



EFFECT OF MARKETING MIX TOWARDS CONSUMER BUYING BEHAVIOR IN HLWAN PYAE SONE ELECTRICAL COMPANY

A Thesis Presented
by
KHIN KHIN MOE

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by
KHIN KHIN MOE

Approved as to style and content by:

U Paing Soe, Chair
President, PSM International College

U Banyar Aung, Supervisor
Lecturer, PSM International College

Dr. Stephen Harrison
Dean
Swiss School of Business Research

ABSTRACT

This study attempts to identify the effect of marketing mix towards consumer buying behavior at Hlwan Pyae Sone Electrical Company. A random of 200 consumers (20%) is taken from total population of 1,000 consumers of Hlwan Pyae Sone Electrical Compnay. The objectives of the study are to describe the marketing mix factors and buying behavior of Hlawn Pyae Sone Electrical Company and to analyze the effect of the marketing mix on consumer buying behavior of Hlawn Pyae Sone Electrical Company. Questionnaires are used to collect data by using simple random sampling method. This study uses the descriptive research method and regression analysis. Marketing Mix theory is applied in this study. This analysis expresses that three elements such as product, price and promotion of marketing mix elements have a significant positive relationship on customer buying behavior. Based on the result of the study, the marketing manager of Hlwan Pyae Sone Electrical Company should build a brand image to increase the credibility of the products among customers. The price of Hlwan Pyae Sone electrical products should same as the quality of the product so that the customers feel worthy to purchase electrical products. The company should provide sponsorships at many events to increase customers' awareness of the Hlwan Pyae Sone Electrical brand.

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CHAPTER I

INTRODUCTION

Every business organization's success depends on the satisfaction of the customers. Whenever a business is about to start, customers always come "first" and then the profit (Khadka & Maharjan, 2017). Nowadays, businesses essentially use marketing tools for their products and services in order to gain leading position in the market. The realization process of the marketing strategy of a company lies not only in achieving specific production goals but also in a proper communication with recipients during realization of the promotion phase. Its constant and very important factor is to provide finished products to customers.

A basic condition for achieving goals set out in the trade is that the finished product meets the needs of the consumer, in particular if it has a suitable form and it is delivered at the right time and place. To be compliant with this requirement means to take action and implement the elements included in the marketing-mix, which is the distribution of goods - one of the processes of market support, containing within itself all the decisions and actions related to the manufacturer's communication with end customers. Marketing mix is a tool that matches with customers' needs, creates competitive advantage and understands the revenue or profit returns from marketing expenditures.

Marketing mix is the combination of strategies and activities that companies use to sell their goods and services. By focusing on the people who buy, a company can pick the right features for the product, the right price and distribution outlets, and the right words and approaches for promoting the product. The entire success of the company lies in the amount of belief and loyalty; its customers are having in it. Consumer behavior analysis is an important domain for a marketing manager as it gives insight into a number of factors which affect sales and relationships that are not in the control of a company. What is in control of a manager is the marketing mix. The marketing mix allows a marketer to better relate to the identified target market; based on the characteristics of the target market, the marketer will "build" the marketing mix elements around the target market (Gilaninia, Taleghani, & Azizi, 2013).

If the marketing mix is not developed, the organization will have trouble in production and service quality, in competing with competitors and in trying to meet the consumers' expectations. Electrical Company is increasingly popular in Myanmar, there are several reasons for the growth of the Myanmar Electrical market such as relaxation of government regulations

with respect to importing electrical products, people have more disposable income as economy is growing, increases in the need of mobility due to urbanization and leisure their business, available of service centers and spare parts in near vicinity and improvement in electrical infrastructure.

This study will be described the determinants of consumer buying behavior Towards Electrical Products of Hlawn Pyae Sone Electrical Company in Yangon, Myanmar. The buying decision of each customer is different based on the marketing mix. The marketing mix is an important element in the marketing field to understand the consumer behavior.

1.1 Background of the Study

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). "Consumer Behavior," the term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they will satisfy their needs. Consumer behavior refers to the attitude that the consumer shows during the search, purchase and consumption of a certain product (Gurbuz & Macabangin , 2019). 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.

The major business activities of Hlawn Pyae Sone Electrical Company are the trade of electrical equipment, building power lines, and setting up substations. It located Shwe Pyi Thar Township, Industrial Road, No. (36/270), Yangon, Myanmar. The company's milestones include the building and installation of an 11 kV line and an 11/0.4 kV substation in the Kayin and northern Shan states, as well as additional electrical substation projects in the Naypyidaw and upper Myanmar regions. The business supplied electrical equipment that was necessary for the project as well. The major project involved setting up a 33 kV line and a 33 kV/0.4 kV substation in the Myaung TaKar industrial area of the Yangon region.

1.2 Rationale of the Study

Understanding consumer behavior in the market is a crucial aspect of modern business. From making purchasing decisions to influencing others, it is the study of factors that play a role in the choices, actions, and attitudes of buyers. By analyzing this behavior, companies can better understand their customers and make strategic business decisions that lead to increased sales and profits.

In Myanmar, there are many companies that sell electrical equipment, construction of power lines, and substations. These companies sell products to consumers for business and household use. Hlawn Pyae Sone Electrical Company is also one of those companies that sell electrical equipment, construction of power lines, and construction of substations. Therefore, Hlawn Pyae Sone Electrical Company also needs to realize consumer behavior. The consumer behavior is dependent on several aspects. The consumer behavior in electrical market could be influenced by a number of factors like whether the seller is a person who specialized in electrical products, name and reputation of the company, variety of products, its price, occasions when product is purchased, product as an investment option, influence of advertisements, occupation and income of the consumers etc.

And then, the possibilities of new competitors are entering into the market. The industry is experiencing a rise in competition. The consequence is a continuous analysis of the market and how to evaluate certain aspects as consumers' purchasing patterns change as technology develops. It is essential to Myanmar's economy. As a result, it can have an impact on its financial results. Therefore, this paper will emphasize on exploring what marketing mix factors affecting on consumer buying behavior of Hlawn Pyae Sone Electrical Company.

Under the market-oriented economy, there has been an enormous increase in the numbers of electrical company in Yangon Region. Therefore, electrical product market is very competitive to acquire to get customers. Myanmar has a massive change in life styles of large section of population. In order to survive the electrical product business, consumer buying behavior are needed to understand for electrical company in Yangon Region.

Understanding the buyer situations are not easy task as it is very difficult to conclude what is going in consumer mind. Thus, understanding consumer buying behavior and determinants of marketing mix factors on this behavior are that to provide great business and marketing strategies and competitive advantage to electrical product company in Yangon Region for both profitability and ongoing run.

1.3 Objectives of the Study

The main objective of this study is to focus on;

1. To describe the marketing mix factors and buying behavior of Hlawn Pyae Sone Electrical Company.
2. To analyze the effect of the marketing mix on consumer buying behavior of Hlawn Pyae Sone Electrical Company.

1.4 Research Questions of the Study

1. What are marketing mix and consumer buying behavior of Hlwan Pyae Sone Electrical Company?
2. What marketing mix elements significantly effect on consumer buying behavior of Hlwan Pyae Sone Electrical Company?

1.5 Scope and Method of the Study

Because of broad nature of study, the study of this research was limited to the effect of 4p's of market mix elements on consumer buying behavior, such as Product, Price, Promotion, Place. Methodologically, a sample of 200 (20%) was taken from total population 1,000 respondents to conduct the study by using simple random sampling method. To collect data, the researcher targeted on consumers of Hlwan Pyae Sone Electrical Company. From this sample the study would get necessary information by using 5point Likert-scale questionnaires. Moreover, the researcher tries to include concrete ideas and suggestions on how those marketing mixes affect consumer buying behavior by using mean value and multiple regression model.

1.6 Limitation of the Study

Hence, the topic under the study needs much time and money to conduct and come up with important conclusions in detail about the effects of marketing mix elements on consumer buying behavior of Hlwan Pyae Sone Electrical Company. The study was focused only on effect of 4p's of market mix elements on consumer buying behavior such as Product, Price, Promotion, Place, with reference to consumers of Hlwan Pyae Sone Electrical Company in Yangon Region.

1.7 Organization of the Study

The arrangement of the final research paper was organized into five chapters; The first chapter deal about background of the study, statement of the problem, research question, research objectives, significant of the study, definition of key terms, Limitation and Scope of the study and organization of the study. The second chapter of the study was concerned on presenting the review of the related literatures. The third chapter was focused on research design and methodology. The fourth chapter was devoted to data presentation, analysis and interpretation and finally the fifth chapter deals with the summary, conclusion and recommendation of the study.

CHAPTER II

LITERATURE REVIEW

In this chapter includes the role of importance of Marketing, concepts of consumer buying behavior, concepts and elements of marketing mix and the influencing of marketing mix on consumer buying behavior. Marketing Mix elements are product, price, place and promotion.

2.1 Role and Importance of Marketing

Walker (2008) defined marketing is as a function of an organization with distinct process that creates, communicate and also ensure that they deliver value for the customers and to manage the Customer relationship in a way which is vital for the organization as well as the stakeholders. Palmer (2011) also defined concept of marketing today is associated to a number of developments in history of marketing. The initial concepts is the production concept where managers in production placed more focus on increased efficiency in production, the low costs and also mass distribution. Then they came to the product concept, which states that the consumers often favor the product offering that is highly innovative. Then there was the selling concept period that is organization emphasized on selling their products to customers. Communications, advertising and also branding got more vital since firms required selling more than competitors.

Kotler (2013) further indicated that the marketing concept came into place which is customer centered. Its aims at identifying customer needs and producing products which meet those needs, hence the market became customer oriented. Baker (2012) suggested that doing research to learn what people want; creating products that people want; pricing them competitively and making it easy for people to buy required an effective planning and executing distribution, promotion, pricing of goods services, and creating exchanges that satisfy individual consumer and organizational customers' objectives. Therefore, marketing is constantly being perceived to be important in the performance of any organization. It is the bridge between production and consumption of goods and services. Marketing forms the vital link between customer needs and the means of satisfying them.

Marketing is an important function of business that helps in selling of goods and services and ultimately attaining profit. Importance of marketing lies in identifying consumer's needs and wants and delivering appropriate product and services to customers so as to maximize their satisfaction. Marketing is a very important aspect in business since it

contributes greatly to the success of the organization. Production and distribution depend largely on marketing.

2.2 Concepts of Consumer Buying Behavior

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 include 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.

The five-stage model is a representation of the process in theory; individual experiences may be different from the proposed model. Consumers do 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.

2.3 Elements of Marketing Mix

The marketing mix is one of the significant concepts in modern marketing. It was characterized as the set of controlled strategic marketing tools that the firm mixed to produce the response that wants from the target market. The marketing mix comprises of everything the firm could do to impact the demand for its product. The many possibilities could be gathered into four groups of factors known as the four Ps; product, price, place and promotion (Kotler and Armstrong, 2000). Marketing mix is the specific collection of activities utilized by an organization to increase acceptance of ideas, products or services. That collection of actions commonly includes marketing activities in the areas of products or services, pricing, place (channel of distribution), advertising, sales and sales promotion (Hass and Wotruba, 1983). The marketing mix conveys the desired brand or product signals and messages, concentrates on the needs of the target audience. Consumer research is applicable to every factor of the marketing mix; product, price, place, and promotion. Product: Consumer research enables the marketers to construct consumer relationship by finding which attributes are generally essential to the target market and coordinating them into the design of the product. It provides the premise to the 8 advancements of new product concepts and groups of products to meet targeted consumer needs.

Price: Consumer research helps the marketers in building up psychological pricing levels that customers would pay.

Place: Consumer research recognizes where consumers shop and how they perceive different distribution outlets, and provides the basis for a powerful distribution strategy.

Promotion: Consumer research is utilized to decide persuasive advertising appeals and to identify proper media choices to arrive at selected target markets.

2.3.1 Influences of Marketing Mix Elements on Consumer Buying Behavior

Customers are becoming choosier and they are not adequate for traditional marketing solutions. Companies are confronting high challenge and they need to extend the range of services, sell quality goods, to pay in order to fulfill the desires of buyers, and to diminish costs in order to maintain a successful business activity. Effective marketing mix management enables marketers to make a combination of components that will enable to manage the company's budget to accomplish the desired objectives. This is not sufficient to use just one or a few elements of marketing mix in order to achieve the best results.

The formation of marketing mix elements requires considering the characteristics of each marketing mix elements so that they could be aligned but nonalignment may be the company's weaknesses. Marketing mix means the product, price, place, and promotion strategies to produce and carry out exchanges of values and achieve the target markets. Marketing mix is a set of relevant factors and solutions for achieving customers' satisfaction and goals set by the company. A study about facial make-up affirms that there is a relationship between all marketing mix factors and consumers' purchase intention (Huang & Foosiri, n.d.). Therefore, it is clear that there is relationship between marketing mix and purchase intention.

2.3.2 *The Influence of Product on Consumer Buying Behavior*

Blackwell, Miniard, and Engel (2006) defined product as the total bundled benefits that a consumer receives in an exchange process. Aside from the physical product itself, product design, quality, features, options, services, warranties and brand name are elements related with the product that customers may be attracted to. The product is the first and one of the key marketing elements. Successful managers give close attention to their product groups for the necessities of particular target market. For instance, luxury goods should position for the image of consumers who have everything but many basic products should make for price conscious consumers.

The result of shortening of product life cycles with the expansion of competition and faster diffusion processes thus new product launches have arranged, test marketing becomes prominent and packaging plays an important role (Majumdar, 1996). These days, consumers demanded new features of the product and tangible quality of the product and this lead to the repeated acquisition of a single brand or change to other brands. In marketing, consumers are the embattled individual who will purchase the product. Each company has to know what makes customers to choose their products over competitors' or why they need to purchase products (Lonkila, 2011).

2.3.3 *The Influence of Price on Consumer Buying Behavior*

Price is the amount of money to pay for a product or service, or the sum of the values that consumers exchange for the benefit of product or services (Kotler and Armstrong, 2006). Price is one of the elements influencing the consumer because it helps to understand the value of the product. The correct pricing strategy is important to increase total revenue. Generally, there is an inverse relationship: the higher the price, the sales decrease. Some business can often command higher prices for their customized service but reasonable price for increasing company's share growth or for market penetration. Price is one of the most flexible elements of the marketing mix and it can be changed rapidly unlike product features, promotion and distribution channels (Kagira and Kimani, 2010). Therefore, it can be used as a competitive tool for the marketers.

The price factor is constantly being an important factor in consumer buying process in each context. Stanton (1998) uses four determinants of price: price competitiveness, affordability, price to quality and price to benefit. Consumers always look at price and brand name information differently when they judge on the dimensions of quality, ease of use, usefulness, performance, durability and status (Brucks, Zeithaml & Naylor, 2000). When price is the only information accessible, consumers examine that price has significant impact on quality. Quester (2009) found that price affects the quality perception of consumers.

2.3.4 *The Influence of Place on Consumer Buying Behavior*

Another important element of marketing mix is a place that is also called distribution. The decision of where organizations should sell their products is the issue raised under the place of marketing mix. Place strategies can be classified as exclusive, selective and intensive. Exclusive means fewer places and selling just one brand. Selective is the middle way, where the products are sold at chosen places that could be outside the organization. Intensive strategy

implies products are visible and available all over the place and is most used by low-price/high-volume strategies (Parment, 2008). Lamb, Hair, and McDaniel (2011) said that products need to be available in the right place and time. Location relates with convenience, accessibility and availability of a premise. These can reach consumers by means of various channels such as stores, supermarkets, wholesaler and pharmacies. Consumers purchase products not only as a result of product quality, promotion and loyalty scheme but also of convenience place. For beauty and health, location is one of the critical success elements of retail (Jimisiah, 2016). As such, location is the "must have" element that marketers need to consider when beauty and health care products are offered. When the products are available for customers, it would result into higher purchase intention. Without the right place strategy, consumers cannot access the product that offered.

2.3.5 The Influence of Promotion on Consumer Buying Behavior

Promotion is a direct way by which organization communicates the product or service to its target groups (Brassington and Pettitt, 2000). Promotion strategies play a crucial role in the making of mutually beneficial exchanges between producers and consumers. To be effective, the promotional strategy must be guided by the marketing concept, for example, focusing on consumer needs and integrating all activities of the organization to fulfill those needs (Engel, J.F., Warshaw, M.R. and Kinnear, T.C. 1991).

Advertising is any type of information and the promotion of a set of ideas to inform customers about new products and reduce barriers between customers and organizations (Rahnama, Beiki, 2013). Advertising is a form of communication to promote products or services with the use of print media, broadcast media, network media, electronic media and display media. Wykes (2007) said that media and celebrity sites have connections and prop-up selling products. Many researchers have emphasized the importance of celebrity attractiveness in the advertisement and it comes through the celebrity's attachment to the product.

Sales promotion is intended to produce quick results that will not only boost sales in the immediate future, but also will translate to loyal customer over the long run (Peter, 1995). Sales promotion has a short-term affect on sales and it is mainly offered for a short duration. When a new product has been launched, consumers do not have information or experience with respect to this new product. Sales promotion is helped to encourage the consumers to buy this product. Accordingly, the fundamental objective of sales promotion is to influence the consumer buying behavior (Solomon, Marshall & Stuart, 2008). Inducements incorporate coupons, prizes, free samples, discounts, promotional items, etc.

Biber (2009) defined the public relation as a method of creating a public which is the member of a democratic society and gaining trust, approval and respect. Communication with the people is important for both internal (employees) and external communications (consumers) (Matola, 2009). Internal communications are expanding the company employee's opinion about their firm and production. External public relation is shaping the public opinion by external activities: promotion (fundamentally different events, actions, charitable activities), association with influential people, relations with the press conferences, contacts with various organizations, fund establishment (fund children's abilities to develop). Word of mouth is information about the organization passed through the business staff, customers and so on without the usage of the media or other communication channels. Company communicates with consumers by sponsoring activities such as sports, arts, entertainment and cause-events.

Personal selling is a promotion through sales pitch by a sales representation to a prospect or by a retail assistant to a customer, guaranteeing exposure to self-selected individual of a target market (Crosier, 1994). Personal selling is the activity which involves face to face interaction between dealer and buyer. The salesperson uses the personalized way to meet the customer needs and to exhibit the ways of the benefits from the product.

Promotion increase consumer awareness of products, leads to higher sales and helps to build brand loyalty of products. Promotion of marketing mix helps to disseminate information, encourage the purchase and influences the purchase decision process. Many consumers do not have an intention to purchase before seeing promotional activities. After seeing the fascinating promotion by a brand, consumers become intrigued and later purchase. Promotional tools not only can stimulate the interest of purchasing product but also can increase sales by switching of customers from other stores or brand. Therefore, companies with the perfect promotion strategy could better market their products and influence the purchase intention of consumers on the products.

2.4 Previous Study of Marketing Mix and Consumer Buying Behavior

Various researches about the marketing mix influences on consumer purchase intention had been done in various ways. The first paper is analyzing the influence of marketing stimuli on consumer purchase decision of Malaysia's Cosmetic Industry by Hafiz. K. A., and Ali. K. A.(2018). This study examined that the influence of product, price, promotion, and place on consumer purchase decision of make ups. The researchers conducted a pilot study of 102

respondents aged from 18 to 25 years old shopping at shopping malls in Klang Valley, Malaysia. The result showed that only promotion has a significant relationship with consumer purchase decision.

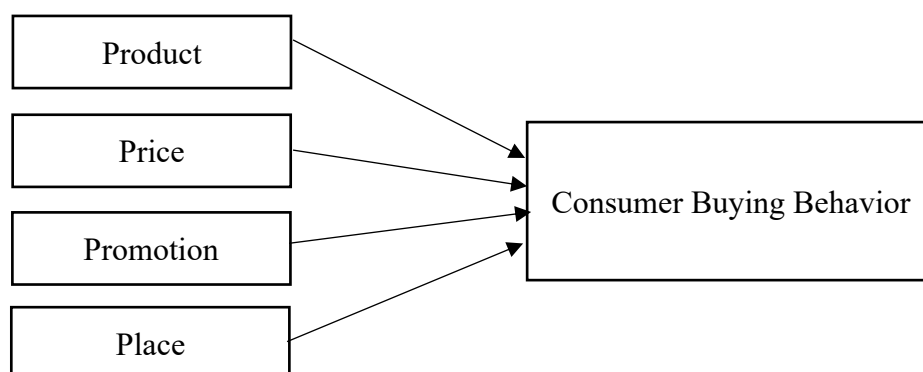
The second paper is the examination on impact of marketing mix strategies on consumer purchase intention conducted by Nayab Sanobar, Dr. Adil Adnan, Dr. Waqar Alam, and Adeel Alam. This study was carried out investigate the relationship between khaddi's marketing strategies and the consumer purchase intention. Students of various colleges and universities located in Peshawar city are target population for this research. Results revealed that product, place and promotion have positive relationship with purchase intention. Price has negative relationship with purchase intention. Promotion has strongest relationship and strongest impact on the consumers' purchase intention.

The third paper is the research about consumers' purchase intention toward "C" Yogurt Drink carried out by Musaddad (2011). The outcome confirmed that price is one of the insignificant factors. Consumers do not worry about price of products since they value quality and hygiene more. Consumers do not generally think about the price of products purchased.

2.5 Conceptual Framework of the Study

Conceptual framework can be defined as a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation (Richel and Ramey, 1987). This paper takes a cautionary stance to the impact of marketing mix on consumer buying behavior. The conceptual framework of this study is as shown in Figure (2.1).

Figure (2.1) Conceptual Framework of the Study



Sources: Own Compilation

According to conceptual framework, product brand, price, promotion and distribution channel (place) are the factors that influence on consumer buying behavior. In this model, the

independent variables are product, price, promotion and place. The dependent variable is consumer buying behavior. The framework is about the factors influencing on consumer buying behavior of Hlwan Pyae Sone Electrical Company.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

According to Kotari (2004), research design is the plan, structure and strategy of investigation conceived so as to attain answers to research questions and to control variable”. In other words, research design refers to a preliminary and flexible strategy of investigation or plan of action.

In this study, the researcher has used explanatory type of research design because it aims at examining the relationship between consumer buying behavior as a dependent variable on the other hand marketing mix elements as independent variables. The independent variables are product, price, place and promotion. The finding of this research was explain the relation of each independent variable with the dependent variable that makes the research type causal. However, it has also some features of descriptive research in the sense that it views how customers express their point of view regarding the elements of marketing mix applied by the company and their buying behavior.

3.2 Research Approach

Researcher use quantitative approach. Quantitative research approach are those which generate numerical data and use statistics to improve numerical data (Leedy and Ormord, 2005:147). Quantitative design is helpful to assess the magnitude of something .The researcher was used quantitative approach. Using quantitative design, the research tried to quantify the correlation type and strength between the independent variables product, price, place and promotion and its dependent variable customer satisfaction. Generally, quantitative approach is use to quantify the descriptive and inferential statistics value.

3.3 Target Population

The target population of the present study is 1,000 consumers who are buying electrical products at Hlwan Pyae Sone Electrical Company. Accordingly, to receive better feedback concerning the research questions, the target population included customers. The study depends on customers’ perception to examine the effect of marketing mix elements (4P’s) on consumer buying behavior of Hlwan Pyae Sone Electrical Company.

3.4 Types and Sources of Data

Primary data sources were used for the study purpose. The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. The study was conducted by using primary. The primary data can be collected from the ultimate consumer of Hlwan Pyae Sone Electrical Company.

3.5 Sampling Procedure and Sample Size

A sample is a list of frames that is feasible for a source of data of the study. The sample selection process begins by defining the population, which is the group that a researcher wants to study. It is important because the sample needs to represent the population being studied (Kenneth et al., 2014). The simple random sampling technique was employed by researcher in order to select customers.

In this study, consumers of Hlwan Pyae Sone Electrical Company were study units. The sample size is selected 20 % consumers of total population. Thus, the sample size of this study was based on 200 respondents. For convince reason, the researcher was selected respondents proportional to their numbers of customers. In conclusion, to examine and validate the effect of marketing mixes on cconsumer buying behavior. Simple random sampling will be employed to choose participants form Hlwan Pyae Sone consumers.

3.6 Methods of Data Collection

The targeted data collection instrument for the study was self-administered questionnaires, which is chosen as a means of data collection because it is effective to collect data about facts, activities, opinions, expectations and aspirations and attitudes and perceptions of the target population. The questionnaires are comprised of close-ended questions, which was developed in accordance with the quantitative data needs to address the research questions. The close-ended questions are easy to manage, respond and code, and also the characteristics of the research is more related to close ended end questionnaire. The questionnaire was designed based on the conceptual framework completed by the researcher. The study was used a five point Likert-scale. Starts from (1) strongly agree to (5) strongly disagree for more variables and used agree or disagree for other variables like customer satisfaction because the researcher

was asked a positive type questioner. The questionnaire was test before duplication and distribution to assure reliably test.

3.7 Method of Data Analysis

Kothari (2004) defines data analysis as the process of computation of certain indices or measures along with searching for patterns of relationship that exist among the data group. Further, Mugenda and Mugenda (2003) added that the data must be cleaned, coded and analyzed from the results of which the researcher is able to make sense of the data. Considering that, in this study was employed suitable type of statistical analysis to properly achieve the research objectives. These are descriptive statistics and inferential statistics. Descriptive Statistics was used to convert the raw data in to a more meaning full form which enables the researcher to understand the ideas clearly and interpret with statistical description including standard deviation, mean, and minimum & maximum.

The descriptive statistics of the element incorporated in the study were calculated in a given observation. This helps to convert the raw data in to a more meaning full form which enables the researcher to understand the ideas clearly and then interpret with statistical description including standard deviation, mean, and percentages and minimum & maximum with the help of statistical software package SPSS. Based on the information entered and coded in SPSS, the researcher was performed inferential statistics analysis to measure the effect of marketing mix elements on customer satisfaction. Thus, a proper econometrics model and estimation technique were employed to see the effect of each marketing mix element on customer satisfaction.

3.8 Validity and Reliability

3.8.1 Validity

Kothari (2004) says validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It also determines whether the researcher truly measures what is intended to measure or how truthful the research results. Advisor's recommendation and opinions of other experts from the area of interest was considered during the design of the research tool. Additionally, the researcher employed content validity index to check the validity of the questionnaire. According to Creswell (2014), validity measures the degree to which the study achieves what it sets out to do. To test the validity of the research instruments, content validity index (CVI) formula was used to ascertain the validity. If CVI is Greater than 0.70 then the questionnaire is valid.

3.8.2 Reliability

It is another important test of sound measurement. A measuring instrument is reliable if it provides consistent results (Kothari 2004). Before distributing the questionnaire to all respondents, 10 questionnaires to make sure the questions are clear and reliable.

In this research, reliability test is analyzed.

Table (3.1) Reliability Analysis

No	Items	N	Cronbach's Alpha
1.	Products	6	0.867
2.	Price	7	0.904
3.	Place	7	0.886
4.	Promotion	7	0.876
5.	Consumer Buying Behavior	5	0.901

Source: Survey data, 2023

The Cronbach's Alpha values for product, price, place, promotion and consumer buying behavior are more than 0.7.

3.9 Ethical Consideration

The Researcher was considered relevant ethical issues. The respondent has the right to respond or not, the respondent has the right to participate or not, the researcher was informed to respondents the purpose of the questioner and the study considers the confidentiality of the response by not asking to state name. While conducting the study, emerging ethical issues are considering. Respondent are inform their full right to fill the questions or to withdraw from the study at any time without any unfavorable consequences, and they are not harm as a result of their participation or non-participation. The confidentiality of respondents was protect and respondents' identities are not disclosed. Finally, the study was in an open mind manner and attitudes are express as they are. Nothing was be modified and changed. Hence, information going to be collect is present as they are and all the literatures gathered for the purpose of this study was appreciated in the reference list.

CHAPTER IV **ANALYSIS OF THE EFFECT OF MARKETING MIX TOWARDS** **CONSUMER BUYING BEHAVIOR OF HLWAN PYAE SONE ELECTRICAL** **COMPANY**

This chapter presents the profile of the consumers and the effect of marketing mix on consumer buying behavior of Hlwan Pyae Sone Electrical Company. In this chapter, survey results are presented with frequency, percentage and mean scores based on facts and figures of findings.

4.1 Demographic characteristics of respondents

This study identifies the demographic characteristics of respondents of Hlwan Pyae Sone Electrical Company. Profile data include sex, age, occupation, marital status and monthly income. The findings are shown in frequency and percentage based on 200 consumers in Table (4.1).

Table (4.1) Demographic Profile of Respondents

Sr. No	Particular	No. of Respondents	Percentage
	Total	200	100.0
1.	Sex: Male	58	29.0
	Female	142	71.0
2.	Age: 21 – 30	20	10.0
	31 – 40	141	70.5
	41 – 50	2	1.0
	51 – 60	36	18.0
	61 and above	1	0.5
3.	Occupation: Business Owner	129	64.5
	Employee	46	23.0
	Government Staff	25	12.5
4.	Marital Status: Marriage	188	94.0
	Single	12	6.0
5.	Monthly Income: KS200,001 – KS300,000	44	22.0
	KS300,001 – KS400,000	2	1.0

	KS400,001 – KS500,000	27	13.5
	More than 600,000KS	127	63.5

Source: Survey data, 2023

According to Table (4.1), among 200 respondents, the majority of the respondents are female. Most respondents are between 31 and 40 years old followed by people who are between 51 and 60 years old. It is found out that most of the respondents are business owner while other respondents are employees and government staff. Regarding marital status, most respondents are married. Most respondents earned monthly income of more than 600,000 Ks followed by the monthly income of between 200,001Ks and 300,000Ks.

4.2 Analyzing the Marketing Mix on Consumer Buying Behavior

In this study, the relationship between the marketing mix and consumer buying behavior of Hlwan Pyae Sone Electrical Company are presented. Marketing Mix elements are product, price, place and promotion. The results of survey are described with the range from one to five (1- strongly disagree, 2- disagree, 3-neutral, 4- agree, 5- strongly agree).

Table (4.2) Respondents' Perceptions of Products

Sr. No	Respondents' Perceptions of Products	Mean Score
1.	Hlwan Pyae Sone Electrical Company has good brand image.	3.71
2.	Products and Service quality can trust as warranty.	3.95
3.	Hlwan Pyae Sone Electrical Company can provide all types of electrical products in Myanmar.	4.00
4.	Hlwan Pyae Sone Electrical Company can support for all any spare parts for electrical products.	4.01
5.	Hlwan Pyae Sone Electrical Company can give good quality than other electrical companies.	4.04
6.	Hlwan Pyae Sone Electrical Company can provide to meet customer need and preferences.	4.39
	Overall Mean	4.02

Source: Survey data, 2023

According to Table (4.2), the respondents perceive that Hlwan Pyae Sone Electrical Company offers products that meet their needs and preferences. In addition, they identify that

the company offers better quality than other electrical companies and support all electrical products spare parts. Besides, they can purchase all kinds of electrical products from the company. Moreover, the respondents trust in product quality of the company because the company give warranty service when they purchase the product and also the company has good brand image. According to the overall mean, the respondents have good perception on the product of Hlawn Pyae Sone Company.

Table (4.3) Respondents' Perceptions of Price

Sr. No	Respondents' Perceptions of Price	Mean Score
1	Customers can get from Hlwan Pyae Sone Electrical Company any electrical spare parts with fixed-price.	4.24
2	Price of Hlwan Pyae Sone Electrical Company is same with other branded authorized Electrical Company.	4.28
3	The price of Hlwan Pyae Sone Electrical Company meets my expectations.	4.08
4	Staffs are trying for the cost reduction of customers.	3.99
5	Hlwan Pyae Sone Electrical Company' price offers value for money in terms of quality.	3.97
6	The price of Hlwan Pyae Sone Electrical Company has special offer for loyal customers.	4.10
7	Hlwan Pyae Sone Electrical Company offers various price ranges for products.	3.93
	Overall Mean	4.08

Source: Survey data, 2023

According to Table (4.3), this research found that the majority of respondents indicated that the price of Hlwan Pyae Sone Electrical Company is same as that of other branded authorized electrical companies. They get any electrical spare parts at fixed-price from the company and as loyal customers, they get special offers from the company. Besides, the respondents meet their expectations in term of the price and are offered various price ranges for products. The respondent can even get the cheap price as staffs are trying for the cost reduction. The respondents perceive the price paid for the product is worth compared to the

quality. According to overall mean, the respondents have good perception on price of Hlwan Pyae Sone Electrical Company.

Table (4.4) Respondents' Perceptions of Place

Sr. No	Respondents' Perceptions of Place	Mean Score
1	Location is ease to go for the customer.	3.93
2	Location is suitable for the electrical products	3.84
3	Location has enough waiting rooms for the customers.	4.09
4	Location has enough cars parking area.	4.05
5	Location is suitable for the test.	4.10
6	Hlwan Pyae Sone Electrical Company is located in downtown area of Yangon.	3.97
7	Hlwan Pyae Sone Electrical Company is located in the place where customers can find easily.	4.12
	Overall Mean	4.01

Source: Survey data, 2023

According to Table (4.4), it is found in the finding that the majority of respondents identified Hlwan Pyae Sone Electrical Company is located in easily assessable place and suitable place for the test. Moreover, there are sufficient waiting rooms and sufficient car parking area available. Since the company is located in downtown area of Yangon, the respondent can easily go to the company. Besides, the respondents indicate that the location of the company is suitable for electrical products. According to overall mean, the respondents have good perception on the place of Hlwan Pyae Sone Company.

Table (4.5) Respondents' Perceptions of Promotion

Sr. No	Respondents' Perceptions of Promotion	Mean Score
1	Customers can get discounts as announced in promotion periods.	4.12
2	The advertisements of Hlwan Pyae Sone Electrical Company are attractive to customers.	4.04
3	Customers can get about the service promotion from the social media page of Hlwan Pyae Sone Electrical Company. (i.e. such as facebook page).	3.90

4	Hlwan Pyae Sone Electrical Company informs to customers about the information of electrical products, any electrical spare parts, promotions and seasonal gifts and Facebook page.	3.80
5	By sponsoring in local sports, music festivals, and public relations are more to know for Hlwan Pyae Sone Electrical Company.	3.74
6	Hlwan Pyae Sone Electrical Company held memorable events for the customers.	3.76
7	The promotion activities of Hlwan Pyae Sone Electrical Company are good enough to persuade customers.	3.90
	Overall Mean	3.89

Source: Survey data, 2023

According to Table (4.5), the survey shows that the majority of respondents receive discounts when purchasing products during promotional periods. They beware of the company through the advertisements of the company. The respondents are also informed about the service promotion of the company on social media and are convinced of these promotion activities. They also get the information about electrical product, spare parts, promotions and seasonal gifts on Facebook page of the company. The respondents are becoming more aware of the company through the sponsorship activities of the company in local sports, music festivals, and public relations. Besides, the company hosts memorable events for the respondents to build a closer connection with the company. According to overall mean, the respondents have good perception on promotion of Hlwan Pyae Sone Electrical Company.

Table (4.6) Respondents' Perceptions of Consumer Buying Behavior

Sr. No	Respondents' Perceptions of Consumer Buying Behavior	Mean Score
1	I will buy from Hlwan Pyae Sone Electrical Company next time.	4.05
2	I recommend my friends to do their shopping from the Hlwan Pyae Sone Electrical Company.	4.10
3	I always talk about Hlwan Pyae Sone Electrical Company with my friends.	3.97
4	Whenever I need electrical products, I always buy from Hlwan Pyae Sone Electrical Company.	4.12

5	Every time I need electrical products, I only remember Hlwan Pyae Sone Electrical Company.	4.12
	Overall Mean	4.07

Source: Survey data, 2023

According to Table (4.6), in this mean, the largest mean represented that the majority of respondents always buy from Hlwan Pyae Sone Electrical Company whenever they need electrical products and only remember Hlwan Pyae Sone every time they need electrical products. They recommend their friends to buy the products from Hlwan Pyae Sone Electrical Company. The respondents also buy from Hlwan Pyae Sone Company next time. The lowest mean indicated that the respondents always talk about Hlwan Pyae Sone Company with their friends. According to overall mean, the respondents have good consumer buying behavior.

4.3 Analyzing the Effect of Marketing Mix on Consumer Buying Behavior

In this study, the four elements of marketing mix are used to measure the consumer buying behavior of Hlwan Pyae Sone Electrical Company. To analyze the effect, multiple regression analysis is applied.

Table (4.7) Effect of Marketing Mix on Consumer Buying Behavior

Model	Unstandardized Coefficients		β	t	Sig.
	B	Std. Error			
(Constant)	.830	.249		3.327	.001
Product	.105(**)	.053	.112	1.969	.050
Price	.223(**)	.072	.226	3.120	.002
Place	-.029	.069	-.029	-.423	.673
Promotion	.484(***)	.065	.509	7.402	.000
R Square	.507				
Adjusted R Square	.497				
F value	50.103				

Source: Survey Data, 2023

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

According to Table (4.6), the value of R^2 is 50.7 percent thus this specified model could explain about the variation of marketing mix on consumer buying behavior. The overall significance of the model, F value, is highly significant at 1 percent level. This model can be said valid. The model can explain almost 49.7 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.497.

Among four independent variables, promotion has the expected positive sign and is strongly significant at 1 percent level. According to the regression result, positive relationship means that the increase in promotion leads to more consumer buying behavior. If there is an increase in promotion by 1 unit, this will also raise the buying behavior of consumer by 0.484 unit.

Product has the expected positive sign and is significant at 5 percent level. According to the regression result, positive relationship means that the increase in product leads to more consumer buying behavior. If there is an increase in product by 1 unit, this will also raise the buying behavior of consumer by 0.105 unit.

Price has the expected positive sign and is strongly significant at 5 percent level. According to the regression result, positive relationship means that the increase in price leads to more buying behavior of consumers. If there is an increase in price by 1 unit, this will also raise the buying behavior of consumer by 0.223 unit.

CHAPTER V

CONCLUSION

This chapter presents the findings and discussions, suggestions and recommendations, and need for further research.

5.1 Findings and Discussions

This study finds out by surveying 200 respondents of Hlwan Pyae Sone Company. The results show that most respondents are female. They are between 31 and 40 years old and businessowner. Thae respondents are married. The majority of respondents earned more than 600,000 KS.

Regarding the product, Hlwan Pyae Sone Electrical Company offers better quality than other electrical companies and supports all spare parts. The company also provides consumers with all types of products and consumers are confident in the quality of products because those are guaranteed. Moreover, the company has good brand image among the public.

In concern with the price, the price of Hlwan Pyae Sone Electrical Company is same as the price of other authorized branded electrical companies. The company offers any electrical spare parts at fixed-price for consumers and a special price for loyal customer. The price of the company also meets the expectations of consumers and the company offers various price ranges for the products. The price of products is worth compared to the quality.

Relating to place, the location of Hlwan Pyae Sone Electrical Company is in the place where customer can easily find and reach. Moreover, the company has enough waiting rooms and cars parking area for customers. The company is also located in downtown area of Yangon and is suitable place for selling electrical products.

In term of the promotions, the Company gives discounts to its customers during the promotional period. Company's advertising is attractive to consumers and they can find information about the service promotion on company's social media. The company also informs consumers about electrical products, spare parts, promotions and seasonal gifts via Facebook. Through company sponsorship activities such as sponsorship of local sports, music festivals and public relations, Hlwan Pyae Sone Electrical Company becomes better known to customers.

As for consumer purchasing behavior, customers only remember Hlwan Pyae Sone Electrical Company and shop there whenever they need electrical products. They also recommend their friends to shop at Hlwan Pyae Sone Electrical Company. Moreover, they will

buy electrical products from Hlwan Pyae Sone Electrical Company next time because they are satisfied with the company's product and service quality. They will also make conversations about the company when they meet with their friends.

According to the regression result relating to consumer buying behavior, product, price and promotion have significant positive relationship on consumer buying behavior. It is found that among four elements of marketing mix, product, price and promotion have most influence on buying behavior of consumer.

5.2 Suggestions and Recommendations

Regarding the product, the company should always offer warranty service to its customers because customers get more confidence in the quality of the company's products and services when they get the warranty from the company. Brand image is one of the factors that can build credibility, make a good impression, and enable customers to make purchasing decisions more easily and quickly. Therefore, the company should build a strong brand image to increase customers' awareness of the company and enhance their credibility.

In terms of price, the company should offer different price ranges for the product so that the customers can choose the products that suit their income and so the company can generate multiple revenue streams. As for the quality, the company should also offer cost to satisfy products for the customers. The company's employees should find possible methods of reducing the cost of the product in order to offer the customer the lowest price compared to the competition.

The place is also important factor for the success of the company. In concern with place, the company should open showrooms in downtown area of Yangon , which are easily accessible and convenient for customers. The location of showroom should be suitable for electrical products. The company should also arrange waiting area and car parking space for customer visiting to the showroom.

Since the customers always watch the latest promotion information of the company on social media, the company should inform its customers about electrical products, any electrical spare parts, promotions and seasonal gifts on its Facebook page. Moreover, the company should increase its activities such as sponsorship of local sporting evenets, music festivals, and other events in order to increase the awareness of customer on company among the public. The company should also host memorable events every year for customer to more emotionally connect with customers and to maintain their loyalty to the company.

Concerning with consumer buying behavior, the company should provide customers with excellent products and services to customers so that they can always remember the company and have conversations about the company with their friends. The company should also fulfill the needs and wants of customer and the customer will therefore buy from the company next time.

According to the regression analysis, product, price and promotion are significant. This means that an increase in product, price and promotion can lead to increased consumer buying behavior. Marketing managers should emphasize on product, price and promotion among four marketing mix elements to achieve good buying behavior of customers in Hlwan Pyae Sone Electrical Company. Therefore, the marketing manager of Hlwan Pyae Sone Electrical Company should build a brand image to increase the credibility of the products among customers. The price of Hlwan Pyae Sone electrical products should same as the quality of the product so that the customers feel worthy to purchase electrical products. The company should provide sponsorships at many events to increase customers' awareness of the Hlwan Pyae Sone Electrical brand.

5.3 Needs for Further Research

No study is free of limitation; accordingly, there are limitations in the current study. Basically, it was focused on identifying effect of 4Ps on consumer buying behavior of Hlwan Pyae Sone electrical company in Yangon Region. Hence, the study can be enhanced if it is done at Hlwan Pyae Sone Electrical company. Further research can also add consumer attitude and consumer buying behavior of Hlwan Pyae Sone electric company to improve implication of this study.

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