Phones.

4.1.8 Respondents by How many times did you purchase Samsung Smart Phones?

The How many times did you purchase Samsung Smart Phones of respondents are classified into four different parts such as Under 2 times, 2 times – 4 times, 5 times – 7 times and Above 7 times.

Table (4.8) Respondents by How many times did you purchase Samsung Smart Phones?

Sr. No	Description	No; of Respondents	Percentage
1	under 2 times	98	32.7
2	2-4 times	105	35.0
3	5-7 times	65	21.7
4	above 7 times	32	10.7
	Total	300	100.0

Source: Survey Data (August,2024)

According to the Table (4.8), under 2 times is 98 respondents and 32.7 percent. 2-4 times are 105 respondents and 35.0 percent. 5-7 times are 65 respondents and 21.7 percent. above 7 times are 32 respondents and 10.7 percent. This means that the respondents repurchase Samsung Smart Phone 2-4 times.

4.1.9 Respondents by How much average do you spend per time? (in Kyats)

How much do you typically spend each day? (in Kyats) are divided into six categories: 200,000 Kyats and less, 200,001 to 300,000 Kyats, 400,001 to 500,000 Kyats, 500,001 to 600,000 Kyats, and more than 600,000 Kyats.

Table (4.9) Respondents Spend When Buying Sumsoung Smart Phone per Time (in Kyats)

Sr. No	Description	No; of Respondents	Percentage
1	K 200,000 and less	5	1.7
2	K 200,001-300,000	16	5.3
3	K 300,001-400,000	29	9.7
4	K 400,001-500,000	96	32.0
5	K 500,001-600,000	112	37.3
6	above K 600,000	42	14.0
	Total	300	100.0

Source: Survey Data (August,2024)

According to the Table (4.9), 5 respondents are K 200,000 and less, 16 respondents are K 200,001-300,000, 29 respondents are K 300,001-400,000 and 96 respondents are K 400,001-500,000, 112 respondents are K 500,001-600,000 and 42

respondents are above K 600,000 respectively. More of the respondents spent 500,000-600,000 Kyats because they have monthly income.

4.1.10 Respondents by What is the brand of your current phone?

The number of respondents according to brand of your current phone of respondents is shown in Table (4.10).

Table (4.10) Current Phone Brands of Respondents

Sr. No.	Description	No. of Respondent	Percentage
1	Huawei	17	5.7
2	Vivo	76	25.3
3	Oppo	42	14.0
4	Samsung	108	36.0
5	Apple	48	16.0
6	Others	9	3.0
	Total	300	100.0

Source: Survey Data (August,2024)

According to Table (4.10), 17 respondents bought Huawei and it represents 5.7% of the sample size. 76 respondents bought Vivo and it represents 25.3% of the sample size. 42 respondents bought Oppo and it represents 14.0 % of the sample size. 108 respondents bought Samsung and it represents 36.0% of the sample size. 48 respondents bought Apple and it represents 16.0% of the sample size. 9 respondents bought others and it represents 3.0% of the sample size. Most of the respondent's Smart Phone Brands was Samsung.

4.2 Reliability Test of the Variables

The goal of this study is to investigate the variables that influence Samsung Phone purchasers' decisions in Yangon. The most often used mean for measuring reliability, Cronbach's Alpha, is used to evaluate the reliability of a scale. According to Cronbach's Alpha values, levels between 0.7 and 0.8 are considered acceptable,

levels between 0.8 and 0.9 are considered good, and levels over 0.9 are considered exceptional (Cronbach's Alpha, 1951).

Table (4.11) Reliability Test of the Variables

Sr. No	Variables	Alpha	No. of Items
1	Product	0.801	7
2	Price	0.738	7
3	Place	0.714	7
4	Promotion	0.701	7
5	People	0.693	7
6	Process	0.696	7
7	Physical Evidence	0.834	7
8	Consumer Buying Decision	0.889	8

Source: Survey Data (August,2024)

Cronbach's Alpha values for the Product (0.801), Price (0.738), Place (0.714), Promotion (0.701), People (0.693), Process (0.696), Physical Evidence (0.834) and consumer buying decision (0.704) are all greater than (0.700) as shown in the above Table (4.11), indicating that the questionnaire has an adequate level of reliability. These seven factors—Product, Price, Place, Promotion, Process, People and Physical Evidence are therefore regarded as the independent variables of this study, with consumer purchasing behavior serving as the dependent variable.

4.3 Factors Influencing on Consumer Buying Decision

A five-point Likert scale with the following values is used to analyze the elements impacting consumer purchasing decisions: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, and 5. Strongly agree. The following explanations apply to the five-point Likert scale's mean values:

4.3.1 Customer Perception on Product Factors

Product factors were measured with five items. The mean value for each statement and the overall mean value are presented in Table (4.13).

Table (4.12) Customer Perception on Product Factors

Sr. No.	Statement	Mean Value	Std. Deviation
1	The quality of product is a key determinant in my purchase of Samsung Smart Phone.	3.99	.701
2	The packaging of product influences my decision to purchase Samsung Smart Phone	3.79	.662
3	The brand name of product influences my choice to purchase Samsung Smart Phone	4.31	.684
4	The variety of products influences my decision to purchase Samsung Smart Phone	3.68	.616
5	The reliability of product influences my choice of Samsung Smart Phone to buy	4.16	.829
6	The popularity of product influences my decision to purchase Samsung Smart Phone	4.10	.729
7	Good quality than other smart phones influence in my purchase of Samsung Smart Phone.	4.03	.756
	Overall Mean	4.00	

Source: Survey Data (August,2024)

According to Table (4.13), product factors were measured with seven items. The overall mean value of customer satisfaction on product factor was 4.00 and showed the agreement level of respondents. Among the items, the maximum mean value is 4.31 which showed the strongly agree level of the respondents. The brand name of product influences my choice to purchase Samsung Smart Phone has fully satisfaction of customers. The minimum mean values are 3.68 that Samsung Smart Phone cannot provide to meet the requirements of customer about selection of variety.

4.3.2 Customer Perception on Price Factors

Price factors were measured with five items. The mean value for each statement and the overall mean value are presented in Table (4.14).

Table (4.13) Customer Perception on Price Factor

Sr. No.	Statement	Mean Value	Std. Deviation
1	Affordable price of product influences to my Samsung Smart Phone purchase decision	3.87	.777
2	I associate higher price with higher quality of Samsung Smart Phone	4.07	.650
3	Price differentiations are key determinants of my Samsung Smart Phone purchase decision	3.98	.756
4	I review the prices of Samsung Smart Phone before deciding on which brand to purchase	3.87	.752
5	I use the prices to determine which Samsung Smart Phone to purchase.	4.04	.653
6	I consider that the price of a product is a reflection of its usefulness.	3.96	.803
7	I purchase Samsung Smart Phone because estimated price and paid money are the same.	3.91	.762
	Overall Mean	3.96	

Source: Survey Data (August,2024)

According to Table (4.13), price factors were measured with seven items. The overall mean value of customer satisfaction on price factor was 3.96 and showed the agreement level of respondents. Among the items, the maximum mean value is 4.07 which showed the strongly agree level of the respondents. I associate higher price with higher quality of Samsung Smart Phone. The minimum mean values are 3.87. Its means that customers are emphasizes on the cost reduction for smartphone.

4.3.3 Customer Perception on Place Factors

Place factors were measured with five items. The mean value for each statement and the overall mean value are presented in Table (4.15).

Table (4.14) Customer Perception on Place Factors

Sr. No.	Statement	Mean Value	Std. Deviation
1	I purchase Samsung Smart Phone when I see easy to find and buy it easily.	4.12	.714
2	I prefer Samsung Smart Phone which are widely distributed all over the country	4.06	.754
3	I purchase Samsung Smart Phone in convenient place	3.87	.782
4	I prefer purchasing Samsung Smart Phone that are well established on the market.	3.89	.770
5	I prefer purchasing Samsung Smart Phone that are well displayed.	3.94	.654
6	I consider that Samsung Showroom is located in downtown area.	3.94	.622
7	I consider that Samsung Showroom is located in easily reachable location	3.91	.681
	Overall Mean	3.96	

Source: Survey Data (August,2024)

According to Table (4.14), place factors were measured with seven items. The overall mean value of customer buying decision on place factor was 3.96 and showed the agreement level of respondents. Among the items, the maximum mean value is 4.12 which showed the strongly agree level of the respondents. Customer can be easily purchased this any authorized showroom and other dealers. The minimum mean values of 3.87. It shows there is no enough space for car parking and wide waiting room.

4.3.4 Customer Perception on Promotion Factors

Promotion factors were measured with five items. The mean value for each statement and the overall mean value are presented in Table (4.16).

Table (4.15) Customer Perception on Promotion Factors

Sr. No.	Statement	Mean Value	Std. Deviation
1	The advertisement run in the media makes me purchase a given brand of Samsung Smart Phone	3.80	.722
2	Special offers for loyal customers influence me to purchase a given brand of Samsung Smart Phone	3.99	.797
3	I purchase Samsung Smart Phone when discounts offer	4.03	.775
4	Celebrity endorsement influences on my choice of Samsung Smart Phone to buy	4.04	.719
5	Events sponsorship influences on my decision to purchase Samsung Smart Phone	3.97	.688
6	Sale person influences on my purchase of Samsung Smart Phone	4.01	.789
7	Positive word of mouth influences on my choice of Samsung Smart Phone to purchase	3.86	.751
	Overall Mean	3.96	

Source: Survey Data (August,2024)

According to Table (4.15), promotion factors were measured with seven items. The overall mean value of customer buying decision on promotion factor was 3.96 and showed the agreement level of respondents. The maximum mean value is 4.04 which showed the strongly agree level of the respondents. Celebrity endorsement effectively informs to the customer about the service promotion by using social media pages and platform. The minimum mean value is 3.80. The result that Samsung Smart Phone sometimes cannot provide the information to customers with relevant advertisement.

4.2.5 Customer Perception on People Factors

People factors were measured with five items. The mean value for each statement and the overall mean value are presented in Table (4.18).

Table (4.16) Customer Perception on People Factor

Sr. No.	Statement	Mean Value	Std Deviation
1	I purchase Samsung Smart Phone because the staffs have nice and neat appearance	4.06	.736
2	I purchase Samsung Smart Phone because the staffs greet and acknowledge me promptly	3.88	.796
3	I purchase Samsung Smart Phone because of the speed of the service provided by the staffs	3.77	.731
4	I purchase Samsung Smart Phone because the staff provide clear explanation of their products	3.94	.892
5	I purchase Samsung Smart Phone because the staff ensure effective problem solution	4.02	.615
6	I purchase Samsung Smart Phone because the staff can solve the problem of phone.	3.96	.635
7	I purchase Samsung Smart Phone because the staff are friendly, caring and patient.	4.00	.774
	Overall Mean	3.95	

Source: Survey Data (August,2024)

According to Table (4.16), people factors were measured with seven items. The overall mean value of customer buying decision on people factor was 3.95 and showed the agreement level of respondents. The maximum mean value is 4.06 which showed the strongly agree level of the respondents. It means that staffs do not make any mistake on serving process to customers. The minimum mean value of 3.77 is that the staffs are not friendly, caring and patient on communicating with customers.

4.2.6 Customer Perception on Process Factors

Process factors were measured with five items. The mean value for each statement and the overall mean value are presented in Table (4.19).

Table (4.17) Customer Perception on Process Factors

Sr. No.	Statement	Mean Value	Std. Deviation
1	I purchase Samsung Smart Phone because discussion time is enough to know customer's needs and wants before phone receiving process.	3.96	.845
2	I purchase Samsung Smart Phone because the opening and closing time suit my life style	3.89	.646
3	I purchase Samsung Smart Phone because Samsung Showroom estimates the phone repairing costs for the customers.	3.99	.808
4	I purchase Samsung Smart Phone because Samsung Showroom estimates the customer waiting times for the car repairing process.	3.91	.638
5	I purchase Samsung Smart Phone because Samsung Showroom has systematic phone checking process and repairing process.	3.98	.820
6	I purchase Samsung Smart Phone because customer must check the phone condition by the test after repairing process.	3.90	.644
7	I purchase Samsung Smart Phone because the service is always on time.	3.88	.660
	Overall Mean	3.93	

Source: Survey Data (August,2024)

According to Table (4.17), process factors were measured with seven items. The overall mean value of customer buying decision on process factor was 3.93 and showed the agreement level of respondents. The maximum mean value is 3.99 which showed the strongly agree level of the respondents. The maximum mean value is that customer has satisfied on repaired cost of phone in service center. The minimum mean values of 3.88 are that service center does not pay enough the discussion time to the customers.

4.2.7 Customer Perception on Physical Evidence Factors

Customer satisfaction on physical evidence factors were measured with five items. The mean value for each statement and the overall mean value are presented in Table (4.20).

Table (4.18) Customer Perception on Physical Evidence Factors

Sr. No.	Statement	Mean Value	Std. Deviation
1	I purchase Samsung Smart Phone because Samsung Showroom has enough space for customer.	3.99	.703
2	I purchase Samsung Smart Phone because Samsung Showroom has comfort seats for the waiting customer.	3.78	.662
3	I purchase Samsung Smart Phone because Samsung Showroom can easily see the signage and building.	4.30	.691
4	I purchase Samsung Smart Phone because the staffs' uniform and features are neat and tidy.	3.68	.616
5	I purchase Samsung Smart Phone because Samsung Showroom is clean and can get refreshments.	4.15	.833
6	I purchase Samsung Smart Phone because Samsung Showroom has good instruments of phone technician. (i.e., such as computer box)	4.09	.735
7	I purchase Samsung Smart Phone because Samsung Showroom has enough space for customer.	4.02	.760
	Overall Mean	4.00	

Source: Survey Data (August,2024)

According to Table (4.18), the overall mean value of 4.00 reflects a strong overall customer satisfaction with the physical evidence factors in Samsung showrooms. While all factors are rated positively, visibility of signage and building and the availability of instruments for technicians are particularly appreciated, while

aspects like staff uniform and comfort seats have relatively lower satisfaction. The statement "I purchase Samsung Smart Phone because Samsung Showroom can easily see the signage and building" has the highest mean value, suggesting that clear visibility and signage are highly valued by customers. The statement "I purchase Samsung Smart Phone because the staff's uniform and features are neat and tidy" has the lowest mean value, indicating that while customers are generally satisfied with staff appearance, it is less important compared to other factors like signage and cleanliness.

4.3.8 Influencing Factors on Consumer Buying Decision

The following Table (4.19) describes the influencing factors (product, price, place, promotion, process, physical evidence and people (marketing factors) on consumer buying decision. There are eight statements in consumer buying decision.

Table (4.19) Consumer Perception on Consumer Buying Decision

Sr. No	Statement	Mean	SD
1	I decide to buy Samsung Smart Phone due to product factors.	3.99	.701
2	I decide to buy Samsung Smart Phone due to price factors.	3.79	.662
3	I decide to buy Samsung Smart Phone due to place factors.	3.99	.703
4	I decide to buy Samsung Smart Phone due to promotion factors.	3.78	.662
5	I decide to buy Samsung Smart Phone due to people factors.	4.12	.714
6	I decide to buy Samsung Smart Phone due to process factors.	4.06	.754
7	I decide to buy Samsung Smart Phone due to physical evidence.	3.87	.777
8	I decide to buy Samsung Smart Phone due to their promotion activities.	3.80	.722
Overall mean		3.92	

Source: Survey Data (August,2024)

According to Table (4.19), the overall mean value of 3.92 reflects positive customer sentiment towards the factors influencing their decision to purchase Samsung smartphones. The influence of "people factors" is particularly strong, while "promotion factors" seem to have a comparatively lower impact on the buying decision. The variability in responses suggests that while there is general agreement, some factors like physical evidence may evoke different levels of importance among customers. The statement "I decide to buy Samsung Smart Phone due to people factors" has the highest mean value, indicating that interpersonal interactions, such as staff behavior, have a strong influence on the purchasing decision. The statement "I decide to buy Samsung Smart Phone due to promotion factors" has the lowest mean value, suggesting that promotional activities are less influential in comparison to other factors like product and people.

4.4 Pearson Correlation Analysis of Dependent and Independent Variables

Following the reliability test, the correlation between the coefficients of the independent variables (Influencing Factors: (product, price, place, promotion, process, physical evidence and people (marketing factors)) and the dependent variable was examined (Consumer Buying Decision). The statistical method known as correlation can demonstrate if and how closely two variables are related. The correlation coefficient is between -1.0 and +1.0. Positive values indicate that while one variable increases, the other also increases. A negative value indicates that while one variable increases the other decreases. The following Table (4.22) displays the findings of the correlation of the measured variables.

Table (4.20) Pearson Correlation Analysis of Dependent and Independent Variables

Sr. No	Description	Pearson Correlation Coefficient	P. Value
1	Product	0. .693**	0.000
2	Price	0.523**	0.000
3	Place	0. 551**	0.000
	Promotion	0.490**	0.000
	People	0.472**	0.000
	Process	0.216**	0.000
	Physical Evidence	0.643**	0.000

Source: Survey Data (August,2024)

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

Dependent variable: Consumer buying decision

The analysis confirms that marketing elements (such as product features, physical evidence, and place) and situational factors (like price) strongly influence consumers' purchasing decisions for Samsung smartphones. The product factor has the strongest correlation, indicating that the quality and features of Samsung smartphones are the most significant drivers of consumer behavior. In contrast, process factors have the weakest correlation, suggesting that they are less critical in the decision-making process. Overall, the findings underscore the importance of focusing on product quality and the physical environment to enhance customer satisfaction and purchasing decisions. There is a strong positive correlation between the product factor and customer purchasing decisions. This suggests that the product's features, quality, and attributes are highly influential in driving purchases. There is also a strong positive correlation with physical evidence, meaning that the physical environment and tangible aspects (like store layout, cleanliness, and presentation) significantly affect buying decisions.

Place factors, such as the location and accessibility of the store, have a moderate positive correlation with purchasing decisions. Price has a moderate positive influence, indicating that while pricing is important, it is not the most dominant factor in purchasing decisions. Promotional activities show a moderate correlation, suggesting that they have some influence but are less impactful than product and physical evidence. The correlation with people factors (likely referring to staff interactions and service quality) is moderate, showing that interpersonal interactions do play a role, but not as strongly as other factors. Process factors have the weakest correlation with purchasing decisions. This could mean that the processes involved (e.g., the ease of transaction, the efficiency of service) are not as critical in influencing the purchase of Samsung smartphones as the other factors.

4.5 Multiple Regression Analysis of Dependent and Independent Variables

Multiple regression analysis was carried out in this investigation in turn. The purpose of the multiple regressions was to examine how four influencing factors affected customer purchasing behavior. The dependent variable was the consumer's

purchasing choice, and influencing elements—marketing factors, etc.—was regarded as independent variables. Table (4.21) summarizes the outcomes of the multiple regression analysis.

Table (4.21) Multiple Regression Analysis of Dependent and Independent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.184	.150		1.226	.221
Product	.172	.026	.241	6.686	.000
Price	.283	.116	.359	2.446	.003
Place	.119	.025	.177	4.804	.000
Promotion	.070	.032	.087	2.229	.004
People	.149	.114	.193	1.312	.190
Process	.016	.019	.030	.828	.408
Physical Evidence	.161	.025	.228	6.526	.000
R square	0.705				
Adjusted R ²	0.698				

Source: Survey Data (August,2024)

$P < .05$; Dependent Variable: Consumer buying decision

The table provided shows the results of a multiple regression analysis that examines the impact of different factors on consumer purchasing decisions for Samsung smartphones. Below is an analysis of the data presented:

Key Data Points:

- R Square (R^2): 0.705
- Adjusted R^2 : 0.698

Significant Factors:

- Product ($B = 0.172$, $t = 6.686$, $p = 0.000$)
- Price ($B = 0.283$, $t = 2.446$, $p = 0.003$)
- Place ($B = 0.119$, $t = 4.804$, $p = 0.000$)
- Promotion ($B = 0.070$, $t = 2.229$, $p = 0.004$)
- Physical Evidence ($B = 0.161$, $t = 6.526$, $p = 0.000$)

Non-Significant Factors:

- People ($B = 0.149$, $t = 1.312$, $p = 0.190$)
- Process ($B = 0.016$, $t = 0.828$, $p = 0.408$)

The product factor has a significant positive effect on purchasing decisions. A one-unit increase in the product factor is associated with a 0.241 increase in the consumer buying decision, holding other factors constant. Price also has a significant positive effect, with a β coefficient of 0.359. This indicates that price considerations are crucial in the decision-making process. The place factor has a positive and significant effect on purchasing decisions, showing that the location and accessibility of the product matter to consumers. Promotion has a positive but smaller effect compared to product and price factors, indicating that while important, it is not as impactful. Physical evidence, such as store environment and appearance, significantly influences purchasing decisions.

The people factor, which may include customer service and staff interactions, is not statistically significant in this model, suggesting it has a weaker influence on purchasing decisions for Samsung smartphones. The process factor, including the efficiency of service or ease of transaction, is not significant, indicating it is not a major driver of purchasing decisions. The results of the regression analysis highlight the importance of product, price, place, and physical evidence in influencing consumer purchasing decisions for Samsung smartphones. Among these, price and product factors are the most influential, as indicated by their high β coefficients and significant p-values. Promotion also plays a role but is less impactful. On the other hand, people and process factors do not significantly affect purchasing decisions in this model. The findings suggest that to enhance consumer purchasing decisions, Samsung should focus on optimizing product features, pricing strategies, store locations, and the physical environment of their stores.

CHAPTER V

CONCLUSION

Based on the examination of survey data, conclusions and debates are offered in this chapter. This study places a strong emphasis on examining the factors influencing Samsung Phone users' purchasing decisions in Yangon and how those aspects are influenced. As a result of this research, businesses may better understand how customers make decisions, giving them a competitive edge in the Yangon mobile phone market.

5.1 Findings and Discussions

In this study, we try to highlight the elements that consumers of Samsung phones in Yangon consider while making their purchase decisions. In August 2024, an empirical investigation is carried out employing a structured questionnaire. 300 respondents were gathered for this study using the convenience sample approach. The ten variables that make up the profile of the respondents are age, gender, education level, occupation, marital status, monthly income, family size, frequency of purchases, spending per visit, and buy categories.

The purpose of this chapter is to analyze and discuss the findings from the study on the factors influencing the purchasing decisions of Samsung mobile phone buyers in Yangon. The data was collected from 300 respondents through structured questionnaires, and the analysis was conducted using SPSS version 23. The findings have been organized according to demographic characteristics, consumer behavior factors, and marketing mix elements that were studied.

The study revealed that the majority of respondents were male (59.0%), while female respondents accounted for 41.0%. This suggests that men were more involved in purchasing Samsung mobile phones from the showrooms in Yangon.

When categorized by age, the majority of respondents fell within the age group of 26-35 years, followed by the 18-25 years age group. This indicates that younger consumers, particularly those in their late twenties to mid-thirties, are the primary customers of Samsung phones in Yangon. This study investigated various consumer behavior factors that influence purchasing decisions. It was found that personal factors such as income level, occupation, and education significantly impact the decision-making process. Higher income groups were more likely to purchase

high-end Samsung models, while occupation and educational background also played a crucial role in determining the type of phone purchased. Moreover, social factors such as family influence and peer pressure were also observed to have a moderate impact on purchasing decisions. Consumers often rely on recommendations from friends and family members, especially for higher-priced models.

The influencing factors on consumer buying decision of Samsung Phone buyers in Yangon, the research explores the effect of selected influencing factors: Marketing factors on consumer buying decision. Among of these factors, the highest overall mean value is marketing factors which influence on consumer buying decision of Samsung Phone in Yangon therefore consumers are willing to buy Smart Phones due to their marketing mix of Samsung phone showrooms in Yangon.

The study focused on the seven elements of the marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) and their influence on the purchasing decisions of Samsung phone buyers. The quality, features, and brand reputation of Samsung phones were found to be the most influential factors. Consumers showed a preference for the latest models with advanced features and high durability.

Price sensitivity was evident, with many respondents indicating that discounts and promotions significantly influenced their decision to purchase a Samsung phone. However, price was not the only factor; value for money was equally important. The convenience of the showroom locations in Kyauk Ta Dar and Pazundaung played a significant role in the purchase decision. Easy accessibility and the availability of after-sales services were highly valued by customers. Advertising, promotional offers, and sales campaigns were found to have a strong impact, particularly among younger consumers. Social media and online advertisements were particularly effective in driving sales. The expertise and friendliness of the sales staff were critical in influencing purchasing decisions. Positive interactions with knowledgeable staff members led to higher customer satisfaction and likelihood of purchase. The ease of the purchasing process, including payment options and quick service, was highlighted as a key factor. Consumers preferred showrooms that offered smooth and hassle-free transactions. The physical environment of the showrooms, including layout, cleanliness, and ambiance, was also important. A well-maintained and aesthetically pleasing environment enhanced the shopping experience and positively influenced purchasing decisions.

The correlation results showed a positive association between all of the criteria chosen and consumer purchase decisions. The greater the importance of the influencing factors to consumers, the greater the purchasing power. Marketing elements have the strongest link with consumer purchasing behavior among the three influencing components. Any firm that wants to draw customers and influence their purchasing decisions must consider the marketing elements (7Ps). The findings showed that marketing considerations played a major role in a business's ability to draw customers. On the other hand, the situational factors have strong correlation with consumer buying decision after marketing factors. The product and physical evidence of consumers are also essential to influence on buying decision of respondents. According to the results, the stronger the product and physical evidence are provided by Samsung Smart Phone, the higher the level of consumer buying decision of consuming people of Samsung Smart Phone. The price and promotion factors have moderate correlation with consumer buying decision. The role of price and promotion for buying decision is not important in this study. Generally, all influencing factors are the area to be emphasized for consumer buying decision.

In the multiple regression analysis, product, price, place, promotion and physical evidence are significant and these five factors are affecting on consumer buying decision in Samsung Phone buyers in Yangon. These significant factors shape and upgrade consumer buying decision. As the marketing factors, decoration of the store, opinions of other customers and sale persons and self-consumption can be fulfilled by Samsung Phone showrooms. The marketing factors, 7Ps of the store can attract consumers mostly. The effective practice of marketing factors attracts and retains consumers for the long-term.

Marketing aspects are the most crucial necessity for customers to make a purchasing decision among the significant criteria. This leads to the conclusion that Samsung Phone showrooms understand how to enhance the physical environment, social environment, temporal perspective or time, task definition or reason for purchasing, and antecedent states or buyer's mood and conditions. This produces great results for increasing in profitability and expects to increase market share and survive in their competitive and challenging market.

5.2 Suggestions and Recommendations

This section presents recommendations and suggestions based on the findings of analysis. The recommendations and suggestions can help Samsung Phone showrooms to gain a better understanding of consumer buying decision, influencing factors, and the requirements of their business. People's living standard is higher than before and they are becoming more interested in promoting their living style. Thus, section of mobile phone is more important because people's purchasing power is huge in mobile device market.

Given that middle-aged men make up the majority of customers and the demographics of the market, Samsung phone showrooms should be mindful of customer-pleasing initiatives. Given that the majority of responders are college graduates, they should be familiar with marketing methods and offer the usual message and channel. Additionally, they must to set reasonable prices in comparison to bazaar prices so that consumers can afford them.

According to survey, they are willing to buy from Samsung phone showrooms because my first priority is Samsung Smart Phone due to functions, design and brand image is the weakness one in marketing factors. Samsung phone features cannot be still first priority proud to be purchased customers. Thus, Samsung phone showrooms should make to possess good impression about their brand image for catching customer's mind. The minimum mean value of reference groups is that consumers buy Samsung Smart Phones because their idols use this phone. Among of mobile phones advertised by idols are exceed than majority of consumers can afford their buying power especially in Myanmar. Living standards of the majority of People in Myanmar are not that higher than ones than other countries. Moreover, they have no guarantee enough to buy expensive and branded Samsung Phones only with the advertisement of their idols. Thus, Marketers should design to cover the prices that are reasonable and affordable for all levels of consumers.

The maximum mean value of marketing factors will provide the knowledge to Samsung phone showrooms. The respondents preferred the location of Samsung phone showrooms and thus, the convenience location is one of the attractive factors for consumers. Additionally, getting everything in one place and the quality of products showed the agree level of respondents. These situations should be maintained by Samsung phone showrooms for creating buying decision of consumers and for the long-term success of business.

5.3 Limitations and Needs for Further Research

Further research should emphasize the limitation of this study to focus in the additional factors which are not considered in this study to effecting on consumer buying decision. This study only focuses on the influencing factors (marketing factors) on consumer buying decision. The other factors on consumer buying decision are: psychological, cultural, social, and technological factors. Further research should focus on the effects of other factors of previous studies on consumer buying decision of Samsung phone showrooms in Yangon. The different results will be explored to support the valuable experiences for businesses.

This study only focuses on 300 respondents who bought from Samsung phone showrooms in Yangon. If further study includes a larger sample, it will attain more credible and reliable results. Actually, there have other Samsung showrooms that are selling Samsung Phones in Yangon. Thus, further studies should be conducted on other Smart phone market in Yangon. The other limitation is that data is collected only Samsung phone showrooms located in Yangon. In addition to this, further researches should emphasize the influencing factors on smart phones situated in other geographic areas. If the further study can cover consumer buying decision on Samsung phone showrooms in other regions of Myanmar, the quality of research will be greatly enhanced and the results will support the importance of consumer behavior for the success of business.

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