



**ANALYZING FACTOR AFFECTING PATIENT'S BUYING
BEHAVIOR: IN THE CASE OF SSC HOSPITAL, MYANMAR**

A Thesis Presented
by
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ABSTRACT

The main objectives of this study are to explore and analyze the affecting factors on patient's buying behavior of SSC Hospital in Myanmar. To achieve these objectives, the primary data of this study are collected from 200 medical service buyer respondents from SSC by using the structured questionnaires with five-point Likert scale and multi-stage sampling method. Secondary data is collected from journals, articles, text books and websites. According to the findings, consumption time, medical cost, hospital's location, doctors' quality and hospital service facilities have influence on patient purchasing decision of a hospital.

TABLE OF CONTENT

	Pages
ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABBREVIATION	viii
CHAPTER I	1
INTRODUCTION	1
1.1 Background Information of the Study	2
1.2 Problem Statement of the Study	3
1.3 Objective of the Study	4
1.4 Research Questions of the Study	4
1.5 Scope and Limitation of the Study	5
1.6 Organization of the Study	5
CHAPTER II	7
LITERATURE REVIEW	7
2.1 Consumer Buying Behavior or Purchasing Decision	7
2.2 Consumer Buying Behavior Models	7
2.3 Consumer Decision Making Process	8
2.3.1 Recognition of Need	9
2.3.2 Information Search	10
2.3.3 Evaluation of Alternatives	10
2.3.4 Purchase Decision	10
2.3.5 Post-purchase Behavior	11
2.4 Types of Consumer Behavior	11
2.5 Review of Empirical Studies	12
2.6 Conceptual Framework of the Study	14
2.6.1 Consumption Time	15
2.6.2 Medical Costs	16

2.6.3	Location	16
2.6.4	Doctor's Quality	16
2.6.5	Hospital Facilities/Physical Evidence	17
CHAPTER III		18
PROFILE AND OPERATIONAL SYSTEM OF SSC HOSPITAL AND RESEARCH METHODOLOGY		18
3.1	Profile of SSC Hospital	18
3.1.1	Vision pf Pinlon Group of Hospital	18
3.1.2	Mission of Pinlon Group of Hospital	18
3.1.3	Organizational Structure of SSC Hospital	19
3.1.4	Services of SSC Hospital	19
3.1.5	Doctors and Health Care Providers at SSC Hospital	20
3.2	Research Design	21
3.3	Questionnaire	22
3.4	Data Collection	22
3.5	Reliability Analysis	23
3.6	Data Analysis	23
CHAPTER IV		25
ANALYSIS ON FACTORS AFFECTING COSUMER BUYING BEHAVIOR OF SSC Hospital		25
4.1	Demographic Profile of Respondents	25
4.1.1	Number of the Respondents by Gender	25
4.1.2	Number of the Respondents by Age Group	25
4.1.3	Number of Respondents by Education Level	26
4.1.4	Number of Respondents by Average Monthly Income	26
4.1.5	Frequency of Previous Experience at SSC HOSPITAL	27
4.1.6	Number of Respondents by In-patient and Out-Patient	27
4.2	Reliability Analysis	28
4.3	Descriptive Statistics of Customer buying Dimensions	29
4.3.1	Consumption Time	29
4.3.2	Medical Cost	30
4.3.3	Doctor's Quality	31
4.3.4	Location	32
4.3.5	Hospital Facilities	33
4.3.6	Consumer Buying Behavior Analysis	34

4.3.7	Comparison of Buying Behaviors Dimensions Descriptive Mean Score	35
4.4	Correlation	36
4.5	Regression Analysis	38
CHAPTER V		40
CONCLUSION		40
5.1	Findings and Discussion	40
5.2	Suggestion and Recommendation	41
5.3	Suggestion for Further studies	42
REFERENCES		43
APPENDIX A		47

LIST OF TABLES

Table No.	Particular	Pages
Table (4.1)	Number of the Respondents by Gender	25
Table (4.2)	Number of the Respondents by Age	26
Table (4.3)	Number of the Respondents by Educational Level	26
Table (4.4)	Number of the Respondents by Average Monthly Income	27
Table (4.5)	Previous Experience at SSC Hospital	27
Table (4.6)	Number of the Respondents by In-Patient/Out-Patient	27
Table (4.7)	Length of Relationship with SSC Hospital of Respondents	28
Table (4.8)	Reliability Analysis	28
Table (4.9)	Consumption Time of the SSC Hospital	30
Table (4.10)	Medical Cost (Price) of the SSC Hospital	31
Table (4.11)	Doctor's Quality of the SSC Hospital	32
Table (4.12)	Location of the SSC Hospital	33
Table (4.13)	Hospital Facility of the SSC Hospital	34
Table (4.14)	Consumer Buying Behavior of the SSC Hospital	35
Table (4.15)	Mena Score and Standard Deviation Results of the Six Determinants of Buying Behavior of the SSC Hospital	36
Table (4.16)	Relationship between Factors Affecting Consumer Behavior of Patient Purchasing Decision	37
Table (4.17)	Effects of Factors Affecting Consumer Behavior on Patients Purchasing Decision	38

LIST OF FIGURES

Figures No.	Particular	Pages
Figure (2.1)	Stages of Consumer Decision Making Process	9
Figure (2.2)	Types of Consumers Buying Behavior	12
Figure (2.3)	Conceptual Framework	15
Figure (3.1)	Organizational Structure of SSC Hospital	19

ABBREVIATION

- (i) SSC – Shwe Gon Daing Hospital

CHAPTER I

INTRODUCTION

In the globalized and liberalized business environment, service sector is a tough competition between the profitable way of business environment. Organization's survival such as customer loyalty, acceptance of service and service qualities, development of brand image and return on cost reflect service sector. Therefore, high quality service is the main point of success in service business. According to (Thompson, 1985) and (Solomon, 1995) define "consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants." Therefore, businesses need to understand the processes that customers act before making their buying decisions. These processes may include social media, online search engines and conduct with closed-friend or families.

Nowadays market conditions have shifted from seller to buyer. Therefore, businesses pay more attention to consumer than the products or services. They emphasize on how consumer behave. As increased in levels of consumer buying protection and regulation, consumers are taken seriously. Consumer buying behavior is a part of human behavior and thus this makes a big challenge to marketers. Therefore, marketers are trying to learn more about consumer buying behavior, what motivates consumers to make purchase decision. Consumer buying behavior is defined as consumer behaves in search of obtaining, using, evaluating and rejecting products, services and ideas (Schiffman & Kanuk, 1991).

Hospital is a service industry that gives services to patients. Knowledge of hospital management is important to offer the excellent to patients. In health care industry customers refers to the patients who perceived treatment or services from those hospitals or medical centers.

According to Census 2014, the population of Republic of union of Myanmar was 51,410,000. The population growth rate of 0.89% between 2003 and 2014. The hospital statistic are only public facilities, the information on private facilities is limited. Ministry of health of Myanmar have six departments, department of Public Health, Department of medical Services, Department of HPRD and management, Department of medical research, Department of Food and Drug Administration, Department of Traditional Medicine. The department of medical services provide diagnostic,

treatment, curative and rehabilitation services are provided by various types of health facilities. Health facilities refers public hospitals and private hospitals. Private Hospital are classified into non-profit and for profit. According to medical health services department, there are more than 250 private hospitals across the country. Private Hospitals operate mainly in large cities and provide selected services to rural areas. Besides nearly 200 private specialist clinics, more than 5,000 private general clinics and 800 private dental clinics. Private healthcare sector expenditures are gradually rising due to increasing demand, mainly between the middle-class populations.

While analyzing factors affecting customer buying behavior in healthcare services, customers evaluate and compared the services that they perceived from various hospital. These factors can be reasonable cost, all healthcare services, healthcare persons, medical requirements completion, attitude of doctors and other formalities, specialized doctors and services at outpatient department. Therefore, this study explores the affecting factors on patients' buying behavior of SSC hospital in Myanmar. This study can give better ways to provide healthcare service so that they can satisfy patients get the better service quality.

1.1 Background Information of the Study

Healthcare clinics or healthcare centers offering like hospital services become developed around 1990. These centers are being named as medical center, nursing home and diagnostic center etc. These have some services that available as in hospital standard but they are still much smaller than hospitals. They usually do not have one stop services as hospital given. Most of these clinics' general medical services, offers mainly the services like patient treatment and selling medicine. Whatever small clinics or giant hospital, customers compare mainly the service quality they perceived in relation to the cost they give.

Consumers of hospitals focus on behaviors and attitudes of hospital personnel, the hospital's image and reputation, quality of healthcare services, physical evidence such as bed, wheelchairs, medical devices and facilities' sanitation. These various facts more or less influence on patient's or consumer's decision. Besides, location of the hospital, nearness to home, availability of specialist doctor, in house doctors' qualities, latest technology and hygienic environment, familiarity of hospital's staff, cost of service and size of hospital are factors for consumers or patients need to be considered before making the choice.

Customers have more valuation in health care services while analyzing factors affecting customer buying behavior. Service quality is multi-dimensional in healthcare industry, just like customers expect polite and empathetic staff and comfortable stay. (Angelopoulou, Kangis, & Babis, 1998). Service quality have two main factors tangible and intangible factors. Tangible factors are technology, hospital facilities, human resources, communication materials and many others. Intangible factors are reliability, responsiveness, empathy and assurance (Hail, Nizamettin, Selim, & Selim, 2010). Appropriate cost, ease of services, one stop healthcare services, caring staff, outpatient department's facilities and medical equipment qualities can attract many consumers. A little consultation time given by specialist doctors and long waiting time at outpatient department makes patient dissatisfaction according to (Aldana , 2001)

With increased competition and development of healthcare industry in Myanmar, hospital administrators want to invest more and better services in their hospitals and increased their sales by using marketing mix. On the other hands, patients also compare and contrast the services, facilities, attitude and skill in house specialist doctors of various hospitals. (Zeithaml , 1984) said post-purchase customer received value can make the customers to realize the objective price for a service into cognitions that can be pleased and meaningful to them. Positive price perceptions can persuade customer purchasing decision. (Schiffman & Kanuk, 2004) describe selecting of two or more alternatives is the purchasing decision. Although some healthcare market trying to find out better engage consumer decision in purchasing healthcare services, health consumer behavior are still poorly understood.

A number of studies explore and analyze the service quality of the hospitals and brand image of the hospital. This paper intends to identify those factors which affects buying behavior of patient in hospital selection and making decision. Therefore, this study focusses on the analyzing factors influencing consumer buying behavior, in the circumstance of SSC hospital in Myanmar. An attempt is made, to study the factors behind their buying's decision and the profile of the SSC's consumers buying behavior. This can be found more deeply into the consumers buying influencer.

1.2 Problem Statement of the Study

Health care sectors is one of the most developing sectors since 2016 in Myanmar. Role of private sector hospital came to first line at COVID-19 pandemic, 2021 in Myanmar. With increased competition and development of healthcare industry

in Myanmar, hospital administrators are wishing to embrace more and more services in the hospitals. On the other hands patients are also comparing services, facilities and attitude and skill in house specialist doctors of various hospitals. (Zeithaml , 1984) said post-purchase customer received value can make the customers to realize the objective price for a service into cognitions that can be pleased and meaningful to them. Positive price perceptions can persuade customer purchasing decision (Schiffman & Kanuk, 2004) describe selecting of two or mor alternatives is the purchasing decision.

Therefore, hospital administrators are trying to find the factors that influenced patient's purchasing decision and behavior in choosing hospital. They also try to differentiate their hospital from competitor by transparency of their service prices, hospital location that are convenient to patients, behavior of health care providers and tangibility. (Chen & Kao, 2011) described free medical services, free medical treatment, friends and relative suggestion, good contact with potential patients for their clinical schedules, advertisement and giving free health education to public can influence the customer's choice of hospital.

1.3 Objective of the Study

This study focuses the affecting factors on patients' buying behavior of SSC hospital in Myanmar. The research objectives of this study are as follows:

- (1) To explore the affecting factors on patients' buying behavior of SSC hospital in Myanmar
- (2) To analyze the affecting factors on patients' buying heavier of SSC hospital in Myanmar
- (3) To analyze the relationship between the affecting factors and patients' buying behavior of SSC hospital in Myanmar

1.4 Research Questions of the Study

The following research questions are developed from above research objectives.

- What is the consumption time affecting buying behavior in SSC hospital?
- What is medical cost affecting buying behavior in SSC hospital?
- What is location affect patients' buying behavior in SSC hospital?
- What is doctors' quality effect of patients' buying behavior of SSC hospital?

- What is hospital facility affect patients' buying behavior in SSC hospital?
- What are the affecting factors on patients' buying behavior of SSC hospital?
- What is the relationship between the affecting factors and patients' buying behavior of SSC hospital?

1.5 Scope and Limitation of the Study

Among many private health hospitals found in Yangon but this study delineate itself one of the major private hospitals in Myanmar, which is Shwegondaing Specialist Centre (SSC). Even if, this study focused mainly on SSC hospital but the result and the analysis of the study may be helpful for both government and private health institutions.

This study focuses only on the factors affecting patients' buying behavior of SSC hospital in Yangon, not the whole country due to limited time and other resources. This study will only highlight on analyzing factors affecting on Customer Buying Behaviors, such as consumption time, medical cost, location, doctors' quality, hospital facility and the overall buying behavior (Affective, Cognitive, Conative) aspect. This research is sample survey research i.e focus on selecting set of individuals for the target representative population. Additionally, the data source could be obtained from questionnaire, interview and secondary data. The questionnaire assigned and collected to walk-in customers who are taking a medical services or treatment in SSC hospital. The data were collected from patients who had been perceived medical care at SSC hospital. The study has been restricted only Yangon region patients. As research participants, total samples of 200 patients were collected by convenience sampling method. Secondary data were collected from SSC's hospital administrators, official websites, textbooks, relevant books, previous research papers, respective organizations and internet websites.

1.6 Organization of the Study

This study contains five chapters and each chapter have sub topics. The first chapter introduce with general introduction of study, that include background of the study, why study is directed (statements of the problem), the research questionnaires, objective of the research (purposes of the study), scope and study limitation and organization of study. In Chapter two, review of related literatures which includes a theoretical background of the related research study from different sources.

Furthermore, it also includes an empirical studies review, and conceptual framework of the current study. The chapter three describes the profile of SSC hospital and its services, the type and research methodology design. This section includes such as the type of research approach utilized, the research design used, participants of the study, sample size, sampling techniques and the data collection method, analysis and interpretation of the collected data. Chapter four describes analysis and interpretation of the data. The detail findings of the study based on the result of the collected data and analysis made by using the statistical tools described in the research methodology part are also discussed detail in this chapter. The last chapter organized summaries of findings and discussion, suggestion and recommendations and suggestion for further studies.

CHAPTER II

LITERATURE REVIEW

This chapter presents theory of customer buying behavior. It will also describe the related literature review of five factors which influenced patient decision such as consumption time, medical cost, location, doctor quality and hospital facilities. Furthermore, it includes previous studies and conceptual framework of the study.

2.1 Consumer Buying Behavior or Purchasing Decision

The consumer buying behavior is a process that consumer searching, purchasing, using, evaluating and disgusting of a products or services that they satisfy their wills and needs (Schiffman L. , 2007). According to (Peter & Olson, 2008) consumer buying behavior is the dynamic interaction of effect of consumption processes and cognition of perceived product or service values or behavior and issues in the environment such as social and psychological conduct the exchange aspects of their lives. Therefore, consumer buying behavior is the processes of making decision and behavior of people involved in buying and using products.

(Schiffman & Kanuk, 2004) define that purchasing decision is the selecting of two or more alternatives. (Swastha & Irawan, 2008) define as purchasing decision is the consumer understanding towards the wills and needs upon a product or service by considering the available sources. It consists of six steps namely analyzing wills and needs, accessing available sources, stating purchasing objectives, searching alternative purchasing, making decision of purchase and cognition after the purchase. (Kotler P. , 2009) describe product stability, purchasing habit, recommendation to other buyers and re-purchasing are indicators of purchase decision.

2.2 Consumer Buying Behavior Models

Nicosia 1966, Engel et al. 1968, and Howard and Sheth 1969 are the three most complete models for consumer decision making.

(a) Howard – Sheth Model (1969): Three degrees of learning in this model (i) extended issue solving (ii) limited problem solving and (iii) routinized behavior. Consumers familiar in extensive problem-solving (EPS) when their experience and opinions about brands are restricted and they keen to seek information about a variety of other brands. Limited amount of problem solving (LPS) occurs when the consumer's

knowledge and perceptions about brands are only partly formed. Consumers engage in routinized response behavior (RRB) when they are leaned purchasing at a certain brand because of their knowledge and views about the brand and its alternatives.

(b) Nicosia Model (1966): Consumers and future buyers are at the center of the model. Consumers may influence the company via their activities that is interactive design.

(c) Engel Kollat Blackwell Model (1968): In this model, consumer buying behavior is a sum total of the buyer's views and choices when it comes to acquiring a product or services. Pre- and post-buying choices are affected by several variables.

Individual consumer behavior is classified into four stages by this model. These are Decision process stage, Information input stage, Information processing stage and Variable influencing the decision process. First steps of consumer buying behavior such as problem identification, search, alternative assessment, buy and consequences were all included in this model's depiction decision-making process of this model. The Information processing stage receives information from both marketing and non-marketing sources. The consumer's attention, reaction, cognition, perception and retention of incoming marketer and non-marketing information are all components of information processing stage. Individual factors such as prices life style and personality and societal elements such as culture, reference persons and family and environmental factors are all have impact on decision-making process.

2.3 Consumer Decision Making Process

There are five stages in consumer decision making process. Marketing persons need to acknowledge the courses of their customers in making decision. The process can be explained in diagram as below.

Figure 2.1: Stages of Consumer Decision Making Process



Source: Five Steps Need Recognition Model

2.3.1 Recognition of Need

This is the first stage of the process in which the consumer recognizes what the problem or what he/she need is and what product or services are able to match this need. It is recognizing as first step because if consumers do not encounter any problem or need, they following stages will not be occurred. Need can be set off by internal and external stimuli from the consumer itself, needs arise from physiological (biogenic) or psychological (psychogenic) states and once a need has been aroused the consumer try to find out way to fulfill it (Sullivan & Adcock, 2002). According to (Maslow, 1943) when a human being increased the levels of the hierarchy having fulfilled the wants or needs in the hierarchy, one may eventually achieve self-satisfaction. Human needs as identified by Maslow:

- At the bottom of the hierarchy are the "**Basic needs or Physiological needs**" of a human being: food, water, etc.
- The next level is "**Safety Needs**: It includes personal security, employment, resources, health and property". These two steps are essential for the physical survival of the person.
- Once individuals have fulfilled their basic needs and safety need, they want furthermore steps. The third level of need is "**Love and Belonging**", which are also known as psychological needs; it includes friendship, intimacy and family.
- The fourth level is attained when individuals feel pleased with the product or services they have consumed. This is the "**Esteem**" level, it includes respect, self-esteem, status, recognition, etc.

- Finally, it is the "**Self-actualization**" level, it includes morality, creativity, acceptance and experience purpose.

2.3.2 Information Search

At this stage, an individual who recognizes a specific problem or need will likely to search information through internally or externally. Gathering information and processing it to further more steps and this search include information collect from the buyer cognition (internal) and external search (Sullivan & Adcock, 2002). When internal information is insufficient external search are needed.

In detail, internal search are consumer's memory or recollection of product or services that triggered by personal experience. If the product or service is frequently purchased, it can be recognized internal information search may enough to purchase. External search is conducted when individual has no prior experience about a product or service, it forced to collect data from personal sources (word of mouth from friends/family), public sources (e.g google, social media) or marketer dominated sources (eg. Sale persons, advertising).

2.3.3 Evaluation of Alternatives

In this stage consumers evaluate all the products and brand options from the information they have collected. During this stage, consumers can be attracted by their attitude and the experiences that they may have with the brand, product or overall category. Actually, this process can make a strong purchase intention of buyer which lead to expected purchase if there is no other better options in the period between recognition of need and final purchase (Sullivan & Adcock, 2002).

2.3.4 Purchase Decision

In this stage, the consumer buys the most preferred brand as he/she has evaluated all the alternatives and identify the most one which can give most benefit. (Philip Kotler, Keller, Koshy, & Jha, 2009) said final decision can be disrupted by two factors:

- (a) Negative feedback from others and our level of motivation situation to accept this feedback.
- (b) A situation that we did not anticipate, e.g. retail store closing down or out of stock.

Other situational factors like dealer terms, falling prices and finance options etc., are also considered. It is not a single decision but a bundle of decisions, any one of which can change the mind and decision of purchase. (Cox & Brittain, 2004)

2.3.5 Post-purchase Behavior

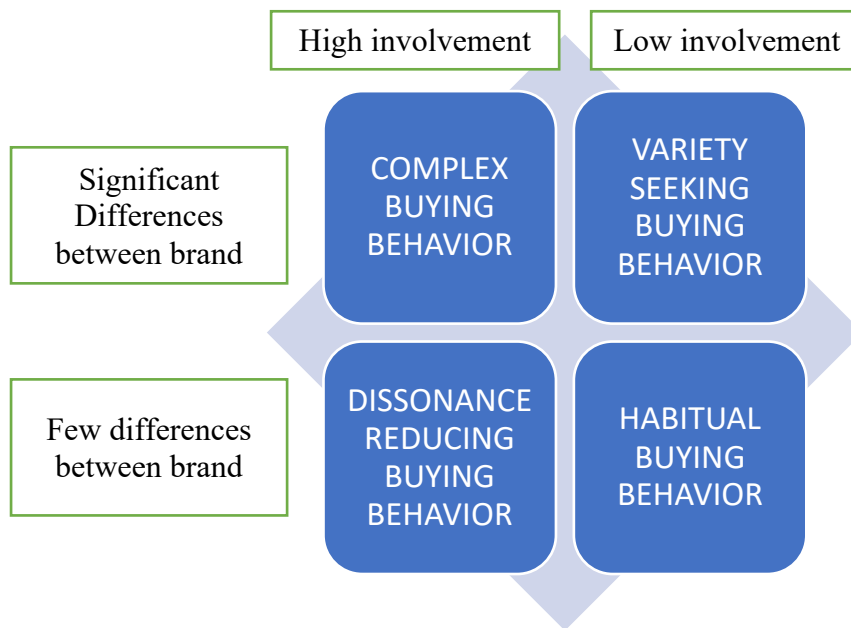
It is the stage where consumer assess whether satisfied or dissatisfied with their purchase. It also decides the customer will purchase the product again or consider other brand product. (Sullivan & Adcock, 2002) describe once the purchase has been done, evaluations continues so customer feel that the decision match with expectations and need (post-purchase satisfaction) or does not meet with the expectation (post-purchase dissatisfaction).

2.4 Types of Consumer Behavior

There are four types of consumers buying behavior to consider: complex buying, dissonance-reducing, buying, habitual buying and variety seeking.

- (a) Complex buying:** when buying an expensive and infrequently purchased product such as car, new home and computer are involved in this type of purchase. It takes several times to research and differentiate many brands.
- (b) Dissonance-reducing Buying:** when a consumer is highly involved in buying an item, but they have few differences between various brand.
- (c) Habitual Buying:** when consumers purchasing a regular basic such as rice, milk, gasoline and etc. Low involvement of consumer and less differences between the brands.
- (d) Variety seeking buying:** when consumers low involved in purchasing a product and want to seek the different between the brands. In other way, individual purchase another brand of same product, not because they do not satisfy with their initial brand, but because they desired new experience.

(Figure 2.2): Types of Consumers Buying Behavior



Source: https://www.clootrack.com/knowledge_base/types-of-consumer-behavior

2.5 Review of Empirical Studies

Accounting to (Bin Saeed , 1998), sociodemographic variables and hospital attributes had influence on the choice of hospital. This reveals that the continuous growth of the private healthcare sector, and private health insurance system should have effective support from the government. In this study services quality, convenient of administrative procedures, cost of treatment, hospital image and coverage of health insurance are regarded as major factors that influence on patient decision making in choosing hospital. Besides, other factors such as cost of treatment, quality of services, employment, convenient administrative procedures, health insurance coverage, perceived state of health, age and sex can also affect in patient's purchasing decision.

(Motwani, Dr. Shrimali, & Agarwal, 2014) said hospital administrators becomes marketing oriented as the growing importance of service marketing mix and they are trying to sought out the factors which influences patients' decision in selection of hospital. They also proved that in price of hospital service, location of hospital services at convenient places for patients, medical staff's attitude, tangibility and used of technology plays important role in competing within the market.

(Egunjobi, 1983) found that the distance of hospital and patient's home is the most significant factors in influencing patient's choice of hospital. If a patient is assumed to be economically, a consideration of savings on time and cost will be counted

in the decision of choice of hospital. Service quality, relative who are living in hospital town, finance, ease of transportation, connection with hospital staff and religion are also account for making patient's purchasing decision.

In addition, (Miller, 2010) said previously a hospital could depend on its place for a stable client base. Now, patients assess alternatives. Apart from convenient of location patients want the comfortable environment. (Muhartini Salim & Syamsul Bachri, 2017) analyze the influence of administrative service, Doctor's quality, medical cost and physical evidence on purchase decision of patients at BENGKULU REGIONAL GENERAL HOSPITAL IN INDONESIA. It shows physical evidence and administrative service have influence on patient's choices and Doctor's quality and medical rate have no influence on patient's decision.

(Consuegra Navarro, Arturo Molina Collado, & Esteban, 2007) investigated the relationship between price fairness and acceptance, customer loyalty and satisfaction. They found that satisfaction and loyalty are positive influence by price acceptance. In addition, price fairness have indirect relation with price acceptance through customer loyalty and satisfaction. They suggested keeping price transparency can influence on patient's hospital choice.

Cross-sectional study of (Douglas, 2004) had person-to-person interviews with hospital inpatients. Study design and study population were 21 patients in medicine, surgery, maternity and geriatric care in one of the UK's hospitals. He said that, Patients reported the environment conditions (e.g., feeling safe, feeling at home, environmental feeling, being able to walk around and having TV) as important. Patients interviewed felt depressed and loss of independence. Most important factors are creating an environment with privacy, considerations for disabilities, a homely environment, being able to see outside, and to get outdoors.

(Akinci, Esatoglu , & Parsons , 2005) states that most important factors of hospital choice are closeness of hospital to the patients' home. Convenience is less important factors than nearness in their study. But convenience improve the efficiency of the services provided. Technological system of the hospital, physical condition and facilities are also an important factor in selection of the hospital. Their studies show significant significance difference in patient choice among the hospitals based on physical conditions. Though hospital cost is not a determinant factor in choice of hospital, hospital image and reputation are important factors in their study. Doctor's

quality, employee attitude and modern equipment's reflects hospital image and reputation.

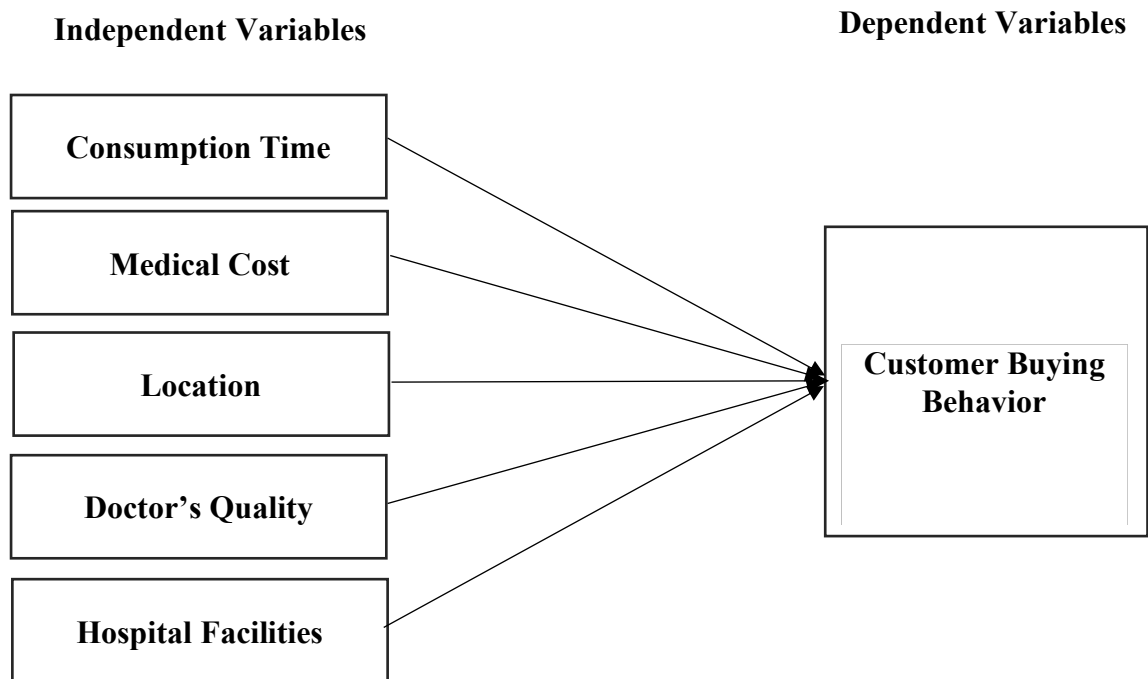
(Kheiruddin, Singh, & Rajkumar, 2012) said patients have different reasons and preferences in choosing a hospital. They proved that medical treatment, surgery, nursing care and availability of specialist doctors are preference factors in choosing among three hospitals at Manipur. (Gurses & Carayon, 2007)cross sectional studied of effects of physical environment: Survey of total 272 intensive care units (ICUs)'s patient in 17 ICUs of 7 hospitals in Wisconsin. He found out that noisy, chaotic and crowded working environments, distractions from families and delay in getting medicines from pharmacy, lack of medical equipment and patient rooms not well stocked and delay in seeing new medical orders are reported as barrier.

In the study of (Ali Mohammad Mosadeghrad, 2014), type of hospital, type of service, services cost, word of mouth, location, facilities, physical environment, reputation of hospital and health care provider expertise influence patients' choice of hospital. In service quality, information should be provided to the patients for informed decision.

2.6 Conceptual Framework of the Study

Based on the review literature, the linkage between selected independent variables (consumption time, medical cost, location, doctor's quality and hospital facility) and consumer buying behavior are presented in Figure 2.1. The conceptual framework constructed by modifying different literatures to suit the purpose of this study.

Figure (2.3): Conceptual Framework



Source: Own Compilation (2023)

This study emphasizes on factors affecting patient buying decision of SSC Hospital. In the framework, factors such as consumption time, medical cost, location, doctors' quality and hospital facilities are mentioned and explore how they influence on patient buying decision.

2.6.1 Consumption Time

It influences on certain degree of patient satisfaction. It includes quick response system of hospital, OPD waiting time and medical service time, etc. Waiting time influence on certain degree of consumers dis/satisfied with a service (Katz, Larson, & Larson, 1991). The consumption time to place an order depend on service worker's efficiency and the speed of service delivery. The longer the period of waiting time, the more nuisance to customers, who are usually required medical schedule plan to avoid long waiting time (Stern, A; El-Ansary, I;, 1996). Consequently, in (Aldana, Piechulek, & Al-Sabir, 2001) research prove that a reduction in waiting time to average thirty minutes may satisfy customer's more than a physicians' short consultation time. (Aldana, Piechulek, & Al-Sabir, 2001)

2.6.2 Medical Costs

One of Independent variables used in this research is price. According to (Umar H. , 2000), medical cost is a value exchanged by consumer for the benefit gained from a product or service where the total value is set between the seller and buyer as bargain or can be set by the sellers only as fix price to all customers. Medical cost is an element of the marketing mix requires special attention. (Sharma, 2008) states that price is the amount of money paid for product or service as the return. Medical cost is one of marketing mix elements which affecting customer buying decision the most, as the result of the research, the existing customers can be retained by travel agent by offering attractive and competitive price and also by giving special discounts (Satit, Tat, Rasli, Chin, & Sukati, 2012). According to (Kenesei & Todd, 2013), medical cost is the cost determined by the buyer and is essential element in decision making. While (Kotler & Armstrong, 2008) believe that price indicators concern on affordable price, the match of price and product quality, price competitiveness, the match of price and benefit. This research used 3 indicators namely: the affordable price, the match of price and product quality, and price competitiveness. This study assumes that medical cost influences patients' decision in selecting hospital.

2.6.3 Location

Travelling distance and easy access to reach for customer have more or less impact on patient's in choosing the hospital. Visibility is essential for all hospital and it should be in high traffic location. Travelling distance and easy access to reach for customer have more or less impact on patient's in choosing the hospital. Visibility is essential for all hospital and it should be in high traffic location.

2.6.4 Doctor's Quality

According to the previous research (Sari, P,C, 2013), the quality of doctors has positive and significant influence to taking treatment decision. One of doctors' responsibilities is to give medical services based on profession standard and operational standard procedures, and also patients' medical needs (UU No. 29 of 2004). Doctors are obligated to cure patients based on their profession standard and knowledge. (Azrul, 1996) stated one of basic requirement to decide the well services is the quality based on patients' point of view towards the services given. Doctors' quality is one strong quality of health services to create patients' perception regarding to services offered by the hospital. The quality of doctors becomes one of considerations for patients in

selecting the hospital for health treatment. Doctors shall master the communication skill in handling the patients. It is important for doctors to build patients' confidence to cure. The effectiveness of interpersonal communication of a doctor could influence the patients' satisfaction. Patients' judgment is based on many factors such as the waiting period for doctors giving treatment, precise explanation on patients' illness and complaints, handiness in services, diagnosis accuracy on patients' health problem and further treatment. Indicators of doctors' services (paramedic) include the quick response in handling patients' complaint, reliable paramedic on any responsibility regarding to the guarantee, reliable paramedic in handling patients' complaint, and full attention on patients' needs (Alan Akuba, 2013). According to the previous research of the indicators of doctors' quality are: 1) qualified and experienced doctors 2) having famous physicians with good reputations; 3) quality specialist doctor for their treatment; 4) the doctors of SSC hospital full attention on patients' needs and 5) the doctor of SSC hospital efficiently responds to the patients. This research assume that doctors' quality influences the patients' decision in selecting hospital.

2.6.5 Hospital Facilities/Physical Evidence

Physical facilities such as hospital infrastructure, patient's bed and trolley and modern medical equipment directly or indirectly influence on patient's buying behavior. According to (Lupiyoadi, 2013) , appearance of infrastructures and physical facilities should be reliable to the environment as the real evidence of service offered. These services include physical facilities (building, storage, and else), equipment and instrumentations (technology) and staff appearance. Some medical equipment is still indirectly related to customers as they can improve and give better quality in diagnostic and treatment services.

CHAPTER III

PROFILE AND OPERATIONAL SYSTEM OF SSC HOSPITAL AND RESEARCH METHODOLOGY

This chapter describes about the structure and medical services of SSC Hospital. SSC Hospital is under Pinlon Group of Hospitals (PLGH). PLGH was found in 1997 in Yangon by DR ZAW HTUN, with the establishment of a 50-bed hospital named University Avenue Health Centre (UHC). Over the past decade, PLGH has start with general medicine and surgery care center and become one of the prominent Myanmar medical groups offering superior services among numerous specialties such as advanced cancer and liver care. Today, 3 large hospitals, namely, SSC hospital (Yangon) Pinlon Hospital (Yangon) and Outara Thiri Hospital (Nay Pyi Taw) are under PLGH.

3.1 Profile of SSC Hospital

For the past two decades, continuous expanding and improving medical services has made SSC Hospital one of the leading multi-specialty private healthcare industries in Yangon. In famous of its healthcare services quality to both international and local patients alike, quality is the the core values of SSC hospital. The core of hospital's facility confines 22 examination rooms at outpatient diagnosis and 200 spacious, well-decorated inpatient rooms and treatment in field of general internal medicine, surgery, ICU and emergency care services.

3.1.1 Vision of Pinlon Group of Hospital

Quality, Experience, Compassion - our mission is to provide care with complete integrity and honesty through service-minded teamwork in order to ensure comfort and satisfaction in our clients.

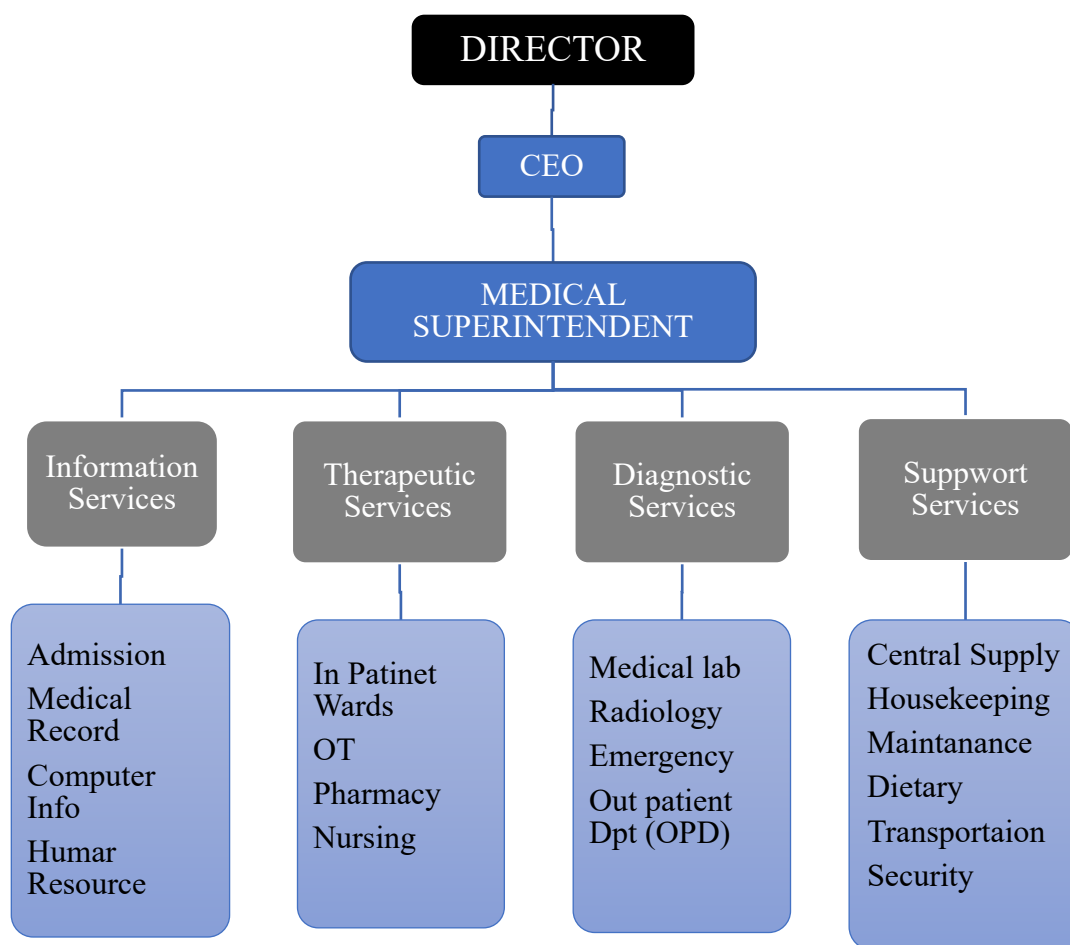
3.1.2 Mission of Pinlon Group of Hospital

- To provide the best care for our patients with complete integrity through our professionals
- To be a trusted household name in healthcare in Myanmar

3.1.3 Organizational Structure of SSC Hospital

In order to achieve the vision and mission of the SSC Hospital systematically sets up the departments. Each department performs the different functions and services. The departments of the hospital are presented in Figure (3.1).

Figure (3.1): Organization Structure of “SSC Hospital”



Source: SSC Hospital (2023)

3.1.4 Services of SSC Hospital

Being a specialist center SSC provide various kind of health services. Generally, it provides outpatient, in patient wards, accident and emergency, pharmacy, radiology and laboratory. 200 Bedded available of in patients, 22 examination rooms at outpatient department. Besides there is 15 bedded A & E department and 20 bedded Intensive care unit (ICU).

Three major operation theater and two minor operation theater are available to give services to patient who need surgery and child delivery. At in patient wards, it has private room and 8 bedded common hall. It has medical ward, surgical ward, O & G ward and VIP wards. Though there are no health care services available for COVID 19 patient recently, they still give health care to Post COVID patients. They also have day care services for Cancer patients who received chemotherapy and minor surgery patients.

Being a part of Pinlon Group of Hospitals, there is inter-hospital relation services for patients who need radiation therapy and PET-CT scan which are available at Pin Lon Hospital. Two modernized XR machine, four USG machine, 64 slices CT scanner, 1.5T MRI and two C-Arm machine are giving services at imaging department. Various standardize laboratory tests are also available to get the results in short period of time.

Various medical checkup packages according to patients age and need are available at medical checkup department. Basic package, standard package and executive packages are available and can choose according to patient's age. Beside other checkup package such as cancer screening packages and pre-employment packages are also available. Dental and eye care services are also available at SSC hospital as minor services.

3.1.5 Doctors and Health Care Providers at SSC Hospital

Total 136 specialist doctors are giving treatment at OPD services. They are mainly general physicians, surgeons, O& G and pediatric. Other specialist doctors such as neurologists, cardiologists, orthopedics, radiologist and nephrologist are available at OPD services.

In house 54 medical officers, 86 special nurses and 67 nurse-aids are giving medical services for in patients. About 150 general staffs are giving services for to fulfill patient satisfaction.

3.2 Research Design

(Saunders, Lewis, & Thornhill, 2007) describes three different purposes are used in research methods' literature, (i) exploratory (ii) descriptive and (iii) explanatory research often.

Exploratory research asks questions to find out the problem and discovering ideas and insight (Robson & McCartn, 2011). Descriptive research aims provide accurate information of the situation and phenomenon being studied according to (Robson & McCartn, 2011). Study a problem or phenomenon to explain the relationships between variables is known as explanatory research (Saunders, Lewis, & Thornhill, 2007). Therefore, both (Saunders, Lewis, & Thornhill, 2007) and (Robson & McCartn, 2011) suggests explanatory approach is most appropriate with the research including objectives such as (i) to find out variables that caused the problem being studied and (ii) understanding the nature of relationships between the variables and problems being studied.

This study includes a quantitative approach that has been done through structured questionnaires that were distributed to the respondent to get the primary data. To obtain primary data, this study used a 5- point Likert scale ranging from (1= Strongly Disagree to 5= Strongly Agree). The mean value 1.00 - 1.80 is classified as strongly disagree, 1.81 - 2.60 is categorized as disagree, and 2.61 - 3.40 is regarded as neither agree nor disagree, 3.41 - 4.20 are categorized as agree, 4.21 - 5.00 is categorized as strongly agree of perception.

To analyze the factors effecting patients' buying behavior of SSC hospital, this study used a descriptive research method. This research is based on both primary data and secondary data to fulfill the objective of the study. Quantitative data is analyzed by using descriptive statistics and other standard quantitative methods.

(Anol, 2012) said sampling is the statistical process of selecting a subgroup called a sample of interest population purposes for statistical inferences and making observations about that population. Probability and non-probability sampling are techniques used for sampling. This research will be focused the affecting factors on consumer buying behavior of SSC hospital in Myanmar. This study will be collected the respondents of 200 customers from SSC hospital in Yangon by using convenient sampling method and use Descriptive Statistics Method. Primary data will be collected from customers by using a structured questionnaire. The structured questionnaires are considered of two sections. The first section of the survey contained questions regarding demographic

characteristics of the SSC hospital's patients. In the second section, questions are related to the affecting factors on consumer buying behavior (consumption time, medical cost, location, doctors' quality and hospital facilities) in terms of the consumer buying decision making model and using five-point Likert scales.

3.3 Questionnaire

To measure the research variables, this study used structured questionnaires from the previous studies. The variables were developed based on previous research by using a 5-points Likert scale ranging from 1 = strongly disagree to 5= strongly agree and comprised of three sections. The first part of the questionnaire includes the demographic characteristics of the respondents, the second part of the questionnaire consists of questions on dimensions of service quality such as tangibility, reliability, responsiveness, assurance and empathy.

The research questionnaires were developed based on previous research. All independent variables consist of 5 items and customer loyalty with 5 items, respectively. The questionnaires for all independent and dependent have been adopted. For all the measures, respondents were asked to rate on a five-point Likert-type scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.4 Data Collection

(Malhotra & Birks, 2007) describe data is one of the most principal and vital point of any research. Primary data was collected by the researcher for the specific problem. Two types of data are listed as primary data and secondary data. The primary data is the information generated by the researcher by himself/herself which mean survey, experimentation, and observation and it was collected from the respondents. Secondary data is data collected by someone else earlier or collected by someone than primary user. Secondary Data of Available of internet, thesis, journals and international publications will be used on the reviews of the literature.

The present study depends on primary data, which is collected through survey method by using a questionnaire. A survey method of data collection through questionnaire was used to collect data for this study because (Krishnaswami & Ranganatham, 2007) recommended that the advantage of this method is that it is less expensive, permits anonymity and may result in more responses that are honest. The respondents are asked to rate each statement using Likert scales of 1 to 5.

To get the primary data, outpatients and inpatients of SSC Hospital, Yangon were chosen by using survey method. Total 200 respondents were chosen to answer well-structured questionnaires with a five-point Likert scale. The first part of the questionnaire is concerning the demographic information of respondents. The second and third part of questionnaire are for factors affecting patient buying behavior of SSC hospital. Analytical research method is used in this study.

3.5 Reliability Analysis

Cronbach's alpha is used to judge the internal consistency of variables, in this research. (Ntoumanis, 2001) describes the homogeneity or internal consistency of the items that comprise Cronbach's alpha with each scale represented as a number between 0 and 1, is measured by using coefficient of reliability. Coefficient alpha number between 0.6 and 0.7 suggest fair liability according to (Zikmund, Babin, Carr, & Griffin, 2010). Cronbach's Alpha coefficient value 0.7 or higher can be considered as good and excellence in determining reliability in most science research situations. Thus, in this study, Cronbach's alpha score of 0.7 or higher has been assumed adequate for reliability.

The survey questionnaire explores the factors affecting the patient buying behavior of SSC hospital. The survey question has three sections. Section A presents about demographic information of respondent using closed questions. Section B contains factors affecting patient buying behavior such as consumption time, location, doctors' quality, price and consumer behavior. The questions are using Five Point Likert-Scale. The Section C is an open question for suggestion of respondent.

3.6 Data Analysis

Data analysis is a research method for the objective, systematic and qualitative explanation of the clear content of a statement. The consequences and interpretation of data analysis provide crucial information for the study. The collected data from the structured questionnaire were analyzed by using SPSS version 23. Both of analytical method and Linear Regression method were used in this study. Analytical research is used to describe characteristics of a population or phenomenon being studied.

The aim of the data analysis is to organize and to bring out meaning from research data. Examining the surveys exactness and completeness, coding, data entry into a database and making an analysis of responses by using frequency distribution as well as inferential statistics are part of data analysis. After data collection, the data were entered to and analyze by using statistical package for social science (SPSS version 23). The entered data were also counter-checked to find out invalid responses, errors during data entry and the consistency of the entered data. Both descriptive and the inferential statistics were used for data analysis.

This study was described about respondent's demographic characteristic by using descriptive statistical tools. Frequency, mean, percentages, standard deviations and cross tabular presentation are used as descriptive tools and help the data to be as accurate as possible to describe, interpret the demographic and other related information of the respondents.

Correlation analysis was used to proposed hypothesis. The aims of study was to explore the relationships between dependent variable and independent variables of the study. Pearson's correlation coefficient measures the strength and direction of a linear relationship between independent and dependent variables (Moinester & Gottfried, 2014). Therefore, Pearson correlation analysis is used to see linear relationship between dependent (overall buying Behavior) and independent variable like physical evidence of Hospital, Consumption time, Price, Location and Doctor's quality.

Multiple linear regression analysis predicts the effects of independent variable on dependent one. In other ways, investigation the extent of effect of the independent variables on the dependent variable. The independent (exogenous) variables for this study as mentioned above were six factors dimensions; consumption time, location, doctor's quality, price and physical evidence of the Hospital and the dependent (endogenous) variable were regarded as customers overall buying Behavior.

CHAPTER IV

ANALYSIS ON FACTORS AFFECTING COSUMER BUYING BEHAVIOR OF SSC Hospital

This chapter shows data analysis and finding of the study. With the help of statistical package for Social Science (SPSS V23), data analysis was worked out. Both descriptive and regression analysis of the collected data were also obtained. Therefore, the data collected from the 200 respondents (patients from SSC) are enter into SPSS and analysis result from SPSS will interpret detailed in this chapter.

4.1 Demographic Profile of Respondents

The profile of respondents, medical services buyers of SSC Hospital are collected in term of gender, age, educational status and monthly income etc. This information's were asked in section A of survey questionnaires to understand the general information of patients from SSC Hospital.

4.1.1 Number of the Respondents by Gender

Table 4.1 shows demographic information of the respondents. The first table provides the gender information which shows that 56% of the respondents were male and 44% respondents were female. The survey shows majority of the respondents were male. The main reason for this is because more male care for health than female in Yangon.

Table (4.1): Number of the Respondents by Gender

Gender	Frequency (N)	Percentage (%)
Male	112	56
Female	88	44
Total	200	100

Source: Own survey SPSS result (2023)

4.1.2 Number of the Respondents by Age Group

Table (4.2) shows the respondents age group information. The respondents who have the age level of above 55 years are many more than other and they are 29% of the total respondents. The age level of between 35 and 44 was 23% and 23% of respondents was between 45 and 54. The age level of between 25 and 34 was 18.5%. The less than

25 year's age group was 6.5% of respondents. Therefore, above 55 years have more conduct with hospitals.

Table (4.2): Number of the Respondents by Age Group

Age Groups	Frequency (N)	Percentage (%)
Under 25 Years	13	6.5
25 -34 Years	37	18.5
35 - 44 Years	46	23
45-54 Years	46	23
Above 55 Years	58	29
Total	200	100

Source: Own survey SPSS result (2023)

4.1.3 Number of Respondents by Education Level

Respondents have different education level. Therefore, the education levels of respondents are divided by five groups as undergraduate, graduate, master degree and Ph.D. Number of respondents studied by education level is presented in Table (4.3). The maximum respondents are graduate level and it represents 32% of the total. The master degree level respondents were 19.5% and 15.5% was the respondents of Ph.D.

Table (4.3): Number of Respondents by Education Level

Age Groups	Frequency (N)	Percentage (%)
Undergraduate	16	8
Graduate	64	32
Master Degree	39	19.5
Ph.D.	31	15.5
Other	50	25
	200	100

Source: Own survey SPSS result (2023)

4.1.4 Number of Respondents by Average Monthly Income

The income levels of the respondents differ according to their occupation. Number of respondents are studied by income level is shown in Table (4.4). By the results of survey data, a large number of respondents' income is between 300,001 and 500,000 kyats and it is 24%. 21.5% was the respondents more than 1,500,000 kyats and 19% was between 500,001 and 1,000,000 kyats. The minimum level is the less than 300,000 kyats and it is 16%.

Table (4.4): Number of Respondents by Average Monthly Income

Monthly Income (MMK)	Frequency (N)	Percentage (%)
Less than 300,000	32	16
300,001 – 500,000	48	24
500,001-1,000,000	38	19
1,000,001-1,500,000	39	19.5
More than 1,500,000	43	21.5
Total	200	100

Source: Own survey SPSS result (2023)

4.1.5 Frequency of Previous Experience at SSC HOSPITAL

In this analysis, most of the respondent had been purchased health services at SSC Hospital, 89% (178). It means they are old patients. The other 11% (89) respondent are new patients.

Table (4.5): Previous Experience at SSC Hospital

Experience	Frequency (N)	Percentage (%)
Yes	178	89
No	22	11
Total	200	100

Source: Own survey SPSS result (2023)

4.1.6 Number of Respondents by In-patient and Out-Patient

Among 200 respondents, 81 (40.5%) patients are out-patients and 119 (59,5%) patients are in-patients. Therefore, in-patients dominate the study.

Table (4.6): Number of Respondents by In-Patient/Out-Patient

In-patient/Out-Patient	Frequency (N)	Percentage (%)
Out-Patient	81	40.5
In-Patient	119	59.5
Total	200	100

Source: Own survey SPSS result (2023)

4.1.7 Length of Relationship with SSC Hospital and Respondents

In this analysis, it shows the frequency of years' interval of relationship between respondents and SSC Hospital. Relationship of 0-2years is major group and it have 36.5% (73) and 4-6years is the least group with 19% (38).

Table (4.7): Length of Relationship with SSC Hospital of Respondents

Years Interval	Frequency (N)	Percentage (%)
0-2 years	73	36.5
2-4 years	42	21
4-6 years	38	19
Above 6 years	47	23.5
Total	200	100

Source: Own survey SPSS result (2023)

4.2 Reliability Analysis

In this research, Cronbach alpha reliability test was used to test the reliability of the data whether the questionnaires give the results which the study required to meet objectives and hypothesis of the study. 26 questionnaires were asked and collected from the SSC Hospital, in Yangon and the value of Cronbach alpha were showed in following Table (4.8).

Table (4.8): Reliability Analysis

Scale Items	Cronbach's Alpha	No. of Items
Consumption Time	0.875	5
Medical Cost	0.910	5
Place/Location	0.892	5
Doctors' quality	0.932	5
Physical Evidence	0.949	5
Consumer Buying Behavior	0.907	7

Source: Own survey SPSS result (2023)

According to Table (4.8), it shows the reliability of all variables. According to (Sekaran, U., 2003) the more the reliability coefficient Cronbach's Alpha gets closer to 1.0, the better the reliability is. According to (Tabachnick, B.G. & Fidell. L. S., 2007) value of Cronbach's Alpha should be greater than 0.55.

First variable consumption time has 5 items and alpha value of these items is 0.875. Second variable medical cost has items: value of alpha is 0.910, 5 items. Third variable place has 5 items and the value of alpha of these items is 0.892. Fourth variable doctor's quality has 5 items and the value of alpha of these items is 0.932 and fifth variable physical evidence has 5 items and the value of alpha of these items is 0.949.

The final variable consumer buying behavior has 6 items and the value of alpha of these items is 0.907.

The research instrument was tested for reliability using Cronbach's coefficient as reported in the above table. The Cronbach's alpha for all dimensions is exceeding the minimum alpha value of 0.55, thus the construct measures are deemed reliable and all items in the construct measures are retained.

4.3 Descriptive Statistics of Customer buying Dimensions

In descriptive statistics, mean and standard deviation were used to contrast the respondents' buying behavior. The mean indicates the extent of agrees or disagrees of sample group averagely with different statements constructs in this study and standard deviation suggests diversity of respondents from the mean of a given statement. Higher mean value suggests the respondents were more agree with the statements construct while lower mean value suggests respondents were more disagree with the statement. As a measurement of customer buying dimension, Table 4.9 to Table 4.14 presents the items from consumption time, medical cost, place/location, doctor's quality and physical evidence. Subsequently comparison of all the customer buying factors dimensions' descriptive mean and standard deviation is presented in table 4.15 all parts of the dimensions are processed, analyzed and interpreted so as to achieve the wanted result as follows.

4.3.1 Consumption Time

Consumption time apply a substantial influence on degree to which consumers are dis/satisfied with a service (Katz K. L., 1991). Issues such as duration to takes an order, efficiency of services given by workers, the speed and accuracy of service delivery each combine to reflect the waiting time factors. Consumer acceptance of waiting time decide acceptable quality, and how customers control these situations strongly depend on their expectations and values prior to the evaluation experience. The longer the duration of waiting time can give rise to more inconvenient experience happen for customers (Stern and El-Ansary 1996). Consequently, shortening of average of thirty minutes waiting time may be more important than the physicians' consultation time duration. (Aldana, Piechulek, and Al-Sabir 2001). With this idea, 5 items related to Consumption (waiting) time were raised to the respondents and the results of the Mean score and the Standard deviation analysis is displayed in table 4.9 below.

Table (4.9): Consumption (waiting) Time of the SSC Hospital

No.	Description	Mean	Std. Deviation
1.	Waiting time at OPD is short.	3.63	1.024
2.	The quick response time of hospital is reliable.	3.52	1.002
3.	Waiting time to see the consultant and specialist of the hospital is reasonable.	3.66	1.025
4.	The health service time of SSC hospital is convenient.	2.98	1.046
5.	Convenient hour at the hospital influences your buying behavior.	3.25	1.073
Overall Mean		3.41	

Source: Own survey SPSS result (2023)

As depicted in Table 4.9 above, the mean value of Consumption(waiting) Time is 3.41 and the item state that “Health service Time of SSC is convenient” “Waiting time to see the consultant and specialist of the hospital is reasonable” scored the highest among the list of items related to Consumption (waiting) Time with a mean score of 3.66 while the respondents gave the narrow score of 3.25 to the item “Convenient hour at the hospital influences your buying behavior.” This clearly states that even though the respondents realized consumption (waiting) Time is a major issue to overcome to stay in hospital.

4.3.2 Medical Cost

The amount of medical cost is that customers required to gain a service in relation to how dis/satisfied with service they received. In order to succeed, health care givers understand that they must expand output with the lowest costs. This principle is applied in the utility service industries, where companies have moved toward “leaner” production and more efficient delivery (i.e., shorter patient treatment cycles). To lower costs, all in efforts to enhanced productivity and trim costs without short selling the holy grail services, new ideas and apply innovative technologies should be tried by companies. With this idea, 5 items related to medical cost (price) were raised to the respondents and the results of the Mean score and the Standard deviation analysis is displayed in table 4.10 below.

Table (4.10): Medical Cost (Price) of the SSC Hospital

No.	Description	Mean	Std. Deviation
1.	The medical cost of the medical treatment is affordable	3.46	1.060
2.	The pharmaceutical cost of hospital is fair.	3.54	0.987
3.	The medical costs of laboratories and imaging are affordable.	3.57	0.943
4.	Your buying behavior is influenced by the match of price and hospital's service quality.	3.58	0.953
5.	Medical Checkup package charges of the hospital is fair.	3.74	1.136
Overall Mean		3.58	

Source: Own survey SPSS result (2023)

According to Table (4.10), the mean value of medical cost of the hospital is 3.58 and it means that medical cost of SSC Hospital is fair. “Medical Checkup package charges of the hospital is fair” item have highest mean score of 3.74 and therefore medical check-up package price make patients’ to choose the hospital. As “The medical costs of laboratories and imaging are affordable” item mean value is 3.57 and “buying behavior is influenced by the match of price and hospital’s service quality” item is 3.58, they also influence to patient’s decision. “Medical cost of medical treatment” has the least mean value of 3.46. However, all the respondents have good reputations about medical cost of SSC Hospital.

4.3.3 Doctor’s Quality

(Sari, P,C, 2013) states that doctor’s quality has significant influence on patient decision to taking treatment. Doctor has responsible to cure patients based on their profession and knowledge. The effect of interpersonal communication of doctor also has great impact on patient’s buying decision. (Dubey & Sharma, 2013) said the patients will visit hospital because of the treatment of quality specialist doctor. has quality specialist doctor and they play an important role in repeated visit of patients to hospital. Therefore, following five items were constructed and the response of respondent will show as mean and standard deviation in table 4.11 as below.

Table (4.11): Doctor's Quality of the SSC Hospital

No.	Description	Mean	Std. Deviation
1.	Qualified and experienced doctors can influence your buying decision behavior.	3.53	1.129
2.	At this hospital, your buying behavior is influenced by having famous physicians with good reputations	3.58	1.077
3.	The patients will visit hospital that has quality specialist doctor for their treatment.	3.68	1.031
4.	The doctors of SSC hospital full attention on patients' needs.	3.53	1.089
5.	The doctor of SSC hospital efficiently responds to the patients.	3.37	1.085
Overall Mean		3.54	

Source: Own survey SPSS result (2023)

As shown in Table 4.11, overall mean of Doctor's quality was 3.54 and therefore it has positive agreement with constructs item. The item "patients will visit hospital that has quality specialist doctor for their treatment" has the largest mean value of 3.68 and patients' decision was influenced by the treatment of quality specialist doctor. Item "by having famous physicians with good reputations" have influence on patient buying decision as it mean value of 3.53. At last, "doctor of SSC hospital efficiently responds to patients" have mean value of 3.37 and thus patients have neutral on this item. Thus, quality and famous doctors' and their ability can attract patients' decision and their revisit to hospital.

4.3.4 Location

The location of the hospital is the place where the patient needs to perceived their medical treatment or services they need. The distance to reach this services, easy access to reached and the environment are all influence the patient's decision and also on their satisfaction. Therefore, following five items were constructed and the response of respondent will show as mean and standard deviation in table 4.12 as below.

Table (4.12): Location of the SSC Hospital

No.	Description	Mean	Std. Deviation
1.	Hospital is located where it is easy access to reach (public transport).	3.74	1.136
2.	The hospital is located at noisy environment and it disturb patient's recovery time.	3.61	1.074
3.	Having convenience store, hostel and restaurants near the hospital influences your buying behavior.	3.72	1.043
4.	The location of the hospital is easy and convenient for me.	3.72	1.043
5.	Car parking area of the Hospital is adequate.	2.92	1.151
Overall Mean		3.54	

Source: Own survey SPSS result (2023)

As shown in Table (4.11), the mean value of place/location of the hospital is 3.54 and it has positive association with items and respondent scored the highest mean value for the item “Hospital is located where it is easy access to reach (public transport)” with 3.74. It means they have agreed with the hospital is located where it is easy access to reach. The item “Having convenience store, hostel and restaurants near the hospital influences your buying behavior” and “The location of the hospital is easy and convenient for me” have mean value of 3.72 and it suggest that these are also agreed by the respondent. However, the item of “Car parking area of the Hospital is adequate” on have 2.92 and thus it is normal response for patients. Location also has positive reputation on respondents.

4.3.5 Hospital Facilities

Physical evidences are capital of hospitals as a part of services to give or show to the customers. According to (Lupiyoadi, 2013), features and quality of physical facilities and infrastructures should be reliable to the environment as the real evidence of service offered. It includes physical facilities, equipment, technology and staff appearance. These can be generally classified into two main groups, tangible and intangible services. (Chang, Chen, & Lan, 2013) Said that hospital gives mixed of tangible and intangible services. Benefit of tangible service cannot be felt by the patient. (Alan Akuba, 2013) describes the availability of in patients' rooms, cleanliness,

comfortable utilities, comfortable room, toilet, medic performance, and adequate medical equipment can change the patient buying decision. With this idea, 5 items related to medical cost (price) were raised to the respondents and the results of the Mean score and the Standard deviation analysis is displayed in table 4.10 below.

Table (4.13): Hospital Facilities of the SSC Hospital

No.	Description	Mean	Std. Deviation
1.	Your buying preference influenced by the infrastructure and physical environment.	3.75	1.050
2.	Patient's beds and trolley used in SSC Hospital make you feel comfort.	3.80	1.081
3.	The cleanliness of wardrooms, toilet and OPD waiting areas make you satisfy.	3.78	1.118
4.	The extent of modern equipment and lab within the hospital is a motivating buyer behavior.	3.78	1.118
5.	Attractive waiting area to influence your buying preference.	3.63	1.024
Overall Mean		3.75	

Source: Own survey SPSS result (2023)

As depicted in Table (4.13), the overall mean of 3.75 means that the patients have positive perception on physical evidence of SSC hospital. Patient have positive acceptance on item “Comfortable of Patient’s beds and trolley used in SSC Hospital” as it means value was 3.80. “Cleanliness” and “modern equipment and lab” have mean value of 3.78 and they also have positive acceptance by patient. Though, mean value of “attractive waiting area” is only 3.63, it still has positive acceptance by patients. This indicates that all the respondents have good reputations about physical evidence of SSC Hospital.

4.3.6 Consumer Buying Behavior Analysis

In order to test the respondents, overall customer buying behaviors, total six items are constructed were asked to the respondents. The result was shown in Table 4.14 with mean score and standard deviation analysis.

Table (4.14): Consumer Buying Behavior of the SSC Hospital

No.	Description	Mean	Std. Deviation
1.	The health care in SSC hospital is of a good standard.	3.63	1.024
2.	The medical examination technology of SSC hospital creating excitement feeling.	3.52	1.002
3.	The medical service offers value for money.	3.66	1.025
4.	You are happy to attend the hospital medical treatment and staff.	2.98	1.046
5.	You like the medical treatment, attractiveness of SSC hospital on service delivery, patient safety and professional commitment to feeling good.	3.25	1.073
6.	Affordability to take medical treatment of the hospital.	3.23	1.088
Overall Mean		3.34	

Source: Own survey SPSS result (2023)

According to Table 4.14 with the overall mean value of 3.34, the respondents agree with all items of customer buying behavior. The “medical service offers values for money” have mean value of 3.66 and “The health care in SSC hospital is of a good standard” have mean value of 3.63. These implies that customers are satisfied with the hospital services. “Affordability to take medical treatment of hospital” have mean value of 3.23 reveals that the price of the medical services is reasonable.

4.3.7 Comparison of Buying Behaviors Dimensions Descriptive Mean Score

In this section, each element of factors outcome from the respondents were compared to show Buying Behavior for medical service buyer’s perception of the SSC Hospital. In summary the mean and standard deviation of each factor dimension well be presented (see table 4.15 below).

Table (4.15): Mean Score and Standard Deviation Results of the Six Determinants of buying Behavior

No.	Description	Mean	Standard Deviation
1.	Consumption time	3.41	4.222
2.	Medical Cost	3.58	4.365
3.	Doctors' quality	3.54	4.797
4.	Location	3.54	4.556
5.	Physical Facilities	3.75	4.919
6.	Consumer buying Behavior	3.34	5.878

Source: Own survey SPSS result (2023)

As depicted in buying behavior with highest mean score at Physical facilities with mean value of 3.75; followed by medical cost 3.58, doctor's quality and Location of 3.54; followed by consumption time 3.41. It means that the respondents show agreement to the items construct and have positive perception on medical services. Consumer buying behavior have standard deviation of 5.878 and it implies that the data are slightly wide spread from the mean. It means that respondents have diverse perception in consumer buying behavior. Consumption time have lower diversion with standard deviation of 4.222.

4.4 Correlation

To reach the research objectives, the correlation of dimensions of factors and customer buying behavior of SSC Hospital have to be worked out. Correlation coefficients values ranging between -1 and 1. It begins from negative related (-1), not correlated (0) and positively correlated (+1). Pearson correlation analysis was made to find out the existence and level of association. (Field, 2005) classified correlation coefficient as followed: 0.1 – 0.29 is consider weak, 0.3 to 0.49 is considered as moderate and greater than 0.5 is considered as strong. In table 4.16 below shows the relationship between each dimension and overall customer buying behavior of the medical service buyer in SSC Hospital.

Table (4.1.716): Relationship between Factors Affecting Consumer Behavior on Patient Purchasing Decision

		Consumption time	Medical Cost	Doctor's quality	Physical evidence	Customer Buying Behavior	Location
Consumption time	Pearson Correlation	1	.828**	.812**	.808**	.980**	.781**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Medical Cost	Pearson Correlation	.828**	1	.744**	.790**	.793**	.792**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Doctor's quality	Pearson Correlation	.812**	.744**	1	.754**	.814**	.748**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Physical evidence	Pearson Correlation	.808**	.790**	.754**	1	.802**	.782**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Consumer buying Behavior	Pearson Correlation	.980**	.793**	.814**	.802**	1	.750**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Location	Pearson Correlation	.781**	.792**	.748**	.782**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

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

Source: Survey Data (2023)

The five factors dimension have positive correlation with consumer buying behavior. Consumption time have value of 0.980, medical cost has value of 0.793, Doctor's quality with value of 0.814, physical evidence has value of 0.802 and location have value of 0.750.

The consumer buying behavior with consumption time (0.980), medical cost (0.793), doctor's quality (0.814), physical evidence (0.802) and location (0.750). Since the value are all above 0.5 and thus, they have strong correlation.

4.5 Regression Analysis

Multiple linear regress estimates the coefficient of linear equation with one or more independent variables which predict the value of dependent variable. It means to analyze the factors that influence the customer with respect to perception, multiple linear regression analysis was used. Consumer buying behavior was used as dependent variable while the five dimensions factors at independent variable. The regression results are taken from the output of SPSS analysis and the results are shown in Table 4.17.

Table (4.1.717): Effect of Factors Affecting Consumer Behavior on Patients Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.155	0.70		2.206	0.29
Consumption time	1.363	0.042	0.979	32.710	0.000
Medical Cost	-0.93	0.037	-0.69	-2.522	0.012
Location	-0.73	0.033	-0.56	-2.211	0.028
Doctor's quality	0.83	0.030	0.067	1.710	0.007
Physical evidence	0.70	0.031	0.058	2.225	0.027
Fit Indices F= 1055.505, P= 0.00 R ² = 0.965, R = 0.982 ^a					
a. Dependent Variable: Consumer buying Behavior					

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

The regression model summary shows the correlation of five factors dimensions (independent variables) with customer buying behavior (dependent variables) is 0.982 and R² value of 0.965. It indicates the 96% of variance in respondents' factors affecting of dependent variable (consumer buying behavior) in SSC Hospital. F-value of 1055.505 which highly significant at 1percent. Therefore, the result of regression analysis on five independent variables (medical cost, doctor's quality, consumption time, physical evidence and location) with dependent variable (consumer buying behavior) indicates the existence of positive contribution to factors affecting on consumer buying behavior.

The strength of each independent variable influencing on dependent variable (consumer buying behavior) can be analyzed via standardized Beta Coefficient. The independent variable with high Beta coefficient is the more important determinant in predicting the dependent variable. According to table 4.16 Beta coefficient value of 0.979, consumption time has more influence on consumer buying behavior.

CHAPTER V

CONCLUSION

Consumer buying behavior is an important indicator in modern marketing. This study proved that factors such as consumption time, medical cost, location, doctors' quality and physical evidence have influenced on consumer buying behavior. The primary objective of this study is to analyzing and exploring factors affecting consumer buying behavior: in the case of SSC hospital with respect to health care consumers. Several factors have influenced on customer buying behavior in previous studies. As the healthcare sectors has been one of the most frequently used setting for services research.

Based on the analysis made, the following conclusions were drawn: According to the correlation analysis result, the customer Buying determinants (Consumption time, medical cost, location, doctor's quality and physical evidence) in this study have a positive relationship with the Buying behavior. The result also suggests, there is also a positive inter-correlation among the factor dimensions which reveal strong and positive interrelation between customer buying behaviors factors. The results of multiple regression analysis show, the priority factor among different buying dimensions. Thus, this finding can help admin team of hospital to prioritize and recourses the dimensions accordingly.

Among the five factors considered in this study consumption time have the strongest contribution to the buying behavior, thus indicating that this can be pay primary attention. In addition, doctor's quality is a second important factor to pay attention. In contrary, we can deduce that, the priority among buying decision dimension should be exist while implementing customer behavior strategy for healthcare marketing.

5.1 Findings and Discussion

The healthcare research setting provides source of post-purchase dis/satisfaction. This research also describes the relationship between factors such as consumption time, medical cost, location, doctor's quality and physical evidence between consumer buying behavior.

The five factors have positive relation with health care buying decision as consumption time (0.980), medical cost (0.793), doctor's quality (0.814), physical

evidence (0.802) and location (0.750). They all have positive correlation between them. In this study, most respondents are of old age and mostly used health care services of SSC Hospital. The result also showed, there is a positive relation among five factors dimensions and consumer buying behavior. Among five dimensions, consumption time and doctor's quality have more contribution to consumer buying behavior according to regression analysis. From this we can conclude that, the consumption time and doctor's quality should be a priority among buying decision while implementing consumer buying behavior strategy for patients.

In addition, quantitative research design and purposive sampling technique to collect data from 200 respondents of medical service buyers. Based on the theoretical frame work and objectives of the study 31 items were provided in a 5-point Likert scale to the respondents. These data were analyzed by using both descriptive statistics (like mean, frequency, percentage) and inferential statistics (correlation and multiple linear regressions) via SPSS version 2.3.

5.2 Suggestion and Recommendation

Depending on the findings of study and conclusion mad, the following recommendations are forwarded. Consumption time is found to be significant effects on consumer buying behavior. The better the medical waiting time and consumption time have greater influence on purchasing decision.

- Medical cost is found to be less influence on purchasing decision. The more expensive or cheaper rate of medical services will not influence on purchasing decision. Patients of SSC hospital has less complained about medical cost.
- Location is the least influence factors among all dimensions. As the hospital is located at the place where easy to access and it is also located at the place where for patient to convience to reach. Therefore, the location not much influence on buying decision of the hospital.
- Doctor's quality is found to be second factors influence on patient decision. Having quality and famous specialists can attract patients to make their decision. Therefore, admin team should emphasize on the specialist doctors and quality of inhouse medical officer which attract patients to make their decision.
- Physical evidence is found to be influence on patient buying behavior. The medical devices, bed, wheel chair and other modern equipment should be updated to persuade patient's buying behavior.

5.3 Suggestion for Further studies

This study examined the relations between factors influencing buying behavior and consumer buying decision. Due to limited time, financial problem and human resources, this research only explores consumption time, medical cost, location, doctor's quality and physical evidence factors dimension and theoretically, there are more other factors can influence on patient buying behavior. Future researchers are highly encouraged to explore and analyze more independent variables. The scope of the investigation is limited to 200 respondents in SSC Hospital, Yangon, Myanmar because of limited time and funds. Future researchers should collect more data and more respondents through the whole country, Myanmar. Suggestions for future academic studies would be interesting to research across all the hospital services users in whole country and compare the results with this study.

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APPENDIX A

Section A: Demographic Information

1. Gender:

- a) Male []
- b) Female []
- c) Other []

2. Age:

- a) Under 25 years old []
- b) 25-34 years old []
- c) 35-44 years old []
- d) 45-54 years old []
- e) Over 55 years old []

3. Marital Status

- a) Single []
- b) Married []
- c) Divorced []
- d) Widowed []

4. Education:

- a) Undergraduate []
- b) Diploma []
- c) Bachelor's degree []
- d) Master's degree []
- e) Other []

5. Monthly Income

- a) Less than 300,000 Kyat []
- b) 300,000- 499,999 Kyat []
- c) 500,000- 999,999 Kyat []
- d) 1,000,000-1,499,999 Kyat []
- e) Over 1,500,000 Kyat []

6. Do you use SSC hospital's health services?
- Yes []
- No []
7. In-patient []
- Out-patient []
8. If your response to Question 6 is no, why?
- I don't have enough money []
- Lack of awareness []
- I use other alternatives health service []
- (like government health center and other private hospital, cultural medicine)
9. If your response Question 6 is yes, which hospital do you utilize for your hospital services? (List them if you concurrently use many hospital).
-
-
-
-
-
10. What is the length of your relationship with SSC hospital in terms of years?
- 1 – 2 []
- 3 – 4 []
- 5 – 6 []
- >6 []
11. What type of services do you use in the hospital?
- Emergency []
- Mother and Child []
- In-patient []
- Outpatient []
- Pharmacy []

Surgical []

Imaging and Laboratory []

Section B:

Please indicate the extent to which you agree or disagree with the following statements about SSC Hospital's services.

1- Strongly disagree 2 - Disagree 3 - Normal 4 - Agree 5 - Strongly agree

Sr. No	Consumption Time	1	2	3	4	5
1.	The waiting time at OPD is short and outpatient waiting area is wide enough for patients.					
2.	Quick response result system of the hospital is reliable.					
3.	Reasonable waiting time to see the consultant and specialist of the hospital.					
4.	The health service time of SSC hospital is convenient.					
5.	Convenient hour of the hospital influences your buying behavior.					

Sr. No	Medical Cost	1	2	3	4	5
1.	The medical cost of the medical treatment is affordable.					
2.	The pharmaceutical cost of hospital is fair.					
3.	The medical costs of laboratories and imaging are affordable.					
4.	Your buying behavior is influenced by the match of price and hospital's service quality.					
5.	Medical Check up package charges of the hospital is fair.					

Sr. No	Location	1	2	3	4	5
1.	Hospital is located where it is easy access to reach (public transport).					

2.	The hospital is located at noisy environment and it disturb patient's recovery time.					
3.	Having convenience store, hostel and restaurants near the hospital influences your buying behavior.					
4.	The location of the hospital is easy and convenient for me.					
5.	Car parking area of the Hospital is adequate.					

Sr. No	Doctor's Quality	1	2	3	4	5
1.	Qualified and experienced doctors can influence your buying decision behavior.					
2.	At this hospital, your buying behavior is influenced by having famous physicians with good reputations.					
3.	The patients will visit hospital that has quality specialist doctor for their treatment.					
4.	The doctors of SSC hospital full attention on patients' needs.					
5.	The doctor of SSC hospital efficiently respond to the patients.					

Sr. No	Physical Evidence of Hospital	1	2	3	4	5
1.	You're buying preference influenced by the infrastructure and physical environment.					
2.	Patient's beds and trolley used in SSC Hospital make you feel comfort.					
3.	The cleanliness of wardrooms, toilet and OPD waiting areas make you satisfy.					
4.	The extent of modern equipment and lab within the hospital is a motivating buyer behavior.					
5.	Attractive waiting area to influence your buying preference.					

Sr. No	Consumer Buying Behavior	1	2	3	4	5
1.	The health care in SSC hospital is of a good standard.					
2.	The medical examination technology of SSC hospital creating excitement feeling.					
3.	The medical service offers value for money.					
4.	You are happy to attend the hospital medical treatment and staff.					
5.	You like the medical treatment, attractiveness of SSC hospital on service delivery, patient safety and professional commitment to feeling good.					
6.	Affordability to take medical treatment of the hospital.					

Section D: Overall Buying Behavior of SSC Hospital

Please answer the following questions regarding your buying behavior at SSC Hospital. Please be honest and provide as much detail as possible. Your feedback will help us better understand how to improve hospital's health care and physical services.

1. Which services you want hospital's admin team to improved or added?

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.....
.....
.....
.....
.....
.....

2. Which factors mainly influenced your buying behavior at SSC Hospital compared to other private hospital in Myanmar?

.....
.....
.....

.....
.....

Thank you for taking the time to complete this and for your cooperation.