



Research Topic

DETERMINANTS OF CONSUMER BUYING BEHAVIOR IN YANGON'S APPAREL  
MARKET

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## **Abstract**

This study explores determinants of consumer buying behavior in Yangon's apparel market. The research focuses on three key aspects: marketing mix, personal factors, and social influences, aiming to understand their impact on consumer purchasing decisions. A quantitative research method was employed, collecting data from 390 respondents through structured questionnaires. Descriptive statistics, correlation analysis, and multiple regression analysis were utilized to analyze the data. The findings reveal that social factors have the most significant influence on consumer buying behavior, followed by the marketing mix and personal factors. Specifically, social influences such as family opinions, reference groups, and social status play a crucial role in shaping apparel choices. Additionally, marketing strategies, including product quality, pricing, promotions, and accessibility, strongly impact purchasing decisions. Personal factors like lifestyle, fashion trends, and economic conditions also contribute but to a lesser extent. The study provides practical recommendations for Myanmar's private banking sector, emphasizing the need for sector-specific training strategies. Future research directions are suggested to further enhance training effectiveness and employee commitment.

## CHAPTER 1

### INTRODUCTION

Consumer buying behavior is a dynamic and evolving process shaped by multiple factors, including personal preferences, social influences, and strategic marketing efforts. In the apparel industry, purchasing decisions are largely driven by elements such as product quality, brand perception, pricing, promotional activities, and prevailing social trends (Solomon, 2022). Businesses in Yangon, Myanmar, face an increasingly competitive landscape as both local and international brands vie for consumer attention. With the constant evolution of fashion trends and economic fluctuations, a deep understanding of consumer behavior is essential for businesses to remain competitive and effectively meet market demands (Kotler & Keller, 2019).

Moreover, Myanmar's rising internet penetration and the growing influence of social media have transformed the way consumers interact with brands and make purchase decisions. Online influencers, peer recommendations, and digital advertisements have become key factors in shaping consumer preferences, particularly among younger demographics (Yang & Lee, 2021). Despite the rapid growth of the apparel market in Yangon, there remains a limited body of academic research examining the core determinants of consumer buying behavior in this specific context. Addressing this knowledge gap, this study aims to analyze the impact of marketing strategies, personal characteristics, and social influences on consumer purchasing decisions in the Yangon apparel industry.

Consumer buying behavior is not solely driven by rational decision-making; emotional and psychological factors also play a crucial role. Apparel purchases are often influenced by self-image, social identity, and the desire for self-expression (Schiffman & Wisenblit, 2019). In urban markets such as Yangon, consumers increasingly gravitate toward brands that align with their lifestyles, values, and cultural identities. Family, peer groups, and social status further amplify these influences, shaping consumer preferences and purchasing decisions (Solomon, 2022). As Myanmar's economy continues to develop, rising disposable incomes and shifting consumer lifestyles contribute to significant changes in apparel consumption patterns (Armstrong, Kotler, Harker, & Brennan, 2020). Younger consumers are particularly inclined to adopt global fashion trends, while traditional clothing styles continue to hold cultural significance. Understanding the interplay between marketing strategies, personal

characteristics, and social influences is essential for businesses striving to enhance customer engagement and brand loyalty in Yangon's highly competitive apparel market.

External macroeconomic factors, such as inflation, exchange rate fluctuations, and supply chain disruptions, also play a pivotal role in shaping consumer behavior by affecting apparel pricing and availability (Kotabe & Helsen, 2020). The affordability of imported versus locally produced clothing often determines purchasing decisions, particularly in price-sensitive segments. Additionally, ethical considerations (such as sustainability and corporate social responsibility) are gaining prominence globally, influencing consumer perceptions and brand preferences (Hennigs et al., 2013). While Myanmar's apparel industry is still in the early stages of adapting to these trends, businesses must recognize their growing impact on long-term consumer behavior.

Given these dynamics, this study provides an in-depth analysis of the determinants of consumer buying behavior in Yangon's apparel market. By exploring the roles of marketing strategies, personal characteristics, and social influences, the research aims to offer valuable insights for businesses seeking to refine their marketing approaches and enhance customer engagement. Understanding these determinants is crucial for companies striving to build brand loyalty and contribute to the sustainable growth of Yangon's apparel market.

### 1.1 Rationale of the Study

Consumer buying behavior is a fundamental aspect of marketing because it provides businesses with valuable insights into how and why consumers make purchasing decisions (Kotler & Keller, 2016). In Yangon, Myanmar, the apparel industry is undergoing rapid transformation due to economic growth, rising disposable income, and evolving fashion trends (World Bank, 2022). As the market continues to expand, understanding the factors that influence consumer purchasing decisions is essential for businesses to develop effective marketing strategies and maintain their competitive edge (Solomon, 2018).

This study is particularly significant as it examines the key determinants of consumer buying behavior, which include marketing, personal, and social influences. Marketing factors such as branding, pricing, and promotional strategies play a crucial role in attracting consumers. Personal attributes like income level, lifestyle, and individual preferences directly impact purchasing choices (Schiffman & Wisenblit, 2019). Social influences from family, peer

networks, and cultural trends also significantly shape consumer decision-making (Shan et al., 2020).

Although extensive research on consumer behavior has been conducted in Western and neighboring Asian markets, studies that specifically focus on Yangon's apparel industry remain limited (Kyaw & Lin, 2021). Myanmar's socio-economic and cultural landscape is unique, making it essential to explore how these factors interact and influence consumer decision-making within this context. The findings of this study will offer valuable insights for apparel businesses in Yangon and will enable them to tailor their strategies to better meet consumer expectations (Zhou & Wong, 2004).

By identifying the key drivers of consumer behavior in the apparel sector, businesses can enhance customer satisfaction, foster brand loyalty, and optimize their marketing approaches (Kotler et al., 2019). This study will also contribute to the existing body of knowledge on consumer behavior in emerging markets. It will provide practical implications for both local and international apparel brands that seek to expand their presence in Myanmar (Hansen, 2005).

## 1.2 Problem Statement of the Study

Despite the rapid growth of the apparel industry in Yangon, businesses continue to face challenges in predicting and responding to consumer preferences effectively. Purchasing decisions are influenced by various factors, including pricing strategies, brand perception, social influences, and personal preferences. However, there is a significant lack of empirical research that systematically analyzes these factors in the context of Yangon's apparel market. This knowledge gap hinders businesses from developing effective marketing strategies that align with evolving consumer behaviors. To address this issue, this study examines the key determinants of consumer buying behavior towards apparel in Yangon and provides recommendations for businesses seeking to enhance customer engagement and brand loyalty.

Consumer preferences are dynamic and influenced by multiple interrelated factors, such as lifestyle trends, digital engagement, and shifting brand perceptions (Solomon, 2022). Many apparel retailers in Myanmar continue to rely on traditional marketing approaches. However, they often fail to capitalize on the growing influence of social media, online advertising, and influencer marketing in shaping consumer choices (Kim & Ko, 2019). As a result, their marketing efforts may not resonate with modern consumers, which lead to weaker brand loyalty

and reduced market competitiveness. Businesses that fail to adapt to these changing trends risk losing market share to more agile competitors that leverage digital engagement strategies to attract and retain customers.

Additionally, social influences such as family, peer recommendations, and status-driven purchasing behavior play a critical role in shaping consumer decisions (Schiffman & Wisenblit, 2019). Consumers in Yangon, like those in other urban markets, often seek validation and social acceptance through their clothing choices, making it essential for businesses to understand the influence of reference groups and cultural factors. Without a clear grasp of these social determinants, businesses may struggle to meet consumer expectations and fail to develop strong brand relationships. Therefore, this study seeks to provide a comprehensive analysis of the marketing, personal, and social factors that influence consumer buying behavior toward apparel in Yangon. The insights derived from this research will help businesses design more targeted marketing strategies that align with consumer expectations, ultimately improving customer satisfaction and market competitiveness.

### 1.3 Objectives of the Study

The objectives of this study are:

1. To determine the impact of the marketing mix (product, price, place, and promotion) on consumer buying behavior in Yangon's apparel market.
2. To assess how personal factors such as age, occupation, economic condition, lifestyle, and personality shape apparel purchasing decisions.
3. To examine the influence of social factors, including family, reference groups, roles, and status, on consumer apparel choices.

### 1.4 Research Questions of the Study

This study seeks to answer the following research questions:

1. How does the marketing mix (product, price, place, and promotion) influence consumer buying behavior in Yangon's apparel market?
2. What are the effects of personal factors (age, occupation, economic condition, lifestyle, and personality) on apparel purchasing decisions?
3. How do social factors (family, reference groups, roles, and status) shape consumer apparel choices?

## 1.5 Scope and Methods of the Study

This study examines the determinants of consumer buying behavior in Yangon's apparel market, focusing on key factors such as marketing strategies, personal attributes, and social influences. To achieve its objectives, the research adopts both descriptive and analytical methods for a comprehensive analysis.

To ensure a comprehensive analysis, the study utilizes both primary and secondary data sources. The target population consists of apparel consumers in Yangon who have either made purchases in the past or intend to do so in the future. A simple random sampling method is applied to select respondents, ensuring an unbiased and representative sample. Primary data is collected through structured questionnaires distributed online via Google Forms to 390 consumers. The questionnaire employs a five-point Likert scale to measure responses and is divided into two sections: the first section gathers demographic information, while the second section assesses marketing mix elements, personal attributes, and social influences affecting consumer buying decisions.

Secondary data is sourced from academic textbooks, peer-reviewed journals, industry reports, and online articles, providing contextual insights and supporting the research framework. The data collection period is December, 2024, ensuring timely and relevant findings that reflect current market trends in the Yangon apparel industry.

For data analysis, statistical tools such as mean analysis, correlation, and regression analysis are utilized. These methods allow for the identification of significant relationships between the independent variables (marketing mix, personal factors, and social influences) and the dependent variable (consumer buying behavior).

## 1.6 Organization of the Study

The study is structured into five chapters to systematically investigate examine the determinants of consumer buying behavior in Yangon's apparel market. Chapter 1 introduces the research background, rationale, problem statement, objectives, and, setting the groundwork for the subsequent chapters. Chapter 2 reviews relevant literature on theoretical background of consumer behavior, and its related theories and models. Chapter 3 details the research methodology, including the chosen design, sample selection, and data collection methods. Chapter 4 presents data analysis and findings, including descriptive statistics and regression

analysis results. In Chapter 5, the discussion and conclusion, research outcomes are examined, contributions discussed, and recommendations provided.

## CHAPTER 2

### THEORETICAL BACKGROUND

This chapter includes the concepts of consumer buying behavior, models of consumer buying behavior, the stimulus response model of consumer buying behavior, factors influencing consumer buying behavior, previous research studies and conceptual framework are presented.

#### 2.1 Consumer Buying Behavior

Consumer buying behavior refers to the processes individuals go through when searching for, purchasing, using, evaluating, and disposing of products and services that they expect will fulfill their needs. It encompasses various decision-making factors, including what consumers buy, why they buy it, when and where they make purchases, how they buy, how frequently they use the product, and how their evaluations influence future buying decisions (Kotler & Keller, 2019). Consumer behavior integrates concepts from psychology, sociology, social anthropology, and economics to analyze how individuals and groups allocate their resources for consumption-related activities (Schiffman & Wisenblit, 2019). By understanding these behaviors, businesses can tailor their marketing strategies to align with consumer preferences and enhance customer satisfaction. Consumer behavior generally involves two key categories of consumers: personal consumers and organizational consumers. Personal consumers purchase goods and services for their own use, for household consumption, or as gifts. These consumers make purchasing decisions based on personal needs, preferences, and external influences such as social trends and advertising (Solomon, 2022). In contrast, organizational consumers include businesses, government agencies, and institutions such as schools and hospitals, which purchase goods and services for operational purposes rather than personal use (Hoyer, MacInnis, & Pieters, 2018). The decision-making process in organizational buying is often more complex and involves multiple stakeholders evaluating product specifications, pricing, and long-term benefits.

Consumer buying behavior is fundamentally concerned with understanding the selection, acquisition, and disposal of products, services, and experiences to meet specific needs. This process not only affects individual consumers but also has a broader impact on society by shaping market trends and economic activities (Blackwell, Miniard, & Engel, 2018). Marketers analyze consumer behavior to anticipate responses to different marketing strategies,

helping businesses develop more effective promotional campaigns and product offerings. Since consumer behavior is dynamic and influenced by evolving trends, firms must continuously study purchasing patterns, preferences, and external influences to remain competitive in the market (Armstrong, Kotler, Harker, & Brennan, 2020). By leveraging insights into what, where, when, and how consumers buy, businesses can create well-targeted marketing strategies that enhance customer engagement and drive long-term success.

## 2.2 Models of Consumer Buying Behavior

Several models have been developed to explain consumer buying behavior. While they vary in presentation, most models include key stages such as pre-purchase, purchase, and post-purchase (Hoyer & MacInnis, 2018; Rayport & Jaworski, 2014). Blackwell, Miniard, and Engel (2018) define consumer behavior as the summation of acquisition, consumption, and disposal of products or services. Building on this, Rayport and Jaworski (2014) propose the Circle of Consumption, which recognizes purchasing as a continuous loop involving the acquisition of goods and services, consumption, and disposal.

The first stage is need recognition, which occurs when an individual perceives a gap between their current state and their desired level of satisfaction (Solomon, 2022). The buying process begins when consumers recognize an unsatisfied need or desire (Levy & Weitz, 2018). Needs are categorized into functional needs, which relate to a product's performance, and psychological needs, which are driven by emotional satisfaction and the symbolic meaning of the purchase.

The second stage involves information search, where consumers gather details about potential solutions to fulfill their needs. The extent of this search varies based on factors such as personality, social class, income level, past experiences, and brand perceptions (Schiffman & Wisenblit, 2019). According to Solomon (2022), information search can be divided into pre-purchase search, which occurs when consumers actively seek details about a product before purchasing, and ongoing search, which happens when consumers continuously gather product knowledge for future reference.

In the third stage, consumers engage in pre-purchase evaluation, comparing different products or services before making a final decision. At this point, they focus on product attributes that align with their needs, such as price, quality, brand reputation, and features (Kotler & Keller, 2019). Changes in these attributes can significantly influence consumer choices (Blackwell et al., 2018).

The fourth stage is purchase decision, where consumers finalize their choice after evaluating available options. According to Blackwell et al. (2018), this decision-making process consists of two sub-stages: retailer selection, in which consumers decide where to buy based on price, convenience, and trust, and in-store selection, which is influenced by sales promotions, store layout, salesperson recommendations, and product displays. Firms can create competitive advantages by offering lower prices or unique product differentiation strategies to attract buyers (Porter, 2008).

The fifth, sixth, and seventh stages fall under the post-purchase phase. In the consumption stage, consumers begin using the product, followed by the evaluation stage, where they assess whether the product meets their expectations. If the perceived performance exceeds expectations, consumers experience satisfaction, while unmet expectations result in dissatisfaction (Blackwell et al., 2018). The final stage, divestment, involves product disposal or recycling. This stage is crucial for businesses, as satisfied customers are more likely to engage in repeat purchases, influencing brand loyalty and long-term profitability (Rayport & Jaworski, 2014).

### 2.3 The Stimulus Response Model of Consumer Buying Behavior

At the core of consumer behavior lies the Stimulus-Response Model (SRM), also known as the Buyer's Black Box Model (BBBM) (Kotler & Armstrong, 2022). This model conceptualizes consumer decision-making as a "black box" that cannot be directly observed. The black box represents the internal cognitive and psychological processes that influence purchasing decisions, including attitudes, perceptions, motivations, and preferences.

Consumer behavior is influenced by stimuli, which are divided into two main categories: marketing stimuli and other external stimuli (Solomon, 2022). Marketing stimuli include the four P's of the marketing mix—product, price, place, and promotion—which firms use to influence consumer perceptions and responses. When effectively utilized, the four P's can drive demand and increase sales by aligning marketing strategies with consumer expectations. In contrast, other external stimuli originate from the broader environment, including economic, technological, social, and cultural factors (Kotler & Keller, 2021). Unlike marketing stimuli, these external factors are not intentionally designed to shape consumer behavior but nonetheless play a significant role in influencing purchasing decisions.

Once stimuli enter the buyer's black box, they are processed and transformed into consumer responses. These responses manifest as buying decisions, including what, when, where, and how much consumers purchase. Additionally, stimuli impact brand attitudes,

preferences, and long-term customer relationships (Schiffman & Wisenblit, 2019). The SRM helps marketers analyze which specific stimuli trigger favorable consumer responses, providing insights into how businesses can shape purchasing behavior.

Within the black box, two key dimensions influence the transformation of stimuli into consumer responses: Buyer's Characteristics – These are internal and external influences that shape decision-making, including personal, social, psychological, and cultural factors (Kotler & Keller, 2021). Many of these influences operate at a subconscious level, making them difficult to observe or quantify directly.

Buyer's Decision Process – This refers to the cognitive steps a consumer takes before making a purchase, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Solomon, 2022).

While marketers can control marketing stimuli, they cannot directly manipulate external influences. However, by understanding how these factors interact within the buyer's black box, businesses can design targeted marketing strategies that align with consumer motivations and enhance purchase likelihood. Recognizing the complexity of consumer decision-making enables firms to tailor their approaches, leading to improved customer engagement and long-term brand loyalty (Hoyer & MacInnis, 2022).

## 2.4 Determinants of Consumer Buying Behavior

Consumer buying behavior is influenced by multiple factors, including marketing factors, personal, social, cultural, and psychological factors (Kotler & Keller, 2021). These factors shape consumer preferences, purchasing decisions, and responses to marketing strategies. Understanding these influences helps businesses design effective marketing mix strategies (Product, Price, Place, and Promotion) that align with consumer needs.

### 2.4.1 Marketing Mix

The marketing mix plays a crucial role in influencing consumer purchasing behavior by addressing their needs, preferences, and decision-making processes. According to Kotler and Keller (2016), the marketing mix, composed of product, price, place, and promotion, enables businesses to align their offerings with consumer expectations and competitive market demands. The 4Ps framework was first introduced by McCarthy (1960) and remains widely used in marketing strategies today. A well-integrated marketing mix enhances consumer satisfaction, strengthens brand loyalty, and increases the likelihood of repeat purchases (Solomon, 2022).

#### (a) Product

The product represents the core offering of a business, designed to satisfy consumer needs and desires. According to Kotler and Armstrong (2010), an effective product must fulfill both functional and emotional expectations to attract and retain customers. The Product Life Cycle (PLC) theory suggests that consumer preferences evolve over time, requiring businesses to continuously innovate and reposition their offerings (Zam et al., 2022). Furthermore, differentiation strategies, such as branding, quality enhancements, and unique design features, play a vital role in influencing consumer purchase decisions (Solomon, 2022).

In the apparel industry, the product refers to the clothing and fashion accessories offered by brands. Consumers evaluate apparel based on factors such as style, material, comfort, functionality, and brand reputation (Solomon, 2022). The Theory of Product Involvement suggests that fashion-conscious consumers exhibit higher engagement with apparel purchases, seeking trends and personalization (Rawat, 2024). Sustainable and ethical fashion has also gained traction, influencing consumers to prioritize eco-friendly fabrics and fair-trade practices (Hameed et al., 2021).

#### (b) Price

Price is a key determinant of consumer purchase decisions, as it reflects the perceived value of a product. Consumers often evaluate price fairness by comparing the cost of a product with its benefits, quality, and competing alternatives (Kotler & Keller, 2016). Pricing strategies, including psychological pricing, penetration pricing, and premium pricing, influence different consumer segments (Schiffman & Wisenblit, 2019). For example, luxury consumers prioritize exclusivity and brand prestige over price, whereas price-sensitive consumers focus on affordability and discounts (Zeithaml, 1988).

Price reflects perceived quality and brand positioning in apparel purchasing decision. According to Schiffman and Wisenblit (2019), price-sensitive consumers opt for affordable fast fashion, whereas premium shoppers associate higher prices with exclusivity and status. Pricing strategies, such as discount sales, installment payment options, and price bundling, influence different customer segments. Additionally, the rise of second-hand fashion and rental services highlights shifting attitudes toward affordability and sustainability in apparel consumption (Joy et al., 2012).

#### (c) Place

Place, or distribution, determines how and where consumers can access a product. The availability and convenience of purchasing channels significantly impact consumer buying behavior (Kotler & Armstrong, 2010). The Theory of Planned Behavior (TPB) suggests that consumer intentions to purchase a product are influenced by the ease of accessibility and perceived behavioral control (Ajzen, 1991). With the rise of e-commerce, online retail platforms have gained popularity, providing consumers with greater convenience and wider product choices (Chaffey, 2022).

The accessibility of apparel brands through physical retail stores, e-commerce platforms, and multi-brand outlets impacts consumer purchasing convenience (Kotler & Armstrong, 2010). The Omnichannel Retailing Model suggests that integrating online and offline shopping experiences enhances consumer engagement (Verhoef et al., 2015). In Myanmar, the increasing adoption of e-commerce and social media marketplaces (e.g., Facebook and Instagram) has transformed apparel shopping habits, providing consumers with greater accessibility and variety.

#### (d) Promotion

Promotion includes all activities aimed at communicating a product's value and persuading consumers to make a purchase. Effective promotional strategies, such as advertising, public relations, sales promotions, and influencer marketing, enhance brand awareness and consumer engagement (Schiffman & Wisenblit, 2019). Integrated Marketing Communications (IMC) theory suggests that businesses must ensure consistency across multiple promotional channels to build a strong brand image and influence consumer behavior (Belch & Belch, 2018).

Promotional strategies, such as advertising, influencer endorsements, and social media campaigns, play a significant role in shaping consumer apparel purchases (Schiffman & Wisenblit, 2019). According to the updated Elaboration Likelihood Model (ELM), consumers process promotional messages through either a central or peripheral route, depending on their level of involvement with fashion products (Petty & Cacioppo, 2018). Apparel brands utilize digital marketing, celebrity collaborations, and limited-time discounts to boost brand awareness and drive purchasing decisions. In Myanmar, the rising influence of fashion bloggers and live-stream shopping events on social media platforms has become a key driver of apparel sales, reflecting the increasing shift toward digital consumer engagement.

Together, these four elements work in tandem to shape consumer perceptions, preferences, and buying behavior, ultimately driving the success of businesses in competitive markets.

## 2.4.2 Personal Factors

Personal factors encompass individual characteristics that influence purchasing decisions, including age, occupation, income level, lifestyle, and personality traits (Solomon, 2022). The Consumer Decision-Making Process Model suggests that these factors interact with psychological and social influences to shape consumer choices (Blackwell et al., 2018).

### (a) Age and Stage of Life Cycle

People within the same age group tend to share similar needs, desires, and values compared to those in different age groups. Preferences often change with age, and individuals of the same age group typically have shared past experiences and memories. Additionally, they are more likely to go through significant life transitions around the same time. Because of these commonalities, age serves as a strong indicator of a consumer's likely life-cycle stage. Marketers must adjust their strategies accordingly—for example, younger consumers are highly engaged with digital marketing and social media promotions, whereas older consumers may respond better to traditional advertising channels (Solomon, 2009; Kotler & Armstrong, 2022).

This influence of age is also evident in apparel preferences. Younger consumers tend to favor trendy and fast-fashion items, while older individuals prioritize comfort and durability (Kotler & Armstrong, 2022). Millennials and Gen Z, in particular, are highly influenced by social media trends and influencer marketing when making fashion choices. For instance, in Myanmar, younger consumers actively follow international fashion trends through online platforms, whereas older generations prefer traditional attire and culturally significant designs, reflecting their values and lifestyle (Kotler & Armstrong, 2022).

### (b) Occupation

An individual's occupation affects their purchasing behavior, as different job roles entail distinct lifestyles, income levels, and brand preferences (Schiffman & Wisenblit, 2019). Professionals and corporate executives often seek premium, high-quality products that reflect their social status, whereas students and laborers may prioritize affordability and functionality. This aligns with Maslow's Hierarchy of Needs, which suggests that consumer priorities shift as they progress from fulfilling basic needs to achieving self-actualization (Maslow, 1943).

A consumer's occupation determines their apparel choices based on workplace dress codes, professional expectations, and lifestyle needs (Schiffman & Wisenblit, 2019). Office workers may prefer formal attire or business casual wear, whereas freelancers and creative professionals often opt for relaxed and stylish outfits. In Myanmar, corporate professionals lean

toward Western-style business attire, while traditional clothing, such as longyi, remains popular in formal and casual settings.

#### (c) Economic Conditions

Economic factors, including income level, financial stability, and macroeconomic trends, have a direct impact on consumer purchasing power and price sensitivity (Kotler & Keller, 2021). Businesses must adapt their pricing and promotional strategies to align with economic conditions and effectively target different consumer segments. The influence of economic conditions on buying behavior is undeniable (Kotler & Armstrong, 2010).

Consumers with higher disposable incomes have greater flexibility to make want-based purchases. Marketers often focus their efforts on wealthier consumers who possess the highest purchasing power. Many products and services are strategically positioned to appeal to high-income consumers, while low-income consumers are targeted with budget-friendly and cost-efficient offerings. Although this segmentation is logical, it is important to recognize that not all wealthy consumers spend in proportion to their financial resources. Purchasing behavior is shaped by multiple factors, making it overly simplistic to assume that income alone determines consumption levels. Beyond personal income, broader economic conditions also influence consumer behavior.

As income levels rise, consumers tend to allocate a larger portion of their budget to fashion and branded clothing, following spending patterns similar to those described by the Engel Curve (Zam et al., 2022). During economic downturns, consumers often shift toward affordable fast fashion, whereas periods of economic prosperity encourage spending on premium and luxury apparel (Kotler & Keller, 2021). In Myanmar, middle-income consumers are increasingly engaging with global fashion brands, while local brands continue to serve cost-conscious buyers who prioritize affordability.

#### (d) Lifestyle

Lifestyle refers to a pattern of living, which is reflected in a person's activities, interests, and opinions. It goes beyond social class or personality, encompassing an individual's overall way of acting and interacting. A consumer's purchasing behavior is closely linked to how well a product aligns with their lifestyle. Consumers do not merely buy products; they buy the values and lifestyles those products represent. Therefore, lifestyle plays a crucial role in shaping consumer decisions and is a key factor in the buyer's decision-making process.

Lifestyle factors, including personal interests, social activities, and values, significantly influence apparel choices (Solomon, 2022). The VALS (Values and Lifestyles) framework categorizes consumers into different lifestyle groups, such as innovators, achievers, and

experiencers, each of whom exhibits distinct fashion preferences (Kotler & Keller, 2021). In Myanmar, fitness-conscious individuals gravitate toward activewear brands, while those with a strong cultural inclination prefer traditional attire for social and religious occasions.

#### (e) Personality

Personality is another key factor influencing consumer behavior. Arnould, Price, and Zinkhan (2002) define personality as the distinct and enduring patterns of thoughts, feelings, and behaviors that shape how individuals adapt to their life experiences. Personality helps explain an individual's behavior, which in turn impacts their consumption habits and purchase decisions (Tsao & Chang, 2010).

Personality traits such as self-esteem, confidence, charisma, ambition, openness, curiosity, and adaptability influence fashion choices and brand preferences. The Brand Personality Framework supports the idea that consumers are drawn to brands that reflect their self-image and personal identity, ultimately shaping their purchasing decisions (Rawat, 2024). For example, individuals with bold and confident personalities may prefer edgy street-wear styles, while those with a minimalist approach may gravitate toward classic, neutral-toned clothing. In Myanmar, this diversity is evident in the fashion market, where global street-wear brands resonate with youth culture, while traditional attire remains popular among heritage-conscious consumers.

### 2.4.3 Social Factors

Social factors encompass external influences, including family, reference groups, and social roles, that shape consumer decision making (Kotler & Armstrong, 2022). Social Learning Theory is evidenced in consumer behavior, where individuals develop consumption habits by observing and imitating their social environment, particularly in fashion choices (Soboleva & Sánchez, 2024). Businesses must develop effective marketing mix strategies to appeal to these influences.

#### (a) Family

Family members strongly influence purchasing decisions, particularly for household and lifestyle-related products (Schiffman & Wisenblit, 2019). Consumer socialization theory states that the children acquire buying behaviors and brand preferences through family interactions (Shan et al., 2020). Companies adjust their product offerings, pricing structures, and advertising messages to target different family roles. For instance, grocery brands market

budget-friendly promotions for parents, while toy companies focus on bright packaging and engaging advertisements to attract children.

Family members play a major role in apparel purchasing decision, particularly in collectivist cultures where family opinions hold strong values (Schiffman & Wisenblit, 2019). Parents often influence children's clothing choices, while married couples tend to coordinate purchases based on shared lifestyles needs. In Myanmar, family members frequently buy traditional attire for special occasions, reinforcing cultural norms in apparel consumption.

#### (b) Reference Groups

Reference groups—such as friends, colleagues, celebrities, and social media influencers—significantly impact consumer perceptions and brand preferences (Solomon, 2022). Consumers rely on reference groups for product recommendations and brand validation. Social media has amplified the role of influencer marketing, where brands leverage celebrity endorsements and user-generated content to drive sales. Companies use strategic product placements and interactive promotions to tap into these peer-driven influences.

Aspirational and peer influences impact apparel choices. Consumers rely on opinion leaders such as fashion influencers, to make informed apparel choices. In Myanmar, social media influencers and K-pop culture have greatly influenced youth fashion trends, leading to increased demand for Korean-style apparel.

#### (c) Roles and Status

Consumers' roles in society, workplaces, and social groups affect their purchasing behavior (Kotler & Keller, 2021). Consumers purchase products that align with their perceived identity and social status. For example, high-ranking executives may opt for premium products with exclusive features, while students may prioritize affordable and trendy options. Companies design product lines and pricing strategies accordingly, using status-driven advertising and luxury branding for high-end consumers and affordable pricing models for budget-conscious buyers.

Consumers purchase apparel based on their social roles and perceived status (Kotler & Keller, 2021). Individuals buy luxury fashion to signal wealth and prestige. In Myanmar, professionals and high-status individuals prefer international luxury brands, while middle-class consumers balance affordability with aspirational brand choices. Traditional attire also serves as a status symbol in formal and ceremonial settings.

## 2.5 Previous Studies

Previous studies have played a crucial role in shaping the present investigation, making substantial contributions to the field and providing valuable insights. These prior research works have laid the foundation for the current study and offered relevant knowledge and understanding related to the topic. By building upon the findings and methodologies of previous studies, the present investigation aims to further deepen our understanding of the subject matter and contribute to the existing body of knowledge. The incorporation of these previous works ensures that the current study is grounded in solid research and adds to the collective knowledge in the field, making it a meaningful and relevant contribution to the academic and practical landscape.

Kovačić and Kovačić (2023) applied the Analytic Hierarchy Process (AHP) to assess the relative importance of factors affecting consumer behavior. With a sample of 300 respondents, they found that economic conditions and family influence were the most important factors driving consumer decisions. The study used a quantitative research design where participants were asked to evaluate multiple factors using pairwise comparisons. The data were analyzed using the AHP methodology, which allowed the researchers to prioritize the various factors influencing consumer decisions. The use of AHP in this study adds a quantitative dimension to understanding consumer behavior and differs from other studies by offering a more structured analysis of how various factors are weighted in the decision-making process.

Tan and Lim (2021) investigated the impact of economic factors, including income level and price sensitivity, on consumer behavior in the apparel industry. A quantitative research approach was used, with survey data collected from 300 respondents in metropolitan areas. The study employed regression analysis to examine the relationship between price consciousness, brand loyalty, and purchasing behavior. The results showed that consumers with higher income levels were more inclined to purchase branded clothing, whereas price-sensitive consumers preferred discounts and promotional offers. This study provides valuable insights into how financial considerations influence apparel purchasing decisions and contributes to the literature on price perception in fashion retail.

Ahmed et al. (2020) explored the psychological and personal factors affecting apparel purchasing behavior among urban consumers. The study adopted a descriptive research design and gathered data from 220 respondents through structured questionnaires. Descriptive statistical methods were used to analyze the importance of self-image, lifestyle, and personality traits in purchasing decisions. The findings revealed that self-expression and brand identity

were crucial for younger consumers, whereas functionality and comfort were more important for older demographics. The study contributes to the understanding of how psychological and personal factors influence apparel choices and provides insights for marketers targeting different consumer segments.

Smith and Lee (2019) explored the relationship between consumer demographic characteristics and their purchasing behavior in the fashion industry. The study used a quantitative approach with regression analysis to assess how factors such as age, income, and education affected purchasing decisions. A sample of 250 consumers was surveyed, and the data was analyzed using multiple linear regression. The findings revealed that income and education level were significant predictors of consumer behavior, with higher-income individuals and those with higher education levels being more likely to purchase premium fashion products. The use of regression analysis allowed the researchers to quantify the influence of these demographic factors on consumer behavior, providing a deeper understanding of how specific variables interact to shape purchasing decisions.

Kim and Park (2019) conducted a study on how cultural and social influences shape consumer behavior in the apparel industry. The study employed a survey-based research design, collecting data from 250 respondents across different age groups and income levels. Using statistical analysis, the study found that cultural values and social norms play a significant role in shaping consumers' preferences for apparel brands. The results indicated that younger consumers were more influenced by peer recommendations and social media trends, while older consumers prioritized quality and brand reputation. This research highlights the impact of cultural background and social dynamics on consumer choices in the fashion industry.

Gao, F., & Zhang, Y. (2019) explored the influence of social factors such as family and reference groups on consumer buying behavior in the fashion industry. The research used a mixed-methods approach, combining qualitative in-depth interviews with quantitative surveys administered to 200 participants. The qualitative data from interviews helped identify the key social influences, while the quantitative data analyzed through correlation analysis validated the relationship between family, reference groups, and fashion purchase decisions. The study found that family opinions had the greatest impact on fashion purchases, and reference groups also played a significant role. This research provides new insights into the role of family in shaping fashion purchases.

Sharma and Singh (2018) conducted a study on factors affecting consumer buying behavior, focusing on internal and external determinants. The study used a descriptive research

design and gathered data through questionnaires administered to a sample of 200 respondents. The data were analyzed using descriptive statistics, which helped identify the relative importance of personal, cultural, and psychological factors in shaping consumer purchasing decisions. The findings revealed that personal factors, such as age and income, had the most notable impact on purchasing decisions. This study provides valuable insights into how consumer behavior is shaped by these key factors and supports existing research while contributing a deeper understanding of their relative importance in influencing consumer choices.

Liao, L. (2017) conducted a study to investigate how personal factors such as income, education, and lifestyle choices influence consumer buying behavior in the context of online shopping. The study employed a quantitative research method using a survey of 250 respondents. The data was analyzed using descriptive statistics and regression analysis to identify the relationship between income, education, lifestyle, and online purchasing decisions. The findings revealed that income and lifestyle were significant predictors of online purchasing decisions, while education had a moderate influence. This research contributes to existing studies by focusing on online shopping behavior and emphasizes how personal factors shape consumers' online purchasing habits.

Al-Mamun and Yusoff (2013) examined the effect of various marketing mix elements on consumer buying behavior in the electric appliances market. Using a mixed-methods approach, they surveyed 200 consumers, combining quantitative surveys and qualitative interviews to gather comprehensive data. The quantitative data were analyzed using descriptive statistics to identify the relative importance of the marketing mix elements, while the qualitative interviews provided deeper insights into consumer perceptions. The findings revealed that product quality and price were the most significant factors, followed by promotional activities. The study shares similarities with existing research in highlighting the importance of the marketing mix but diverges by focusing specifically on the electric appliances market, offering unique insights into how these factors affect buying behavior within this industry.

Kumar and Singh (2013) investigated how marketing mix, personal, and social factors influence consumer behavior. Using a combination of qualitative and quantitative methods, the study surveyed 100 participants. The quantitative data were collected through structured questionnaires and analyzed using descriptive statistics to identify trends and relationships between the variables. In addition, the qualitative component involved in-depth interviews, which helped capture deeper insights into consumer perceptions and the role of personal factors. The study found that personal factors such as age, occupation, and economic conditions

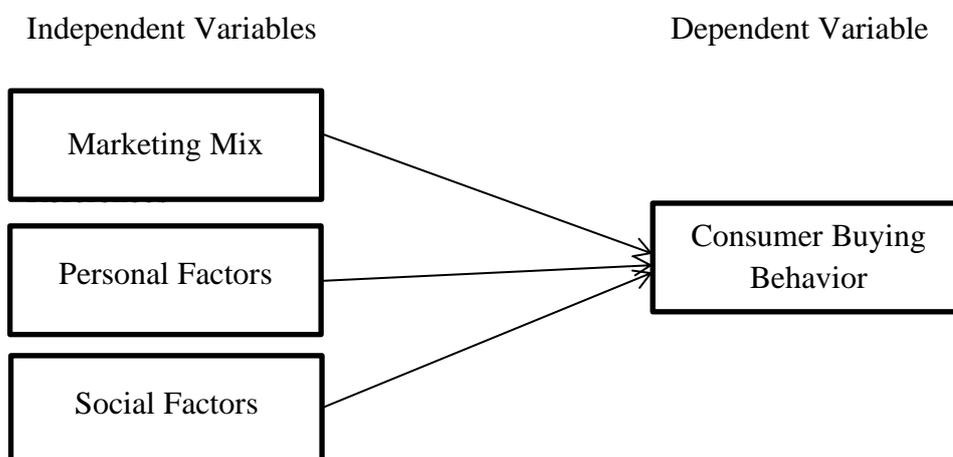
played a significant role in shaping purchasing decisions. This study expands on previous research by emphasizing the impact of personal factors while providing new insights into the relationship between these factors and consumer behavior.

These empirical studies support and expand the understanding of consumer behavior in the apparel sector by examining various influencing factors, including marketing, social cultural, psychological, and economic determinants.

## 2.6 Conceptual Framework of the Study

The present study aims to explore the determinants of consumer buying behavior in Yangon's apparel market. Based on previous empirical studies and existing literature, the study examines various determinants, including marketing mix, personal factors, and social factors, that shape consumer purchasing decisions. The marketing mix, which includes product, price, place, and promotion, plays a crucial role in consumer choices as it directly impacts their preferences and attitudes towards apparel brands. In addition, personal factors such as age and stage of life cycle, occupation, economic condition, lifestyle, and personality influence how individuals perceive and respond to apparel offerings in the market. Social factors, including family, reference groups, roles and status, also significantly impact consumer behavior by shaping their buying preferences and the factors they prioritize when selecting apparel. Building on these insights, the study proposes a conceptual framework to investigate how these determinants collectively influence consumer buying behavior towards apparel in Yangon.

Figure 2.1 Conceptual Framework of the Study



Source; Own Compilation based on Previous Studies (2024)

The conceptual framework of this study illustrates the relationship between independent variables and the dependent variable in understanding the determinants of consumer buying behavior in Yangon's apparel market. It proposes that three key independent variables—marketing mix, personal factors, and social factors—have significant effects on consumer buying behavior in the apparel sector.

The marketing mix includes elements such as product, price, place, and promotion, which are crucial in shaping consumer perceptions and purchasing decisions. These factors contribute to how consumers evaluate apparel brands and influence their likelihood of making a purchase. Product quality, price competitiveness, convenient locations, and effective promotional strategies play a significant role in attracting and retaining customers.

Personal factors such as age and stage of life cycle, occupation, economic condition, lifestyle, and personality also shape consumer preferences and buying behavior. These factors influence the types of apparel consumers are likely to purchase, their willingness to pay, and the overall decision-making process.

Social factors, including family, reference groups, roles, and status impact consumer behavior by shaping preferences and creating social pressures that influence buying decisions. Family members, friends, and social circles can significantly affect choices when it comes to selecting apparel, particularly in a social context like Yangon, where cultural values and social influences play an important role.

The dependent variable, consumer buying behavior, reflects the purchasing intentions and actions of consumers in the apparel market. This framework suggests that by understanding and addressing the key independent variables, businesses can better predict and influence consumer behavior, leading to more effective marketing strategies and improved sales performance in the apparel industry in Yangon.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

Research methodology forms the backbone of any academic study, outlining the systematic processes used to gather, analyze, and interpret data. It provides a clear framework that guides the research in answering its key questions and achieving its objectives. According to Kumar (2018), research methodology encompasses the selection of research design, sampling techniques, data collection instruments, and analysis methods, ensuring the validity and reliability of the results. This chapter elaborates on the methodological choices made for this study, which explores examine the determinants of consumer buying behavior in Yangon's apparel market. The research employs a quantitative approach, utilizing descriptive and analytical methods to evaluate how marketing mix, personal factors, and social considerations impact consumer buying behavior. The subsequent sections detail the research design, approach, population, sampling methods, data collection, reliability analysis, ethical considerations, and data analysis techniques used to obtain and interpret meaningful insights.

#### 3.2 Research Methods

This study investigates the relationship between marketing mix, personal factors, social factors, and consumer buying behavior towards apparel in Yangon, Myanmar. A quantitative research method was employed, emphasizing the collection and statistical analysis of numerical data to evaluate the relationships among variables. Quantitative research provides a structured approach, allowing for the use of measurable data to produce objective and reliable results (Kumar, 2018).

Descriptive and analytical techniques were used to present an overall understanding of the study variables and to examine their impact on consumer buying behavior. According to Basias and Pollalis (2018), descriptive research aims to provide a comprehensive view of the characteristics of a population or phenomenon. In this study, descriptive statistics summarize demographic data and the influence of various factors. Analytical methods, including correlation and regression analysis, were applied to explore associations and predictive relationships between independent variables (marketing mix, personal, and social factors) and the dependent variable (consumer buying behavior).

### 3.3 Research Approach

The term "research approach" refers to the general strategy undertaken to conduct a study, encompassing theoretical frameworks, data collection, and analysis methods (Kumar, 2018). In this study, a deductive approach was adopted to examine marketing mix, personal factors, social factors, and consumer buying behavior towards apparel in Yangon, Myanmar. The deductive approach starts with a theoretical premise, leading to the formulation of specific hypotheses that are then tested through empirical data collection and analysis (Saunders & Lewis, 2019).

The advantage of using a deductive approach lies in its structured nature, providing clear direction and reducing potential biases. By applying this approach, the research systematically tests whether existing theories related to consumer behavior are valid within the context of Myanmar's apparel market. The use of a quantitative method further enhances the objectivity of the research, allowing statistical tools to evaluate relationships and draw conclusions from numerical data. This structured approach helps achieve dependable and precise results, offering actionable insights for understanding consumer behavior.

### 3.4 Research Location

This study focuses on the apparel market in Yangon, Myanmar, specifically targeting apparel businesses and consumers in the region. Yangon, as the largest city and the economic hub of Myanmar, represents a dynamic market with diverse consumer behaviors and preferences. The city's rapid urbanization, combined with its growing middle class and increasing internet penetration, makes it an ideal setting for examining consumer buying behavior towards apparel.

The apparel industry in Yangon is influenced by a mix of traditional values and modern consumer trends. Local consumers are drawn to both traditional clothing and global fashion trends, making it a unique market for studying the factors that shape purchasing decisions. As Yangon continues to evolve economically and socially, the region offers an interesting landscape for understanding how marketing, personal, and social factors interact in influencing apparel purchase intentions. This study aims to analyze these factors within the context of Yangon's retail environment, providing valuable insights for businesses operating in this competitive market.

### 3.5 Research Population, Sample size and Sampling

The research population refers to the group of individuals relevant to the study's objectives and from which data is collected (Saunders & Lewis, 2019). This study targets consumers in Yangon who have purchased or intend to purchase apparel products. Given the growing importance of understanding consumer buying behavior, a diverse group of consumers was considered to provide a comprehensive understanding of factors influencing apparel purchasing decisions. The study aims to gather insights from individuals across various demographics to capture the broad spectrum of preferences and behaviors in the market.

Since the population size is unknown, Cochran's formula is commonly used to determine the appropriate sample size, providing reliable estimates for large populations (Cochran, 1977). This formula calculates the sample size needed for a 95% confidence level and 0.05 margin of error:

$$n = Z^2 p (1-p) / e^2$$

n = sample size

Z = Z-score (1.96 for 95% confidence level)

p = estimated proportion of the population (0.5 is used since proportion is unknown for maximum variability)

e = margin of error

The sample size n can be calculated as follows;

$$n = (1.96)^2 \times 0.5 \times 0.5 / (0.05)^2$$

$$n = 384.16$$

Although the required sample size was 384, a total of 390 responses were collected. This slight increase in the sample size enhances the reliability and generalizability of the findings. By exceeding the minimum requirement, the study ensures a more robust dataset, reducing the margin of error and increasing confidence in the results. Additionally, the larger sample provides a better representation of the target population, improving the overall validity of the analysis.

For practical purposes and efficient data collection, simple random sampling was employed. This method ensures each participant has an equal chance of being selected, reducing selection bias and enhancing the generalizability of the findings (Saunders & Lewis,

2019). A structured questionnaire was used to collect responses from 390 randomly selected customers, providing a balanced representation of the target population.

### 3.6 Research Instrument

The primary data collection tool for this study is a structured questionnaire designed to gather relevant information from respondents. The questionnaire consists of two main sections. Section A captures demographic data, including gender, age, marital status, education level, occupation, and monthly income. Section B focuses on the determinants of consumer buying behavior, categorized into marketing mix, personal factors, social factors, and consumer buying behavior.

A five-point Likert scale was used to measure responses, ranging from 1 (strongly disagree) to 5 (strongly agree), to ensure clarity and consistency in capturing respondent opinions (Johnson, 2020). The questions were adapted from previous studies to ensure validity and reliability. The questions related to the marketing mix were based on concepts from Kotler & Keller (2016), while psychological and social factors were adapted from the work of Solomon (2022) and Schiffman & Wisenblit (2019), respectively. Items related to consumer buying behavior were specifically designed to capture the unique determinants influencing apparel purchase decisions in the Yangon market. The questionnaire was pre-tested to refine clarity and relevance before full distribution.

### 3.7 Reliability and Validity

Reliability refers to the consistency and stability of a measurement instrument. Cronbach's alpha is one of the most widely used measures of internal consistency, assessing how closely related a set of items are as a group (Tavakol & Dennick, 2011). A higher Cronbach's alpha value indicates greater reliability, with values above 0.70 generally considered acceptable (Nunnally & Bernstein, 1994). However, values lower than 0.70 may still be acceptable in exploratory research (Hair et al., 2010).

In this study, Cronbach's alpha was used to ensure the reliability of the variables. The results are presented in Table 3.1, confirming that the research instrument is reliable.

Table 3-1: Reliability Analysis

Variable	No. of Questions	Cronbach's Alpha
Marketing Mix	12	0.83
Personal Factors	10	0.70
Social Factors	9	0.82
Total	31	0.78

Source: Survey data (Dec, 2024)

Table (3.1) showed the reliability scores. According to calculated Cronbach's alpha score, marketing mix achieved 0.83; personal factors got 0.70; social factors achieved 0.82, and overall score was 0.78. Thus, applied research instrument is reliable.

### 3.8 Ethical Considerations

Ethics are a critical component of any research study (Saunders & Lewis, 2019). Researchers must avoid causing harm or discomfort to participants and address ethical issues, including privacy, confidentiality, and the protection of personal data (Saunders & Lewis, 2019). In this study on the determinants of consumer buying behavior in Yangon's apparel market, potential ethical concerns included the need for informed consent from respondents and the proper handling of personal data.

To address these issues, data were collected using a Google Form survey, ensuring broad reach and accessibility. Since the organizations' name were disclosed, measures were taken to anonymize the personal data of consumers. All participants were informed about the study's purpose, their voluntary participation, and their right to confidentiality. Personal information collected from participants was kept anonymous and used solely for research purposes. Furthermore, only the researcher had access to the data, ensuring privacy and adhering to ethical standards for responsible research.

### 3.9 Data Collection Procedure

Data for the study on the determinants of consumer buying behavior in Yangon's apparel market was collected in December 2024 through an online survey using Google Form. A total of 390 consumers participated in the survey. Participants were provided with a clear

explanation of the study's objectives and assured of the confidentiality and anonymity of their responses before completing the questionnaire. This online approach allowed for efficient data collection, capturing consumer insights from a wide range of respondents. The anonymity and transparency of the process were emphasized to ensure the validity and ethical standards of the research.

### 3.10 Data Analysis

The collected data was coded and analyzed using SPSS version 26 to ensure accurate and efficient data management. Descriptive statistics were employed to summarize the demographic characteristics of respondents and identify key determinants of consumer buying behavior. These statistics provided an overview of the dataset, offering insights into trends and patterns.

Furthermore, correlation analysis was conducted to examine the strength and direction of relationships between variables, allowing the researcher to identify significant associations. Regression analysis was then used to evaluate the impact of independent variables on the dependent variable, providing a basis for hypothesis testing. This combination of analytical techniques ensured a comprehensive understanding of the relationships and their implications, enabling data-driven conclusions and recommendations.

## CHAPTER 4

### DATA ANALYSIS AND FINDINGS

#### 4.1 Introduction

This chapter presents the data analysis and findings of the current study on the determinants of consumer buying behavior in Yangon apparel's market. A total of 390 consumers who have purchased or intend to purchase apparel products from various retail outlets in Yangon actively participated in the survey. The collected data were transferred from Microsoft Excel into SPSS, applying appropriate numeric coding for analysis.

Demographic factors, such as gender, age, marital status, education level, occupation, and monthly income are reported using frequency tables. Descriptive statistics, including mean and standard deviation, are used to summarize the average scores for marketing mix, personal factors, social factors, and consumer buying behavior. These statistics provide an overview of the respondents' perceptions of the key influencing factors.

Pearson correlation analysis is employed to examine the relationships between independent variables (marketing mix, personal factors, and social factors) and the dependent variable (consumer buying behavior). This analysis helps to identify whether there are significant correlations between the factors and the consumers' purchasing intentions.

Additionally, multiple regression analysis is conducted to assess the impact of the independent variables on consumer buying behavior. This analysis allows for the determination of the strength and direction of the relationship between the influencing factors and consumer decisions, helping to explain the underlying factors that drive apparel purchases in Yangon.

#### 4.2 Demographic Factors

Table 4.1 presents the frequency and percentage of demographic data of respondents. The majority of respondents are female (67.4%). The largest age group consists of respondents aged 18–25 years (28.5%), followed closely by those aged 26–35 years (25.6%) and 46–55 years (25.4%). Over half of the respondents (56.9%) are married. Regarding education, most respondents hold graduate-level qualifications (41.5%), while 25.6% have postgraduate qualifications. The majority of the respondents are company staff (30.5%) and the second largest group of respondents consists of students (20.5%). The largest income group earns

between 300,001–600,000 MMK (27.2%), followed by those earning below 300,000 MMK (25.9%).

Table 4.1 Demographic Factors

Demographic Factors			
Variable		Number	Percentage
Gender	Male	127	32.6
	Female	263	67.4
Age	18-25 years	111	28.5
	26-35 years	100	25.6
	36-45 years	99	25.4
	46-55 years	49	12.6
	Above 55 years	31	7.9
Marital Status	Single	168	43.1
	Married	222	56.9
Education Level	High school	56	14.4
	Diploma	34	8.7
	Graduate	162	41.5
	Post Graduate	100	25.6
	Others	38	9.7
Occupation	Student	80	20.5
	Government Staff	38	9.7
	Company Staff	119	30.5

	Business Owner	40	10.3
	Freelancer	42	10.8
	Dependent	49	12.6
	Others	22	5.6
Monthly Income	Below 300,000 MMK	101	25.9
	300,001-600,000 MMK	106	27.2
	600,001-900,000 MMK	53	13.6
	900,001-1,200,000 MMK	59	15.1
	Above 1,200,000 MMK	71	18.2

Source: Survey data (Dec, 2024)

### 4.3 Descriptive Statistics

Descriptive statistics are essential for summarizing and organizing data, providing a clear overview of the sample's characteristics and patterns (Field, 2018). These statistics include measures such as frequencies, percentages, means, and standard deviations, which help describe the central tendency, variability, and distribution of the data. In research, descriptive statistics are used to present demographic profiles of respondents and summarize key variables in an easily interpretable format (Pallant, 2020). They are particularly useful for identifying trends and anomalies within the dataset before conducting further inferential analyses. By offering a concise summary, descriptive statistics enable researchers to communicate findings effectively and set the stage for deeper exploration (Saunders et al., 2019).

#### 4.3.1 Marketing Mix

Table (4.2) shows the consumer perception on marketing mix influencing consumer buying behavior towards apparel in Yangon, Myanmar. Twelve items of attitudes are included.

Table 4.2: Descriptive Statistics for Marketing Mix (Product, Price, Place, and Promotion)

Sr No.	Description	Mean	Standard Deviation
1	The quality of apparel is an important factor in my purchase decision. (Product)	3.95	0.89
2	I consider brand reputation when choosing apparel. (Product)	3.67	0.92
3	The variety of available designs influences my buying decision. (Product)	3.94	0.84
4	The price of apparel significantly impacts my purchase decision. (Price)	3.29	1.16
5	I compare prices before making an apparel purchase. (Price)	3.71	0.94
6	I am willing to pay a higher price for apparel if it offers better quality or durability. (Price)	3.69	0.99
7	I prefer shopping online/in physical stores for apparel based on convenience and selection. (Place)	3.71	1.02
8	I prefer shopping at malls or stores with a wide selection of apparel brands. (Place)	3.00	1.07
9	I am more likely to buy apparel from online stores that offer free shipping and easy returns. (Place)	3.68	0.98
10	Advertisements influence my decision to purchase apparel. (Promotion)	4.07	0.72
11	Discounts and promotions encourage me to buy apparel. (Promotion)	4.00	0.76
12	Celebrity endorsements or influencer recommendations impact my apparel purchases. (Promotion)	4.13	0.69
Average		3.74	0.92

Source: Survey data (Dec, 2024)

Table 4.2 reports an overall mean value of 3.74, emphasizing the influence of marketing factors on consumers' apparel purchasing decisions.

The highest mean value (4.13) corresponds to celebrity endorsements and influencer recommendations, showing that promotional strategies involving influencers have a strong impact on respondents' purchasing decisions. The second-highest mean value (4.07) relates to advertisements influencing purchase decisions, emphasizing the significant role of marketing and brand visibility. Discounts and promotions also play a crucial role, with a mean value of 4.00, suggesting that price reductions and special offers effectively drive consumer purchases.

Product-related factors such as apparel quality (3.95) and variety of designs (3.94) are important to consumers, indicating that both quality and aesthetic appeal influence purchase behavior. Brand reputation (3.67) also plays a role, but slightly lower than product quality and design. Price sensitivity is reflected in the mean values for price impact (3.29) and willingness to pay for better quality (3.69), suggesting that while price is important; consumers may be willing to pay more for higher quality.

Shopping preferences show variation, with in-store shopping preferences (3.71) slightly higher than online shopping preferences (3.68), though online shopping with free shipping and easy returns is still appealing. Shopping at malls or wide-selection stores (3.00) has the lowest mean, indicating that respondents may prioritize convenience over store variety.

In Table 4.2, some items have a standard deviation (SD) above 1, indicating greater variability in respondents' opinions. A high standard deviation suggests that individuals have diverse perspectives on these factors, likely influenced by personal preferences, shopping habits, and socioeconomic backgrounds. Price-related factors have the highest standard deviation, particularly "The price of apparel significantly impacts my purchase decision" (SD = 1.16). This high variation suggests that some consumers are highly price-sensitive, prioritizing affordability, while others may focus more on quality or brand reputation rather than price alone.

The findings suggest that promotional strategies, especially influencer marketing and advertisements have the strongest impact on apparel purchase decisions. Product quality and design are also important, while price sensitivity varies among respondents. Businesses should focus on effective promotional campaigns while maintaining high product quality to attract consumers.

#### 4.3.2 Personal Factors

Table (4.3) shows the consumer perception on personal factors influencing consumer buying behavior towards apparel in Yangon, Myanmar. Ten items of attitudes are included.

Table 4.3: Descriptive Statistics for Personal Factors (Age and Stage of Life Cycle, Occupation, Economic Condition, Lifestyle, Personality)

Sr No.	Description	Mean	Standard Deviation
1	My clothing preferences have changed as I have aged. (Age and Stage of Life Cycle)	2.86	1.13
2	My life stage (e.g., student, working adult, parent) affects my apparel choices.( Age and Stage of Life Cycle)	2.81	1.15
3	My job influences the type of apparel I purchase. (Occupation)	3.09	1.21
4	My workplace dress code affects my buying behavior. (Occupation)	3.80	0.91
5	My monthly income level determines how much I spend on apparel. (Economic Condition)	3.94	0.71
6	I set a budget for my apparel purchases. (Economic Condition)	3.94	0.69
7	My lifestyle (e.g., casual, professional, athletic) determines my clothing choices. (Lifestyles)	4.05	0.58
8	I frequently shop for apparel based on current fashion trends. (Lifestyles)	4.12	0.68
9	I prefer trendy/classic clothing styles based on my personality. (Personality)	4.09	0.66
10	I prefer styles that express my individuality and confidence. (Personality)	4.09	0.71
Average		3.68	0.84

Source: Survey data (Dec, 2024)

Table 4.3 shows an overall mean value of 3.68, suggesting that personal factors play a notable role in consumers' apparel purchasing decisions.

The highest mean value (4.12) corresponds to shopping based on current fashion trends, suggesting that many consumers prioritize staying fashionable when purchasing apparel. Similarly, lifestyle preferences play a significant role, as reflected in the mean values of 4.05 for clothing choices based on lifestyle and 4.09 for trendy/classic clothing preferences influenced by personality. This suggests that personal style and individuality are key determinants in apparel selection. Economic conditions also significantly impact apparel purchases. The mean values for monthly income determining spending on apparel (3.94) and budget-setting for apparel (3.94) indicate that consumers are mindful of their financial limitations when making clothing purchases.

Occupation-related factors also influence buying behavior. Workplace dress code (3.80) has a stronger impact than job influence on apparel choice (3.09), indicating that professional dress requirements play a more prominent role in apparel decisions than the general nature of one's job.

Age and stage of life cycle factors show relatively lower mean values compared to other factors. The mean values for changing clothing preferences with age (2.86) and life stage influencing apparel choices (2.81) indicate that while these factors are considered, they have less influence compared to lifestyle, fashion trends, and personality.

In terms of variability, the highest standard deviation (1.21) is observed in job influence on apparel choice, suggesting a wide range of perspectives among respondents. This may be due to differences in occupational dress norms across various industries. In contrast, lifestyle factors such as clothing choices based on lifestyle (0.58) show the lowest standard deviation, indicating a higher level of agreement among respondents regarding the influence of lifestyle on clothing choices.

Overall, the findings suggest that personal factors such as fashion trends, lifestyle, and personality have the strongest influence on apparel purchase decisions. Economic conditions also play a role, while age and life stage have a comparatively lower impact. Businesses should consider current fashion trends and individual style preferences when targeting consumers, while also acknowledging the role of workplace dress codes and financial factors in shaping purchasing behavior.

### 4.3.3 Social Factors

Table (4.4) shows the consumer perception on social factors influencing consumer buying behavior towards apparel in Yangon, Myanmar. Nine items of attitudes are included.

Table 4.4: Descriptive Statistics for Social Factors (Family, Reference Groups, Roles and Status)

Sr No.	Description	Mean	Standard Deviation
1	My family members influence my clothing choices. (Family)	3.97	0.72
2	I often shop for apparel with my family. (Family)	3.97	0.72
3	My family's opinions matter when I purchase clothing. (Family)	3.86	0.79
4	My friends' clothing choices influence my apparel purchases. (Reference Group)	3.81	0.78
5	I buy apparel based on fashion trends followed by my peers. (Reference Group)	3.70	0.75
6	Social media influencers impact my apparel purchasing decisions. (Reference Group)	4.04	0.74
7	I buy apparel to reflect my social status or profession. (Roles and Status)	4.14	0.66
8	I purchase apparel to align with a particular social group. (Roles and Status)	4.00	0.71
9	Wearing branded clothing enhances my confidence and social image. (Roles and Status)	4.06	0.71
Average		3.95	0.73

Source: Survey data (Dec, 2024)

Table 4.4 reports an overall mean value of 3.95, highlighting the significant impact of social influences on consumers' apparel purchasing decisions.

The highest mean value (4.14) corresponds to purchasing apparel to reflect social status or profession, suggesting that many consumers are influenced by the need to project a certain image through their clothing choices. Similarly, wearing branded clothing to enhance confidence and social image (4.06) and purchasing apparel to align with a particular social group (4.00) highlight the importance of roles and status in shaping clothing preferences. Among reference group influences, social media influencers (4.04) have a stronger impact than friends' clothing choices (3.81) and fashion trends followed by peers (3.70). This suggests that digital platforms and influencer marketing play a key role in influencing consumer apparel decisions.

Family-related factors also significantly affect purchase behavior. Family influence on clothing choices (3.97) and shopping for apparel with family (3.97) both have relatively high mean values, indicating that family members play an important role in shaping consumer preferences. Additionally, family opinions matter in apparel purchases (3.86), reinforcing the idea that familial input is a key consideration when selecting clothing.

Overall, the findings suggest that social status, brand image, and social media influencers have the strongest impact on apparel purchase decisions. Family and reference groups also play a significant role, while fashion trends among peers have a comparatively lower influence. Businesses should leverage social media marketing, influencer collaborations, and branding strategies to appeal to consumers' desire for social recognition and confidence in apparel choices.

#### 4.3.4 Consumer Buying Behavior

Table (4.5) shows the consumer perception of consumer buying behavior towards apparel in Yangon, Myanmar. Five items of attitude are included.

Table 4.5: Descriptive Statistics for Consumer Buying Behavior

Sr No.	Description	Mean	Standard Deviation
1	I frequently purchase new apparel.	3.77	0.68
2	My apparel purchase decisions are influenced by factors such as price, brand, quality, and trends.	3.71	0.72
3	I tend to plan my apparel purchases in advance rather than buying impulsively.	3.98	0.72
4	I am likely to switch brands based on promotions or new fashion trends.	3.64	0.95
5	I am generally satisfied with my recent apparel purchases.	3.92	0.81
Average		3.80	0.78

Source: Survey data (Dec, 2024)

According to the results shown in Table 4.5, the overall mean value of 3.80 suggests that respondents actively engage in apparel shopping while being influenced by various aspects such as planning, brand preferences, and satisfaction levels.

The highest mean value (3.98) corresponds to planning apparel purchases in advance, indicating that most consumers prefer to make thoughtful purchasing decisions rather than shopping impulsively. Similarly, a high mean value (3.92) for satisfaction with recent apparel purchases suggests that respondents are generally content with their buying choices. Price, brand, quality, and trends also play a significant role in apparel decisions, as reflected in the mean value of 3.71. Additionally, frequent apparel purchases (3.77) indicate a consistent demand for new clothing among consumers.

Brand loyalty appears to be moderate, with a mean value of 3.64 for switching brands based on promotions or trends, suggesting that while some consumers remain loyal to specific brands, others are influenced by discounts and new fashion styles. The standard deviation for this factor (0.95) is the highest among all items, indicating a wide range of perspectives regarding brand switching behavior. Overall, the findings suggest that most consumers plan

their purchases in advance, prioritize factors like price and quality, and are generally satisfied with their apparel choices. However, some level of brand-switching behavior exists, particularly in response to promotions and emerging trends. Businesses should focus on maintaining high product quality and strategic promotions to retain loyal customers while attracting new ones.

#### 4.4 Pearson Correlation

The Pearson correlation coefficient, commonly represented as  $r$ , is a statistical measure that assesses the strength and direction of the linear relationship between two continuous variables (Field, 2018). The coefficient ranges from -1 to +1, where +1 signifies a perfect positive correlation, -1 indicates a perfect negative correlation, and 0 suggests no linear relationship between the variables (Pallant, 2020). This method is widely used in research to examine associations between variables, making it a crucial tool for hypothesis testing and exploratory data analysis.

Before conducting the Pearson correlation analysis, it is essential to ensure that the data meet key assumptions, including normality, linearity, and homoscedasticity, to produce reliable results (Saunders et al., 2019). The findings derived from this analysis not only offer valuable insights into the relationships between variables but also serve as a foundation for further statistical techniques, such as regression analysis, to investigate potential causal relationships. Table (4.6) presents the correlation results for the key variables examined in this study.

Table 4.6 Correlations between Determinants and Consumer Buying Behavior

Sr No.	Description	Pearson Correlation Coefficient	P- Value
1.	Marketing Mix	0.604**	0.000
2.	Personal Factors	0.539**	0.000
3.	Social Factors	0.584**	0.000

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

Dependent Variable = Consumer Buying Behavior

Source: Survey data (Dec, 2024)

Table (4.6) presents the Pearson's Correlation Coefficient between the three key determinants—marketing mix, personal factors, and social factors—and consumer buying behavior. The correlation analysis reveals that the marketing mix, which includes product, price, place, and promotion, has a moderate positive relationship with consumer buying behavior ( $r = 0.604$ ). This suggests that an effective marketing strategy can significantly influence purchase decisions, making it crucial for businesses to optimize these elements to attract and retain customers.

Similarly, personal factors—such as age, life stage, occupation, economic condition, lifestyle, and personality—demonstrate a moderate correlation with buying behavior ( $r = 0.539$ ). This indicates that consumers tend to choose apparel products that align with their lifestyle and personality. Apparel that reflects individuality, confidence, and adherence to fashion trends is more likely to appeal to consumers.

Social factors, including family influence, reference groups, and social roles, also exhibit a moderate positive correlation with purchase behavior ( $r = 0.584$ ). This highlights the impact of social interactions on consumer decisions, as individuals often consider recommendations from family and peer groups and prefer apparel that aligns with their social status or professional identity.

A strategic focus on these three key determinants—marketing mix, personal preferences, and social influences—can significantly enhance consumer buying behavior. By implementing effective marketing strategies, understanding consumer preferences, and leveraging social dynamics, businesses can better align with consumer expectations and drive purchasing decisions.

#### 4.5 Multiple Regression Analysis of Determinants Affecting Consumer Buying Behavior in Yangon's Apparel Market

Multiple regression analysis is a widely used statistical technique that examines the relationship between a dependent variable and multiple independent variables (Field, 2018). This method enables researchers to evaluate both the individual and combined effects of independent variables on the dependent variable, identifying significant predictors and their relative contributions (Pallant, 2020). To ensure the validity of the model, multiple regression relies on key assumptions, including linearity, independence of errors, homoscedasticity, and the absence of multicollinearity among predictors, all of which must be verified before analysis

(Hair, Black, Babin, & Anderson, 2020). This analytical approach is extensively applied in various fields such as social sciences, business, and healthcare research to test hypotheses and generate predictions based on complex datasets (Tabachnick & Fidell, 2019). By providing valuable insights into the relationships between variables, multiple regression enables researchers to draw meaningful conclusions and make data-driven decisions (Kline, 2020).

To address the second research objective of examining the relationship between determinants—marketing mix, personal factors, and social factors—and consumer buying behavior, a multiple regression analysis was performed. The findings of this analysis are presented in Table (4.7).

Table (4.7) Multiple Regression Analysis of Consumer Buying Behavior

Independent Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	β		
(Constant)	0.258	0.179		1.443	0.150
Marketing Mix	0.351**	0.041	0.375	8.544	0.000
Personal Factors	0.169**	0.052	0.148	3.250	0.001
Social Factors	0.408**	0.044	0.371	9.235	0.000
R					0.723
R Square					0.523
Adjusted R Square					0.519

Source: Survey data (Dec, 2024)

\*\*; significant at 1% level

Dependent variable: Consumer Buying Behavior

The result of multiple regression analysis provided that marketing mix, personal factors, and social factors are significant and positive relationship with consumer buying behavior (B

= 0.351, t = 8.544, p<0.01), (B = 0.169, t = 3.250, p<0.01), and (B =0.408, t = 9.235, p<0.01) are shown in Table (4.7).

The following equation explains the relationship between independent variables and dependent variable:

The Propose model is

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

Thus, the estimated model,

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

Y = Consumer Buying Behavior

a = Constant (intersection)

b = Unstandardized Coefficient (the slope of the regression)

X1 = Marketing Mix

X2 = Personal Factors

X3 = Social Factors

Thus, the regression equation is:

Consumer Buying Behavior = 0.258+ 0.351 Marketing Mix + 0.169 Personal Factors + 0.408 Social Factors

Based on the regression analysis, consumer buying behavior was examined as the dependent variable, while the marketing mix, personal factors, and social factors served as independent variables. The results indicate that all three independent variables significantly influence consumer buying behavior.

The constant value of 0.258 suggests that if all independent variables were absent, the baseline consumer buying behavior would be 0.258. Among the independent variables, social factors exhibit the strongest positive and significant impact, with a coefficient of 0.408. This implies that a one-unit increase in social factors results in a 0.408 increase in consumer buying

behavior, assuming all other variables remain constant. The relationship is statistically significant at the 1% level, highlighting the substantial role of social influences—such as family, reference groups, and societal norms—in shaping consumer purchasing decisions.

Similarly, the marketing mix exerts a significant positive influence on consumer buying behavior, with a coefficient of 0.351. This indicates that a one-unit increase in the marketing mix leads to a 0.351 rise in consumer buying behavior, holding all other factors constant. The statistical significance at the 1% level underscores the critical importance of strategic marketing elements—product, price, place, and promotion—in driving consumer purchase decisions.

Additionally, personal factors have a positive and significant effect on consumer buying behavior, with a coefficient of 0.169. This suggests that a one-unit increase in personal factors results in a 0.169 increase in consumer buying behavior, assuming all other variables remain unchanged. The 1% significance level confirms that individual characteristics—such as age, occupation, lifestyle, and personality—play a meaningful role in influencing apparel purchases.

Overall, the findings reveal that social factors, the marketing mix, and personal factors all contribute significantly to consumer buying behavior. Among these, social factors exert the most substantial impact, followed by the marketing mix and personal factors. The statistical significance of all three variables at the 1% level reinforces their crucial role in shaping consumer purchasing patterns. These insights suggest that businesses should prioritize social influences, refine marketing strategies, and tailor their offerings to align with individual consumer preferences to effectively enhance buying behavior and drive sales growth.

## CHAPTER 5

### CONCLUSION

This study aimed to examine the determinants of consumer buying behavior in Yangon's apparel market, with a particular focus on marketing factors, social factors, and personal factors. Through multiple regression analysis, the research assessed the impact of these factors on consumer purchasing decisions. The findings contribute to a deeper understanding of the key determinants shaping apparel consumption behavior in the Yangon market.

The study revealed that marketing factors, including product quality, pricing strategies, promotional efforts, and distribution channels, play a significant role in influencing consumer decisions. Effective branding and promotions, particularly influencer marketing and advertisements, were found to be strong drivers of apparel purchases. Consumers were also highly responsive to discounts and sales promotions, indicating the importance of price-sensitive marketing strategies.

Social factors were found to have the most substantial impact on consumer buying behavior. The influence of family, peer groups, and social media significantly shaped apparel preferences. Consumers tended to purchase clothing that aligned with their social status, professional identity, or peer group expectations. The rise of digital marketing and influencer endorsements further reinforced the role of social dynamics in apparel purchasing decisions.

Personal factors, such as lifestyle, personality, and financial status, also played a crucial role in shaping consumer preferences. Consumers exhibited strong preferences for fashion trends, with lifestyle choices and self-expression being key motivators for apparel purchases. While economic factors influenced budget allocation for clothing, personality-driven preferences, such as the need for trendy or classic styles, were also major considerations.

These findings highlight the need for businesses to develop targeted marketing strategies that integrate social influences, personalized branding, and competitive pricing. By aligning their marketing efforts with consumer preferences and leveraging social media engagement, apparel brands can enhance customer loyalty and drive sales growth.

Understanding these critical factors will enable businesses in Yangon to adapt to evolving consumer demands and maintain a competitive edge in the dynamic apparel market.

## 5.1 Findings and Discussions

The findings and discussions of this research provide valuable insights examine the determinants of consumer buying behavior in Yangon's apparel market. This study aimed to examine the impact of marketing factors, social factors, and personal factors on consumer purchasing decisions. Using a structured questionnaire with a five-point Likert scale, data were collected from 390 respondents. The questionnaire allowed participants to express their perceptions regarding key influencing factors in apparel purchasing. The collected data were analyzed using descriptive statistics, correlation analysis, and multiple regression analysis to assess the significance of relationships between these factors and consumer buying behavior.

## 5.2 Suggestions and Recommendations

In this study, several variables were examined to understand their impact on consumer buying behavior. The dependent variable was "Consumer Buying Behavior," representing the purchasing decisions and preferences of consumers in the apparel industry. The independent variables included marketing factors, social factors, and personal factors, which were identified as the key determinants of consumer decision-making. Marketing factors covered aspects such as product quality, pricing strategies, promotional efforts, and accessibility of products. Social factors included the influence of family, peer groups, and social status, while personal factors encompassed lifestyle, personality, and financial status.

The demographic analysis of the study provided insights into the characteristics of respondents. The majority of respondents were female, comprising 67.4% of the sample. The largest age group fell between 18-25 years old (28.5%), followed by the 26-35 age group (25.6%). Regarding education levels, most participants held a graduate degree(41.5%), while 25.6% had postgraduate qualifications. In terms of employment, company staff made up the largest group (30.5%), followed by students (20.5%). Income distribution showed that the largest segment of respondents (27.2%) earned between 300,001–600,000 MMK per month. These demographic details provide a comprehensive understanding of the consumer base in the Yangon apparel market and offer context for interpreting the study's findings.

In terms of marketing factors, the study found that advertising and influencer endorsements had the strongest influence on consumer buying behavior, with high mean values for celebrity endorsements (4.13) and advertisements (4.07). Discounts and promotions also played a significant role (4.00), indicating that price-related incentives are effective in attracting consumers. Product-related factors, such as quality (3.95) and design variety (3.94), were also influential, emphasizing the importance of brand perception and aesthetic appeal in purchasing decisions. For personal factors, fashion trends, lifestyle, and personality emerged as the most significant influences. Consumers showed a strong inclination to purchase apparel that aligned with their lifestyle (4.05) and fashion preferences (4.12). Economic conditions also played a key role, with respondents indicating that income level and budget-setting significantly impacted their clothing expenditures. However, age and life stage had a comparatively lower influence, suggesting that fashion choices are more driven by personal style rather than age-related preferences.

Regarding social factors, the findings highlighted that social status and peer influence significantly impacted apparel purchasing decisions. Many respondents stated that they bought apparel to reflect their social status (4.14) and enhance their confidence through branded clothing (4.06). Family influence was also notable, with 3.97 indicating that respondents often shopped with their family members. Additionally, social media influencers (4.04) played a key role in shaping consumer preferences, reinforcing the growing impact of digital marketing in the apparel industry.

The correlation analysis revealed that all three independent variables—marketing mix, personal factors, and social factors—had a significant positive relationship with consumer buying behavior. Among them, the marketing mix showed the strongest correlation ( $r = 0.604$ ), highlighting the importance of product quality, pricing strategies, and promotional efforts in influencing purchase decisions. Social factors ( $r = 0.584$ ) also had a strong impact, emphasizing the role of family, peer influence, and social status in shaping consumer preferences. Personal factors ( $r = 0.539$ ) were moderately correlated, indicating that lifestyle choices, personality traits, and financial conditions contribute to purchasing decisions. These results suggest that businesses should strategically integrate marketing initiatives while acknowledging the influence of social and personal factors to enhance consumer engagement. By leveraging these insights, apparel retailers in Yangon can refine their approach to attract and retain customers more effectively.

The multiple regression analysis confirmed that marketing mix, personal factors, and social factors all have a significant positive impact on consumer buying behavior. Among them, social factors exhibited the highest influence ( $B = 0.408$ ,  $p < 0.01$ ), indicating that family opinions, reference groups, and social status play a crucial role in apparel purchasing decisions. The marketing mix ( $B = 0.351$ ,  $p < 0.01$ ) was also a strong predictor, emphasizing the importance of effective product offerings, pricing strategies, promotional activities, and accessibility in driving consumer preferences. Personal factors ( $B = 0.169$ ,  $p < 0.01$ ) had a relatively lower impact but remained significant, highlighting the role of lifestyle, economic conditions, and personality in shaping purchase behavior. The adjusted  $R^2$  value of 0.519 suggests that these three factors collectively explain 51.9% of the variance in consumer buying behavior. These findings imply that apparel businesses should prioritize socially driven marketing strategies while refining their product positioning and promotional efforts to align with consumer expectations.

These findings offer valuable insights for businesses in the Yangon's apparel market. Companies should focus on leveraging social media marketing, influencer collaborations, and targeted promotions to attract consumers. Emphasizing high-quality products, trendy designs, and competitive pricing will further enhance consumer engagement and brand loyalty. The study underscores the importance of understanding consumer preferences and adopting strategic marketing approaches to remain competitive in the evolving fashion market. While this study provides meaningful insights, further research is needed to explore additional factors, such as the psychological and cultural influences on consumer buying behavior. Understanding these elements in greater detail could help businesses develop more tailored marketing strategies to cater to the diverse needs of Myanmar's growing consumer base.

Based on the findings of this study, several valuable suggestions and recommendations emerge to enhance consumer engagement and purchasing behavior in the apparel industry in Yangon, Myanmar. Firstly, businesses should adopt a strategic and diversified marketing approach that integrates both traditional and digital marketing techniques. Given the significant impact of advertising, influencer endorsements, and promotional activities on consumer decisions, apparel brands should invest in targeted marketing campaigns that effectively communicate product value and brand identity. Promotional strategies, such as discounts, seasonal sales, and exclusive deals, should be leveraged to attract price-sensitive consumers and enhance brand loyalty. To optimize the impact of marketing efforts, brands should focus

on customizing their strategies based on consumer preferences and shopping behavior. A one-size-fits-all approach may not fully engage different consumer segments. Businesses should conduct regular market research to understand consumer needs, lifestyle preferences, and spending habits. By offering personalized promotions, tailored recommendations, and exclusive membership benefits, brands can enhance customer engagement and increase repeat purchases.

Given the strong influence of social factors on consumer buying behavior, apparel businesses should actively engage with social media platforms and digital influencers. Consumers are highly influenced by fashion trends promoted on digital channels, making it essential for brands to collaborate with fashion bloggers, online influencers, and industry experts to enhance brand visibility. User-generated content, social media campaigns, and interactive promotions can further strengthen consumer-brand relationships and foster greater brand trust.

A focus on product quality, brand image, and pricing strategies is also essential. The study revealed that consumers prioritize quality and design variety when making purchasing decisions. Apparel brands should ensure their products meet consumer expectations in terms of material, durability, and style. Additionally, pricing strategies should align with consumer purchasing power, offering value-for-money products while maintaining brand prestige. Introducing premium product lines alongside budget-friendly collections can help cater to diverse consumer segments.

Retailers should also consider enhancing the shopping experience through both online and offline channels. As e-commerce continues to grow, brands should invest in user-friendly websites, mobile applications, and convenient online shopping options, including free shipping and easy return policies. At the same time, maintaining well-organized physical stores with engaging in-store experiences, exclusive events, and personalized customer service can enhance brand reputation and customer loyalty.

To maximize the effectiveness of consumer engagement strategies, businesses should regularly evaluate marketing campaign performance and consumer feedback. Conducting follow-up surveys, analyzing customer reviews, and monitoring sales trends can help businesses refine their strategies and address consumer needs more effectively. Additionally,

fostering customer loyalty programs that reward repeat purchases and referrals can encourage long-term engagement and brand advocacy.

Creating a consumer-centric culture within the organization is equally important. Businesses should invest in employee training to ensure sales teams and customer service representatives provide high-quality interactions that enhance the consumer experience. Employees who are well-informed about fashion trends, brand values, and customer preferences can offer better recommendations and foster stronger customer relationships. Furthermore, collaborations with local designers and sustainable fashion initiatives can add value to apparel brands in Yangon. As global trends shift towards ethical fashion, businesses that promote eco-friendly products, fair labor practices, and sustainability efforts can differentiate themselves in the market and attract socially conscious consumers.

In conclusion, by implementing these suggestions and recommendations, businesses in Yangon's apparel industry can strengthen consumer engagement, drive sales growth, and build long-term brand loyalty. A combination of targeted marketing strategies, social media engagement, personalized shopping experiences, and quality-focused product offerings will contribute to a more successful and sustainable fashion retail sector. Organizations should continuously adapt to changing consumer trends and preferences; ensuring that their strategies remain relevant and impactful in Myanmar's evolving apparel market. Further research and analysis could provide additional insights into emerging fashion trends, cultural influences, and digital transformation in the retail industry, helping businesses refine their approaches for long-term success.

### 5.3 Needs for Further Studies

This study on examine the determinants of consumer buying behavior in Yangon's apparel market, has provided valuable insights. To further enhance the understanding of consumer decision-making and improve marketing strategies, several avenues for future research have been identified. Firstly, longitudinal studies should be conducted to examine how consumer behavior evolves over time. Fashion trends, economic conditions, and technological advancements continuously shape purchasing patterns, and tracking these changes over an extended period can offer deeper insights into long-term consumer preferences and brand loyalty.

Additionally, comparative studies across different sectors are recommended. While this research focused on the apparel industry, extending the study to other retail sectors such as cosmetics, electronics, and grocery shopping can help businesses tailor their marketing strategies to industry-specific consumer behaviors. Understanding whether marketing, social, and personal factors influence purchasing decisions differently across various industries can provide a broader perspective on consumer behavior in Myanmar's retail market. Further research should also explore the impact of cultural and psychological factors on consumer buying behavior. Myanmar's diverse cultural landscape may contribute to varying apparel preferences based on ethnicity, traditions, and regional influences. Examining how cultural identity, values, and psychological motivations—such as self-expression, conformity, or status-seeking—affect apparel choices can help brands develop more targeted marketing strategies.

Another critical area for further study is the role of digital transformation and e-commerce in consumer decision-making. The growing influence of online shopping platforms, social media marketing, and digital payment systems is reshaping the retail landscape. Investigating how online reviews, influencer marketing, and digital advertisements influence consumer trust and purchasing intentions can help businesses refine their digital engagement strategies. Moreover, analyzing the effects of sustainability and ethical fashion on consumer behavior would be highly beneficial. As environmental awareness increases globally, understanding whether Myanmar's consumers prioritize sustainable and ethical fashion choices—such as eco-friendly materials, fair labor practices, and second-hand clothing markets—can provide businesses with insights into emerging consumer preferences and potential market opportunities.

Future studies should also assess the psychological impact of branding and loyalty programs on repeat purchases. Exploring how brand perception, advertising narratives, and emotional connections influence consumer loyalty can help businesses strengthen customer retention strategies. Additionally, examining the effectiveness of different pricing strategies, such as installment plans, discounts, and dynamic pricing, can provide insights into consumer price sensitivity and purchasing power. Another avenue for research involves studying the relationship between consumer engagement and in-store experiences. Investigating how customer service, store ambiance, and interactive shopping experiences influence purchase decisions can help retailers optimize their physical store layouts and customer interaction strategies. Similarly, exploring the impact of Omni channel retailing, where consumers switch

between online and offline shopping channels, can provide insights into how businesses can create seamless shopping experiences.

Furthermore, the role of gender and generational differences in consumer behavior is worth exploring. Younger generations may prioritize fast fashion and social media trends, while older consumers may focus more on quality and durability. Understanding how different demographic groups make purchasing decisions can help brands develop more targeted marketing messages.

Lastly, conducting return-on-investment (ROI) analyses on marketing strategies can provide businesses with valuable financial insights. Measuring the effectiveness of influencer marketing, digital advertisements, and promotional campaigns in driving sales and customer retention can help businesses allocate their marketing budgets more efficiently.

In conclusion, exploring these diverse areas for further research can provide valuable insights for businesses operating in the apparel industry in Yangon, Myanmar. By deepening the understanding of consumer behavior, digital influence, cultural factors, sustainability preferences, and engagement strategies, businesses can refine their approaches to meet evolving market demands and maintain a competitive edge.

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## **APPENDIX**

### **SURVEY QUESTIONNAIRES**

#### **Determinants of Consumer Buying Behavior in Yangon's Apparel Market**

##### Section A: Demographic Information

1. Gender

- Male
- Female

2. Age

- 18- 25
- 26-35
- 36-45
- 46-55
- Above 55

3. Marital Status

- Single
- Married

4. Education level

- High School
- Diploma
- Graduate
- Post Graduate
- Others

5. Occupation

- Student
- Government Staff
- Company Staff
- Business Owner
- Freelancer
- Dependent
- Others

6. Monthly Income (MMK)

- Below 300,000
- 300,001-600,000
- 600,001-900,000
- 900,001-1,200,000
- Above 1,200,000

Section B: Determinants of Consumer Buying Behavior in Yangon’s Apparel Market

**1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree**

Marketing Mix(Product, Price, Place, and Promotion)	1	2	3	4	5
1. The quality of apparel is an important factor in my purchase decision. (Product)					
2. I consider brand reputation when choosing apparel. (Product)					
3. The variety of available designs influences my buying decision. (Product)					
4. The price of apparel significantly impacts my purchase decision. (Price)					
5. I compare prices before making an apparel purchase. (Price)					
6. I am willing to pay a higher price for apparel if it offers better quality or durability. (Price)					
7. I prefer shopping online/in physical stores for apparel based on convenience and selection. (Place)					
8. I prefer shopping at malls or stores with a wide selection of apparel brands. (Place)					
9. I am more likely to buy apparel from online stores that offer free shipping and easy returns. (Place)					
10. Advertisements influence my decision to purchase apparel. (Promotion)					
11. Discounts and promotions encourage me to buy apparel. (Promotion)					
12. Celebrity endorsements or influencer recommendations impact my apparel purchases. (Promotion)					

Personal Factors(Age and Stage of Life Cycle, Occupation, Economic Condition, Lifestyle, Personality)					
1. My clothing preferences have changed as I have aged. (Age and Stage of Life Cycle)					
2. My life stage (e.g., student, working adult, parent) affects my apparel choices.( Age and Stage of Life Cycle)					
3. My job influences the type of apparel I purchase. (Occupation)					
4. My workplace dress code affects my buying behavior. (Occupation)					
5. My monthly income level determines how much I spend on apparel. (Economic Condition)					
6. I set a budget for my apparel purchases. (Economic Condition)					
7. My lifestyle (e.g., casual, professional, athletic) determines my clothing choices. (Lifestyles)					
8. I frequently shop for apparel based on current fashion trends. (Lifestyles)					
9. I prefer trendy/classic clothing styles based on my personality. (Personality)					
10. I prefer styles that express my individuality and confidence. (Personality)					
Social Factors (Family, Reference Groups, Roles and Status)					
1. My family members influence my clothing choices. (Family)					
2. I often shop for apparel with my family. (Family)					
3. My family's opinions matter when I purchase clothing. (Family)					
4. My friends' clothing choices influence my apparel purchases. (Reference Group)					
5. I buy apparel based on fashion trends followed by my peers. (Reference Group)					
6. Social media influencers impact my apparel purchasing decisions. (Reference Group`)					
7. I buy apparel to reflect my social status or profession. (Roles and Status)					

8. I purchase apparel to align with a particular social group. (Roles and Status)					
9. Wearing branded clothing enhances my confidence and social image. (Roles and Status)					
Purchase Behavior (Dependent Variable)					
1. I frequently purchase new apparel.					
2. My apparel purchase decisions are influenced by factors such as price, brand, quality, and trends.					
3. I tend to plan my apparel purchases in advance rather than buying impulsively.					
4. I am likely to switch brands based on promotions or new fashion trends.					
5. I am generally satisfied with my recent apparel purchases.					

## Frequencies

		Statistics					
		Gender	Age	MaritalStatus	Educaton	Occupation	MonthlyIncome
N	Valid	390	390	390	390	390	390
	Missing	0	0	0	0	0	0
Mean		1.6744	2.4590	1.5692	3.0769	3.4128	2.7256
Std. Deviation		.46922	1.24488	.49582	1.14242	1.82283	1.45511
Variance		.220	1.550	.246	1.305	3.323	2.117

## Frequency Table

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	127	32.6	32.6	32.6
	Female	263	67.4	67.4	100.0
Total		390	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	111	28.5	28.5	28.5
	26-35	100	25.6	25.6	54.1
	36-45	99	25.4	25.4	79.5
	46-55	49	12.6	12.6	92.1
	Above 55	31	7.9	7.9	100.0
	Total	390	100.0	100.0	

**MaritalStatus**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	168	43.1	43.1	43.1
	Single	222	56.9	56.9	100.0
	Total	390	100.0	100.0	

**Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	56	14.4	14.4	14.4
	Dipolma	34	8.7	8.7	23.1
	Graduate	162	41.5	41.5	64.6
	Post Graduate	100	25.6	25.6	90.3
	Others	38	9.7	9.7	100.0
	Total	390	100.0	100.0	

### Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	80	20.5	20.5	20.5
	Government Staff	38	9.7	9.7	30.3
	Company Staff	119	30.5	30.5	60.8
	Buusiness Owner	40	10.3	10.3	71.0
	Freeancer	42	10.8	10.8	81.8
	Dependent	49	12.6	12.6	94.4
	Others	22	5.6	5.6	100.0
	Total	390	100.0	100.0	

### MonthlyIncome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 300,000 MMK	101	25.9	25.9	25.9
	300,001-600,000 MMK	106	27.2	27.2	53.1
	600,001-900,000 MMK	53	13.6	13.6	66.7
	900,001-1,200,000 MMK	59	15.1	15.1	81.8
	Above 1,200,000 MMK	71	18.2	18.2	100.0
	Total	390	100.0	100.0	

DESCRIPTIVES VARIABLES=MM1 MM2 MM3 MM4 MM5 MM6 MM7 MM8 MM9 MM10 MM11 MM12  
/STATISTICS=MEAN STDDEV MIN MAX.

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MM1	390	1.00	5.00	3.9462	.89251
MM2	390	1.00	5.00	3.6692	.92151
MM3	390	1.00	5.00	3.9436	.84348
MM4	390	1.00	5.00	3.2872	1.16486
MM5	390	1.00	5.00	3.7051	.93914
MM6	390	1.00	5.00	3.6949	.98666
MM7	390	1.00	5.00	3.7128	1.02141
MM8	390	1.00	5.00	3.0026	1.06715
MM9	390	1.00	5.00	3.6769	.98222
MM10	390	1.00	5.00	4.0692	.71547
MM11	390	1.00	5.00	4.0026	.76390
MM12	390	2.00	5.00	4.1282	.69072
Valid N (listwise)	390				

DESCRIPTIVES VARIABLES=PF1 PF2 PF3 PF4 PF5 PF6 PF7 PF8 PF9 PF10

/STATISTICS=MEAN STDDEV MIN MAX.

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
PF1	390	1.00	5.00	2.8641	1.13350
PF2	390	1.00	5.00	2.8128	1.14651
PF3	390	1.00	5.00	3.0923	1.20696
PF4	390	1.00	5.00	3.8000	.90755
PF5	390	2.00	5.00	3.9410	.71280
PF6	390	2.00	5.00	3.9410	.69082
PF7	390	3.00	5.00	4.0513	.57581
PF8	390	3.00	5.00	4.1205	.67898
PF9	390	3.00	5.00	4.0949	.66008
PF10	390	3.00	5.00	4.0949	.66008
Valid N (listwise)	390				

DESCRIPTIVES VARIABLES=SF1 SF2 SF3 SF4 SF5 SF6 SF7 SF8 SF9

/STATISTICS=MEAN STDDEV MIN MAX.

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
SF1	390	2.00	5.00	3.9692	.72351
SF2	390	2.00	5.00	3.9744	.72371
SF3	390	2.00	5.00	3.8564	.79192
SF4	390	2.00	5.00	3.8103	.77552
SF5	390	2.00	5.00	3.7000	.75186
SF6	390	2.00	5.00	4.0410	.74403
SF7	390	2.00	5.00	4.1410	.65569
SF8	390	2.00	5.00	4.0000	.71344
SF9	390	2.00	5.00	4.0641	.71235
Valid N (listwise)	390				

DESCRIPTIVES VARIABLES=BB1 BB2 BB3 BB4 BB5

/STATISTICS=MEAN STDDEV MIN MAX.

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
BB1	390	2.00	5.00	3.7718	.67776
BB2	390	2.00	5.00	3.7051	.71540
BB3	390	2.00	5.00	3.9846	.71687
BB4	390	1.00	8.00	3.6385	.95129

BB5	390	2.00	5.00	3.9205	.80891
Valid N (listwise)	390				

RELIABILITY

```

/VARIABLES=MM1 MM2 MM3 MM4 MM5 MM6 MM7 MM8 MM9 MM10 MM11 MM12
/SCALE('Marketing Mix') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

**Reliability  
Scale: Marketing Mix**

**Case Processing Summary**

		N	%
Cases	Valid	390	100.0
	Excluded <sup>a</sup>	0	.0
	Total	390	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.832	12

**Item Statistics**

	Mean	Std. Deviation	N
MM1	3.9462	.89251	390
MM2	3.6692	.92151	390
MM3	3.9436	.84348	390
MM4	3.2872	1.16486	390
MM5	3.7051	.93914	390
MM6	3.6949	.98666	390
MM7	3.7128	1.02141	390
MM8	3.0026	1.06715	390
MM9	3.6769	.98222	390
MM10	4.0692	.71547	390
MM11	4.0026	.76390	390
MM12	4.1282	.69072	390

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MM1	40.8923	38.780	.341	.831
MM2	41.1692	36.532	.538	.816
MM3	40.8949	37.817	.467	.821
MM4	41.5513	34.284	.567	.813
MM5	41.1333	36.445	.533	.816
MM6	41.1436	37.861	.374	.829
MM7	41.1256	36.223	.496	.819
MM8	41.8359	37.623	.352	.832
MM9	41.1615	36.120	.532	.816
MM10	40.7692	37.314	.634	.812
MM11	40.8359	37.166	.603	.813
MM12	40.7103	37.821	.597	.815

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
44.8385	43.370	6.58557	12

RELIABILITY

```

/VARIABLES=PF1 PF2 PF3 PF4 PF5 PF6 PF7 PF8 PF9 PF10
/SCALE('Personal Factor') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

**Reliability**

**Scale: Personal Factor**

**Case Processing Summary**

		N	%
Cases	Valid	390	100.0
	Excluded <sup>a</sup>	0	.0
	Total	390	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items

.703	10
------	----

**Item Statistics**

	Mean	Std. Deviation	N
PF1	2.8641	1.13350	390
PF2	2.8128	1.14651	390
PF3	3.0923	1.20696	390
PF4	3.8000	.90755	390
PF5	3.9410	.71280	390
PF6	3.9410	.69082	390
PF7	4.0513	.57581	390
PF8	4.1205	.67898	390
PF9	4.0949	.66008	390
PF10	4.0949	.66008	390

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
PF1	33.9487	15.113	.468	.660
PF2	34.0000	15.136	.456	.663
PF3	33.7205	15.354	.392	.680
PF4	33.0128	17.473	.293	.693
PF5	32.8718	17.171	.481	.665
PF6	32.8718	17.855	.375	.681
PF7	32.7615	18.624	.315	.690
PF8	32.6923	18.239	.314	.689
PF9	32.7179	18.373	.303	.691
PF10	32.7179	18.373	.303	.691

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
36.8128	20.523	4.53020	10

RELIABILITY

/VARIABLES=SF1 SF2 SF3 SF4 SF5 SF6 SF7 SF8 SF9

```

/SCALE('Social Factor') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability Scale: Social Factor

### Case Processing Summary

		N	%
Cases	Valid	390	100.0
	Excluded <sup>a</sup>	0	.0
	Total	390	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.817	9

### Item Statistics

	Mean	Std. Deviation	N
SF1	3.9692	.72351	390
SF2	3.9744	.72371	390
SF3	3.8564	.79192	390
SF4	3.8103	.77552	390
SF5	3.7000	.75186	390
SF6	4.0410	.74403	390
SF7	4.1410	.65569	390
SF8	4.0000	.71344	390
SF9	4.0641	.71235	390

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SF1	31.5872	14.243	.533	.796
SF2	31.5821	13.874	.608	.787
SF3	31.7000	13.110	.687	.776
SF4	31.7462	15.131	.322	.823
SF5	31.8564	14.905	.380	.815

SF6	31.5154	14.214	.518	.798
SF7	31.4154	14.259	.603	.789
SF8	31.5564	14.710	.449	.806
SF9	31.4923	14.132	.567	.792

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
35.5564	17.677	4.20437	9

CORRELATIONS

```

/VARIABLES=MMMean PFMean SFMean BBMean
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES XPROD
/MISSING=PAIRWISE.

```

**Descriptive Statistics**

	Mean	Std. Deviation	N
MMMean	3.7365	.54880	390
PFMean	3.6813	.45302	390
SFMean	3.9507	.46715	390
BBMean	3.8041	.51425	390

**Correlations**

		MMMean	PFMean	SFMean	BBMean
MMMean	Pearson Correlation	1	.584**	.385**	.604**
	Sig. (2-tailed)		.000	.000	.000
	Sum of Squares and Cross-products	117.158	56.443	38.352	66.305
	Covariance	.301	.145	.099	.170
	N	390	390	390	390

PFMean	Pearson Correlation	.584**	1	.463**	.539**
	Sig. (2-tailed)	.000		.000	.000
	Sum of Squares and Cross-products	56.443	79.833	38.151	48.850
	Covariance	.145	.205	.098	.126
	N	390	390	390	390
SFMean	Pearson Correlation	.385**	.463**	1	.584**
	Sig. (2-tailed)	.000	.000		.000
	Sum of Squares and Cross-products	38.352	38.151	84.892	54.568
	Covariance	.099	.098	.218	.140
	N	390	390	390	390
BBMean	Pearson Correlation	.604**	.539**	.584**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	66.305	48.850	54.568	102.873
	Covariance	.170	.126	.140	.264
	N	390	390	390	390

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

#### REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT BBMean
/METHOD=ENTER MMMean PFMean SFMean
/RESIDUALS DURBIN
/CASEWISE PLOT(ZRESID) OUTLIERS(3) .

```

### Regression

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
-------	-------------------	-------------------	--------

1	SFMean, MMMean, PFMean <sup>b</sup>		Enter
---	---	--	-------

- a. Dependent Variable: BBMean  
b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.723 <sup>a</sup>	.523	.519	.35657	.523	141.041	3	386	.000	1.54

- a. Predictors: (Constant), SFMean, MMMean, PFMean  
b. Dependent Variable: BBMean

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.797	3	17.932	141.041	.000 <sup>b</sup>
	Residual	49.077	386	.127		
	Total	102.873	389			

- a. Dependent Variable: BBMean  
b. Predictors: (Constant), SFMean, MMMean, PFMean

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.258	.179		1.443	.150	-.094	.610		
	MMMean	.351	.041	.375	8.544	.000	.270	.432	.643	1.556
	PFMean	.169	.052	.148	3.250	.001	.067	.270	.592	1.688
	SFMean	.408	.044	.371	9.235	.000	.322	.495	.765	1.306

- a. Dependent Variable: BBMean

**Collinearity Diagnostics<sup>a</sup>**

del	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	MMMean	PFMean	SFMean
1	1	3.974	1.000	.00	.00	.00	.00
	2	.012	18.091	.15	.65	.01	.19
	3	.007	23.996	.69	.01	.02	.78
	4	.007	24.667	.16	.34	.97	.03

a. Dependent Variable: BBMean

**Casewise Diagnostics<sup>a</sup>**

Case Number	Std. Residual	BBMean	Predicted Value	Residual
110	-3.259	3.20	4.3620	-1.16204
164	3.062	5.00	3.9082	1.09181
293	-3.259	3.20	4.3620	-1.16204
354	3.062	5.00	3.9082	1.09181

a. Dependent Variable: BBMean