

Analysis of Factors Affecting the Online Shopping Behavior of Consumers in Myanmar

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Abstract— This research study the analysis of factors affecting the online shopping behavior of consumers in Myanmar. The study uses descriptive research to analyze quantitative data from online shopping behavior of consumers in Myanmar, using a simple random sampling of 322 online consumers. The study investigates, how buying behavior of affects online consumer behavior by using survey questionnaires. Myanmar people are a significant component of the online shopping in online retails market. The online user of the internet using an opportunity for online retailers and online shopping in Myanmar. The results the buying behavior to online shopping affects the behavior of consumers. The data hence collected, affecting and satisfaction drawn would help online buyer to understand of the consumers.

Keywords— Online shopping behavior, online shop, online shopping, online consumer, retails market.

I. INTRODUCTION

The internet has become an essential tool for communication and online market in industrialized countries, providing consumers with access to a wide range of products and information. Online shopping has many benefits, including cost-effectiveness, accessibility to a large selection of goods, ease of use, and quick delivery. Similar to other online marketplaces, buyers and sellers congregate there to exchange goods, services, and knowledge (Adnan, 2014). Many businesses use the Internet with the purpose of cutting price and, hence, reducing the price of their products. It also helps them reach a larger audience that would require their product. The study's exploration of attitudes regarding internet shopping had a positive impact on the online buying behaviors of online consumers from Myanmar. The purpose of the study is to determine the analysis of factors affecting the online shopping behavior of consumers in Myanmar.

II. RATIONALE OF THE STUDY

The analysis of factors affecting the online shopping behavior of consumers in Myanmar, can be determined through an examination of the internet. In few year, Myanmar have found greater success with online shopping as a new source of income. It's crucial to consumer behavior on social media platforms when it comes to online buying in order to support the growth of online user in Myanmar. Highly qualified young consumers' intentions to make purchases online result in online shopping. The primary focus of this study is the analysis of

factors affecting the online shopping behavior of consumers in Myanmar.

III. OBJECTIVES OF THE STUDY

The objectives of the study are

1. To explore the analysis of factors affecting the online shopping behavior of consumers in Myanmar.
2. To examine the analysis of factors affecting the online shopping behavior of consumers in Myanmar.
3. To analyze the analysis of factors affecting the online shopping behavior of consumers in Myanmar.

IV. METHOD OF STUDY

This research to descriptive research and survey research methodology are used in this study. A simple random sampling procedure will be used in this investigation. Analyze quantitative data for selecting 322 online consumers at random for the sample. The data will be gathered using Google Forms structured questionnaires. An arbitrary sample of internet users will be chosen using the sampling technique. In this study, data from primary will be incorporated. A 5-point Likert scale is used to rate each item, with 1 denoting strongly disagree and 5 denoting strongly agree. Four is considered to be a neutral score.

V. POPULATION AND SAMPLING

The study population is the number of online consumers with online shopping behavior of consumers in Myanmar. By choosing a random sample of 322 consumers, it also provides a rough estimate of the size of the entire population, which is helpful in figuring out sample size. We'll use a probability sampling technique to split the population up into several groups. Random groups will be selected for data collection and analysis using a straightforward random sampling technique. Sample size are utilized in total to choose random sample groups.

VI. LITERATURE REVIEW

A. Online Consumers behavior

Online consumer behavior refers to the actions and decision-making processes of individuals when they engage in online shopping. It involves understanding how, where, and

why people behave online, including their preferences, motivations, and habits for making purchases through the internet. Studies have shown that online consumer behavior is influenced by various factors such as age, gender, price, convenience, satisfaction, frequency of purchases, and product quality. The rise of the internet and e-commerce has significantly changed consumer habits, leading to a shift in consumer behavior from traditional offline shopping to online shopping. Research on online consumer behavior is essential for businesses to develop effective marketing strategies and adapt to market changes, identifying trends, analyzing habits, and identifying research gaps.

B. Online Shopping behavior

Understanding virtual shopping and the behavior of the online consumer is a priority issue for practitioners competing in the fast-expanding virtual marketplace. This topic is also increasingly drawing the attention of researchers. An indication of this is the fact that more than similar relevant academic papers were published in 2001 alone (Cheung et al., 2003). The most significant barrier to online purchase intention is the need to increase online trust and manage transaction risks in order to increase online purchases. In addition to these difficulties, other major worries include security, fraud, authentication, and loss risk (Rao, 2002).

C. Online Shopping

In online shopping, customers are willing to wait for their orders. The timely arrival of product shipments encourages shoppers to recommend an online retailer. Consumers also want to track updates and delivery notifications to understand when their package is incoming. Online shoppers want flexibility in their shipping, mainly the ability to give special delivery instructions or schedule a delivery time.

D. Online Payment Method

Online payment options include digital wallets, wire transfers, net banking, and credit/debit cards. Customers can choose payment methods, and online transactions involve password protection and security, with security concerns being a concern (Flavian et al., 2006; Chang and Chen, 2008; Naveed and Addoudi, 2009). Security involves organizational and human factors, not just technical ones. Even with advanced strategies, a secure website is crucial. Online payments, such as e-walled transactions, are a quick and safe alternative to traditional methods like checks and money orders.

VII. FACTORS AFFECTING THE ONLINE SHOPPING BEHAVIOR OF CONSUMERS SATISFACTION

The study selects a random sample of 322 online consumers to analysis of factors affecting the online shopping behavior of consumers in Myanmar. Descriptive and inferential statistics are used to analyze quantitative data.

A. Online Shopping of Consumers (Gender)

This study to analysis of factors affecting the online shopping behavior of consumers in Myanmar.

For Figure 7.1, 70.5% of online consumers on online purchase intentions are female and 29.5% of online consumers

on online shopping behavior are male, for an analysis of factors affecting young consumers on online shopping behavior of consumers in Myanmar.

322 responses

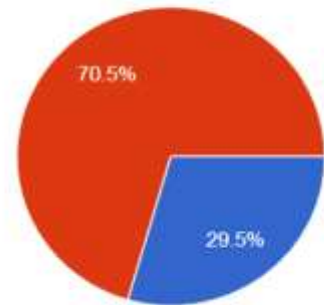


Figure 7.1

B. Education Level of Online Consumers

This study to Education Level of Online Consumers of factors affecting the online shopping behavior of consumers in Myanmar.

322 responses

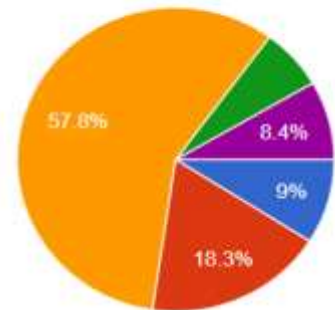


Figure 7.2

For Figure 7.2, 57.8% are graduate consumers of an analysis of factors affecting young consumers on online shopping behavior of consumers in Myanmar.

C. Satisfaction of Online Using

This study to Satisfaction of Online Using of analysis of factors affecting the online shopping behavior of consumers in Myanmar.

322 responses

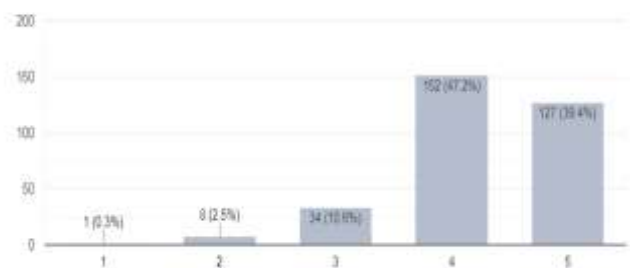


Figure 7.3

1. This research describes to 127 (39.4%) satisfaction of factors affecting the online shopping behavior of consumers in Myanmar.
2. This research describes to 152 (47.2%) satisfaction of factors affecting the online shopping behavior of consumers in Myanmar.
3. This research describes to 34 (10.6%) satisfaction of factors affecting the online shopping behavior of consumers in Myanmar.
4. This research describes to 8 (2.5%) satisfaction of affecting the online shopping behavior of consumers in Myanmar.
5. This research describes to 1 (0.3%) satisfaction of factors affecting the online shopping behavior of consumers in Myanmar.

All items are measured with a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree, where 4 is interpreted as a point of indifference.

D. Online Shopping Behavior

This study to Online Shopping Behavior of analysis of factors affecting the online shopping behavior of consumers in Myanmar.



Figure 7.4

1. This research describes to 134 (41.6%) Online Shopping Behavior of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
2. This research describes to 140 (43.5%) Online Shopping Behavior of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
3. This research describes to 43 (13.4%) Online Shopping Behavior of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
4. This research describes to 5 (1.6%) Online Shopping Behavior of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
5. This research describes to 0 (0.0%) Online Shopping Behavior of analysis of factors affecting the online shopping behavior of consumers in Myanmar.

All items are measured with a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree, where 4 is interpreted as a point of indifference.

E. Satisfaction of Online Consumers

This study to Satisfaction of Online Consumers of analysis of factors affecting the online shopping behavior of consumers in Myanmar.

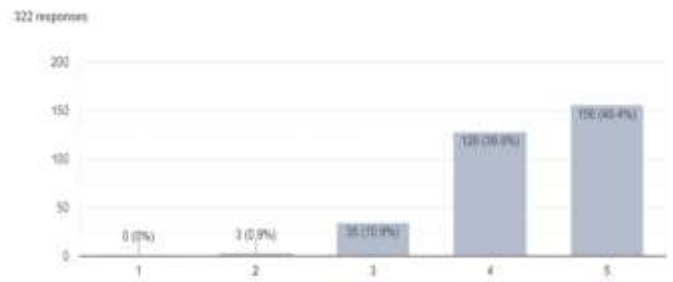


Figure 7.5

1. This research describes to 156 (48.4%) Online Consumers of factors affecting the online shopping behavior of consumers in Myanmar.
2. This research describes to 128 (39.8%) Online Consumers of factors affecting the online shopping behavior of consumers in Myanmar.
3. This research describes to 35 (10.9%) Online Consumers of factors affecting the online shopping behavior of consumers in Myanmar.
4. This research describes to 3 (0.9%) Online Consumers of factors affecting the online shopping behavior of consumers in Myanmar.
5. This research describes to 0 (0.0 %) Online Consumers of factors affecting the online shopping behavior of consumers in Myanmar.

All items are measured with a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree, where 4 is interpreted as a point of indifference.

F. Satisfaction of Online Payment Method

This study to Satisfaction of Online Payment Method of analysis of factors affecting the online shopping behavior of consumers in Myanmar.

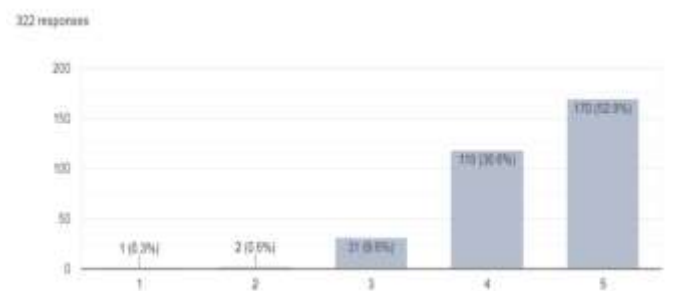


Figure 7.6

1. This research describes to 170 (52.8%) Satisfaction of Online Payment Method of the online shopping behavior of consumers in Myanmar.
2. This research describes to 118 (36.6%) Satisfaction of Online Payment Method of the online shopping behavior of consumers in Myanmar.
3. This research describes to 31 (9.6%) Satisfaction of Online Payment Method of the online shopping behavior of consumers in Myanmar.

4. This research describes to 2 (0.6 %) Satisfaction of Online Payment Method of the online shopping behavior of consumers in Myanmar.
5. This research describes to 1 (0.3 %) Satisfaction of Online Payment Method of the online shopping behavior of consumers in Myanmar.

All items are measured with a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree, where 4 is interpreted as a point of indifference.

G. Satisfaction of Online Shopping

This study to Satisfaction of Online Shopping of analysis of factors affecting the online shopping behavior of consumers in Myanmar.

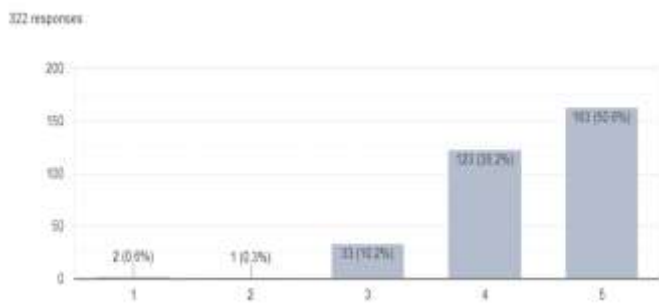


Figure 7.7

1. This research describes to 163 (50.6 %) Satisfaction of Online Shopping of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
2. This research describes to 123 (38.2%) Satisfaction of Online Shopping of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
3. This research describes to 33 (10.2%) Satisfaction of Online Shopping of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
4. This research describes to 1 (0.3%) Satisfaction of Online Shopping of analysis of factors affecting the online shopping behavior of consumers in Myanmar.
5. This research describes to 2 (0.6%) Satisfaction of Online Shopping of analysis of factors affecting the online shopping behavior of consumers in Myanmar.

All items are measured with a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree, where 4 is interpreted as a point of indifference.

VIII. CONCLUSIONS

This research the analysis of factors affecting the online shopping behavior of consumers in Myanmar. Online

consumers who participated in the survey strongly agreed that online shopping behavior was important to them. Analyze the effects of the analysis of factors affecting buying decisions. Online buying practices in businesses are looking to create current improvements for various online shopping categories in order to cater to the needs of online users, further encourage online shopping, and establish long-term relationships with factors influencing consumers online shopping behavior in Myanmar. This analysis will focus on the analysis of factors affecting the online shopping behavior of consumers in Myanmar.

IX. RECOMMENDATIONS

The study to the affect Myanmar's online shopping habits, the value of online buying, delivery channels, online payment method, branding, and service. Factors affecting the online shopping behavior of consumers in Myanmar and The study explores the potential positive psychological impacts of excessive online shopping on online consumers' online buying on social media platforms in Myanmar. Online shopping in Myanmar offers opportunities for retailers, as consumer attitudes and buying behavior significantly influence their online shopping habits.

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