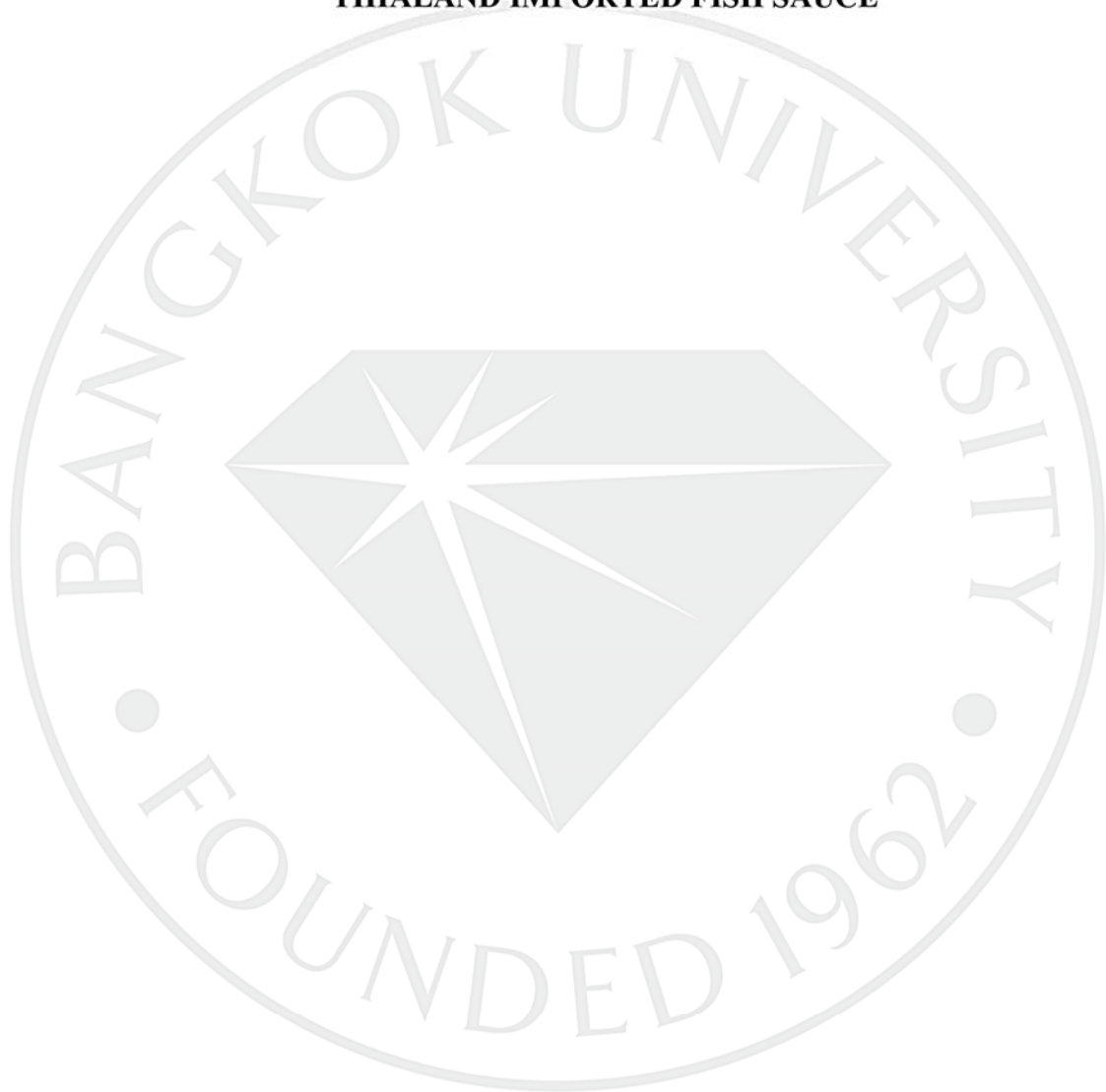


**THE EFFECT OF ATTITUDE AND PERCEPTION OF CONSUMERS IN
YANGON (MYANMAR) TOWARDS PURCHASE DECISIONS OF
THAILAND IMPORTED FISH SAUCE**



**THE EFFECT OF ATTITUDE AND PERCEPTION OF CONSUMERS IN
YANGON (MYANMAR) TOWARDS PURCHASE DECISIONS OF
THIALAND IMPORTED FISH SAUCE**



Ms. Yin May Oo

This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration



©2020

Yin May Oo

All Rights Reserved

**This Independent Study has been approved by
the Graduate School
Bangkok University**

Title: The Effect of Attitude and Perception of Consumers in Yangon (Myanmar) towards
Purchase Decisions of Thailand Imported Fish Sauce

Author: Miss Yin May Oo

Independent Study Committee:

Advisor



(Dr. Sumana Theerakittikul)

Field Specialist



(Asst. Prof. Dr. Lokweepun Suprawan)



(Asst. Prof. Dr. Siriwan Rujibhong)

Dean of the Graduate School

March 15, 2021

Yin May Oo. M.B.A. (_____), December 2020,

Graduate School, Bangkok University.

The Effect of Attitude and Perception of Consumers in Yangon (Myanmar) Towards
Purchase Decisions of Thailand Imported Fish Sauces

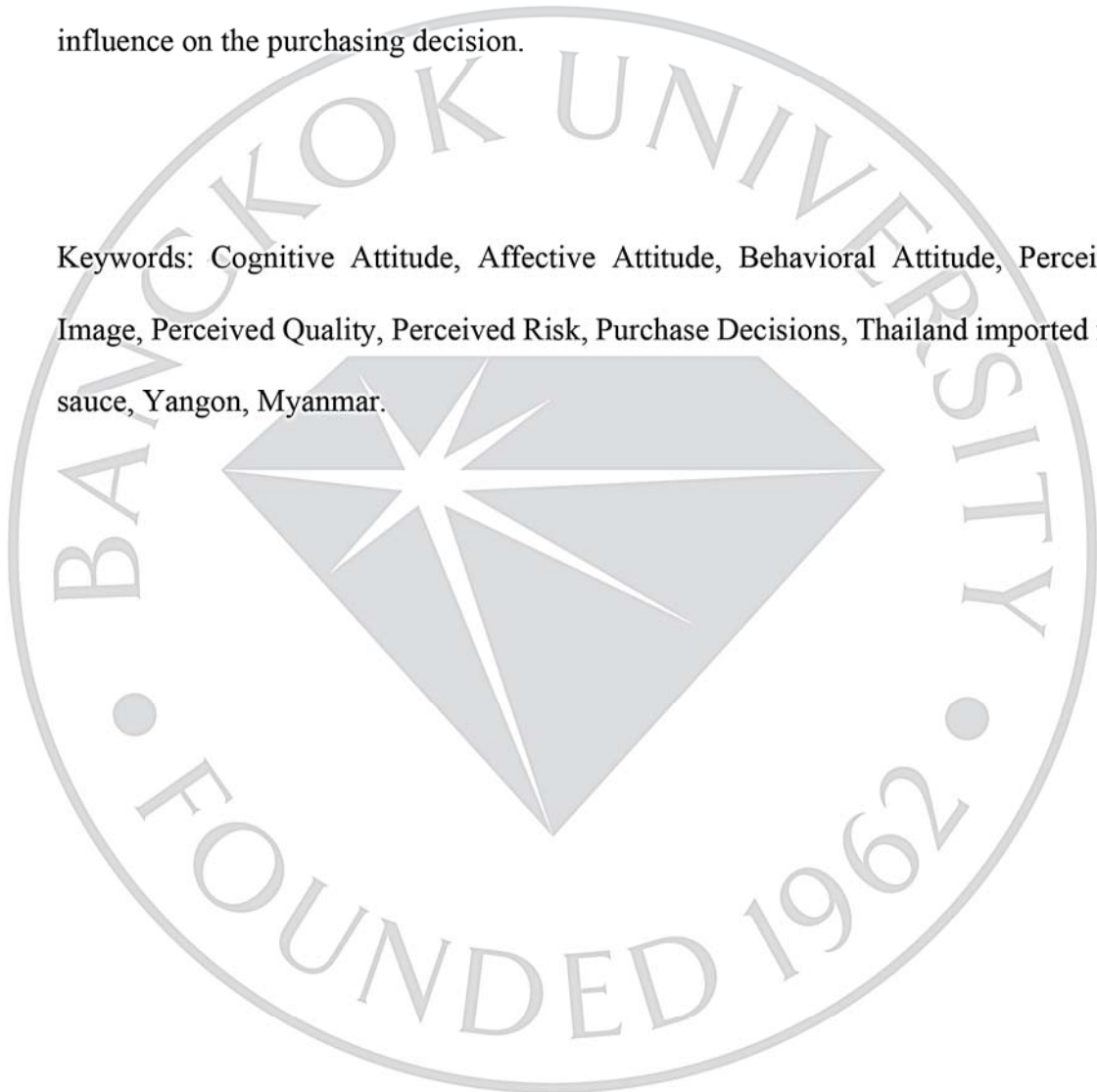
Advisor : Prof. Dr. Sumana Theerakitikul

ABSTRACT

This research aimed to examine the effect of attitude and perception towards purchase decisions of Thailand-imported fish sauce consumers in Yangon (Myanmar). The samples size for this study are 20 individuals for semi-structured one-to-one interview and 402 individuals who have purchased and are actual consumers of Thailand-imported fish sauces in Yangon, Myanmar respectively to collect the survey answers. The instrument of the research is survey questionnaires and the consumer attitude, perception and purchasing decision of Thailand-imported fish sauce consumers in Yangon are analyzed in this study and measured by statistical software program, SPSS, in the form of Percentage, Mean, Standard Deviation, Cronbach's Alpha and Multiple Regression Analysis. The findings show that the majority of Thailand-imported fish sauce consumers in Yangon are ages of 35 – 44 years and 45 years and above with monthly income of 600,001 – 900,000 MMK and 900,000 MMK and above respectively. The monthly average consumption of Thailand-imported fish sauce ranges from just a small bottle (300 ml) to three quarter of 5L bottle (around 3.75 l) per month. The interview analysis showed that the major factors that are taken into account when buying fish sauce are taste, country of origin, brand, safety, physical appearance, etc. rather than price of the product. The regression analysis showed that

cognitive, affective, behavioral – all three components of attitude – positively influence the purchasing decision with behavioral attitude being the strongest. Likewise, perceived image, perceived quality and perceived risk all positively influence the purchasing decision of the consumers and among them, perceived image has the highest influence on the purchasing decision.

Keywords: Cognitive Attitude, Affective Attitude, Behavioral Attitude, Perceived Image, Perceived Quality, Perceived Risk, Purchase Decisions, Thailand imported fish sauce, Yangon, Myanmar.



ACKNOWLEDGEMENT

Firstly, I would like to reveal my special thanks and honor to my advisor Professor Dr. Sumana Theerakitikul for her time, supervision, suggestions, encouragement and magnanimity in every part of my Independent Study – MBA program. Without her support, I would not have done this Independent Study in a good way and would not have got complete shape.

Secondly, I would like to thank all professors and lecturers of MBA English Program for sharing their experience and exposures to make me aware, learn and understand, that, whatever I didn't know before. Moreover, I also would like to send my gratitude to my family and my best friends for motivating and encouraging me throughout my dissertation.

More importantly, I am thankful to all the faculty members, and other supporting staffs in Graduate School, Bangkok University, who supported and guided me during the course of my Independent Study and MBA degree.

One and all, I am really thankful to all who were associated with me in the whole process of learning and studying the MBA program.

TABLE OF CONTENTS

	Page
ABSTRACT.....	III
ACKNOWLEDGEMENT.....	IV
LIST OF TABLES.....	VIII
LIST OF FIGURES.....	XI
CHAPTER 1: INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statement.....	3
1.3 Study Objectives.....	4
1.4 Research Questions.....	5
1.5 Scope of the Study.....	5
1.6 Methodology.....	6
1.7 Benefits of Research.....	7
CHAPTER 2: LITERATURE REVIEW.....	8
2.1 Attitude.....	8
2.2 Perception.....	13
2.3 Consumer Purchase Decision.....	17
2.4 Relationship between Attitude, Perception and Purchase Decision	18
2.5 Related Research.....	19
2.6 Conceptual Framework.....	20
CHAPTER 3: METHODOLOGY.....	22
3.1 Research Design.....	22

TABLE OF CONTENTS (Continued)

CHAPTER 3: METHODOLOGY (Continued)	Page
3.2 Population and Sampling.....	23
3.3 Research Instruments.....	24
3.4 Testing Research Instruments.....	25
3.5 Data Collection.....	26
3.6 Statistics Method.....	28
3.7 Reliability Test.....	29
CHAPTER 4: RESULTS AND FINDINGS.....	38
4.1 One-to-One Interview Results.....	38
4.2 Demographic Profile of the Respondents.....	47
4.3 Behavior of the Respondents.....	50
4.4 Attitude.....	53
4.5 Perception.....	57
4.6 Purchase Decision.....	61
4.7 Analysis on the Effect of Attitude on Purchases Decision	63
4.8 Analysis on the Effect of Perception on Purchases Decision	65
CHAPTER 5: CONCLUSION.....	67
5.1 Findings and Discussions.....	67
5.2 Suggestions and Recommendations.....	72
5.3 Recommendation for Future Research.....	73
BIBLIOGRAPHY.....	75
APPENDIX.....	80

TABLE OF CONTENTS (Continued)

BIO DATA.....	100
---------------	-----

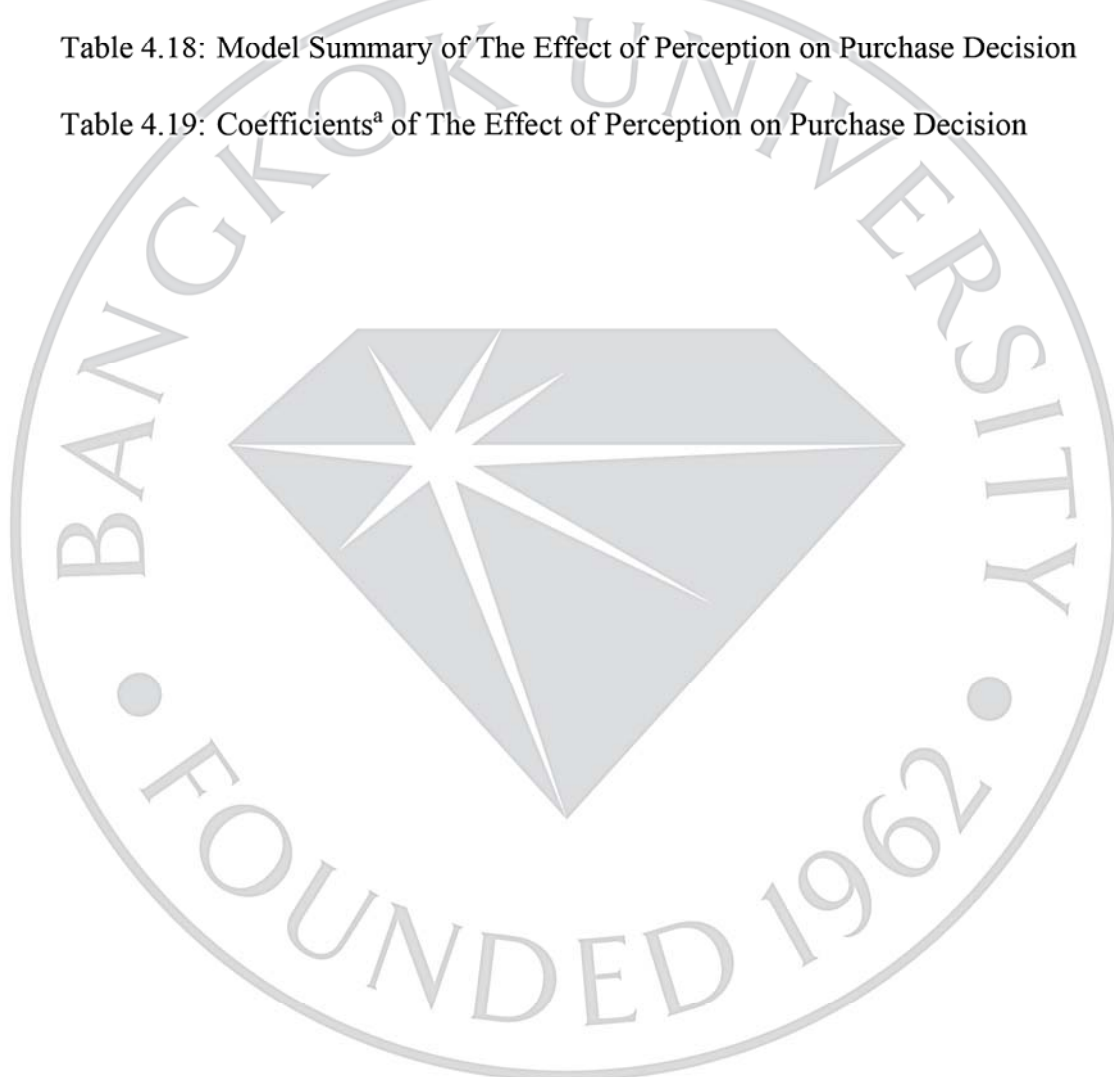


LIST OF TABLES

Table 3.1: Reliability Statistics for Cognitive Attitude.....	30
Table 3.2: Reliability Statistics for Affective Attitude.....	31
Table 3.3: Reliability Statistics for Behavioral Attitude.....	32
Table 3.4: Reliability Statistics for Perceived Image.....	33
Table 3.5: Reliability Statistics for Perceived Quality.....	34
Table 3.6: Reliability Statistics for Perceived Risk.....	35
Table 3.7: Reliability Statistics for Purchase Decision.....	36
Table 4.1: Summary of Answers from 20 Interviewees of One-to-One Interview	44
Table 4.2: Demographic Profile of Respondents: Age.....	48
Table 4.3: Demographic Profile of Respondents: Gender.....	48
Table 4.4: Demographic Profile of Respondents: Marital Status.....	49
Table 4.5: Demographic Profile of Respondents: Monthly Income....	49
Table 4.6: Behavior of Respondents: Type of Fish Sauce.....	50
Table 4.7: Behavior of Respondents: Monthly Fish Sauce Consumption	51
Table 4.8: Behavior of Respondents: Applications of Fish Sauce.....	52
Table 4.9: Cognitive Component of Attitude.....	53
Table 4.10: Affective Component of Attitude.....	54
Table 4.11: Behavioral Component of Attitude.....	56
Table 4.12: Perceived Image.....	58
Table 4.13: Perceived Quality.....	59
Table 4.14: Perceived Risk.....	60

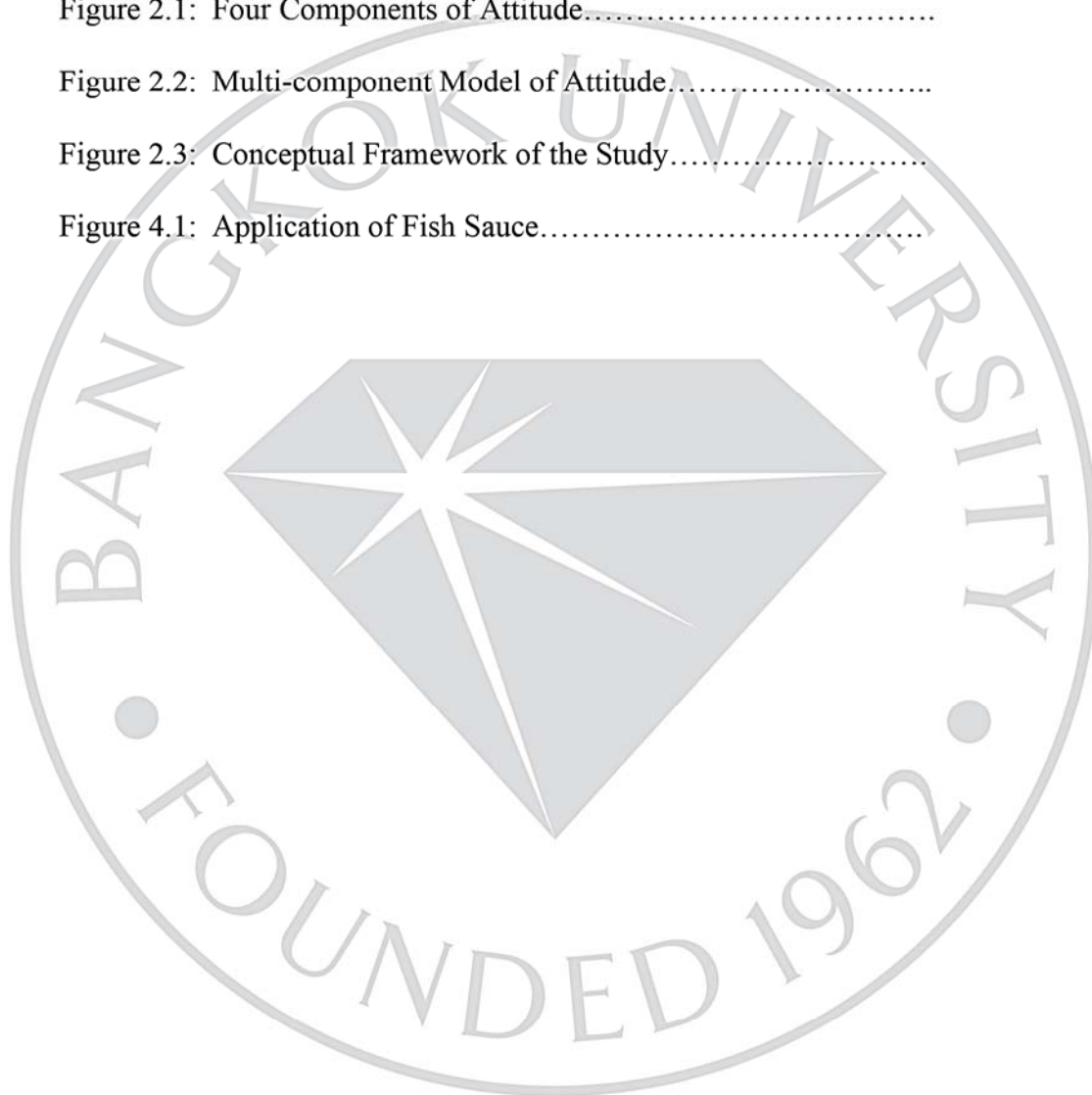
LIST OF TABLES (Continued)

Tale 4.15: Purchase Decision.....	62
Table 4.16: Model Summary of The Effect of Attitude on Purchase Decision	63
Table 4.17: Coefficients ^a of The Effect of Attitude on Purchase Decision	64
Table 4.18: Model Summary of The Effect of Perception on Purchase Decision	65
Table 4.19: Coefficients ^a of The Effect of Perception on Purchase Decision	66



LIST OF FIGURES

Figure 2.1: Four Components of Attitude.....	9
Figure 2.2: Multi-component Model of Attitude.....	10
Figure 2.3: Conceptual Framework of the Study.....	20
Figure 4.1: Application of Fish Sauce.....	40



CHAPTER 1

INTRODUCTION

This chapter is aimed to identify the overall research proposal of this study including:

- 1.1 Background
- 1.2 Problem Statement
- 1.3 Study Objectives
- 1.4 Research Question
- 1.5 Scope of the Study and
- 1.6 Methodology
- 1.7 Benefits of Research.

1.1 Background

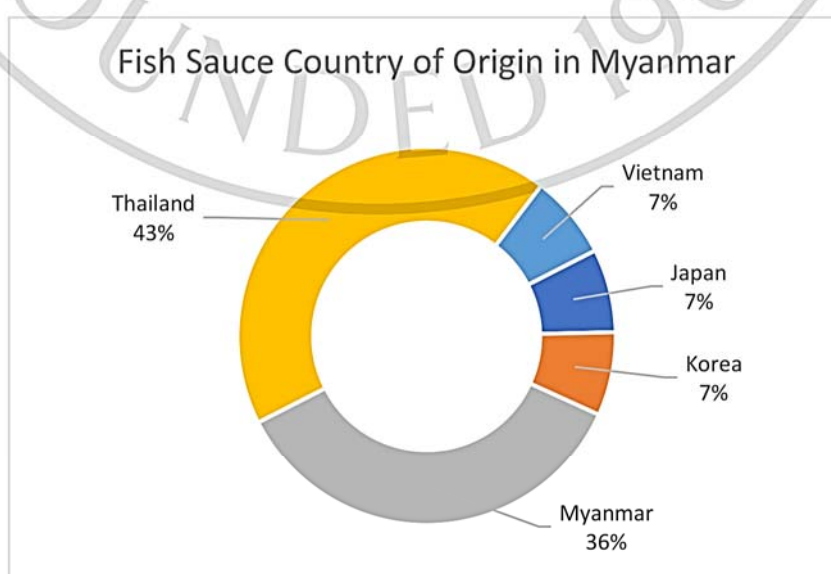
Fermentation has been one of the most common method used since thousands of years ago to enrich flavor and taste in the dishes and fish sauce being one of them. Fish sauce is a liquid condiment which is very widely used in making dishes not only in Myanmar but also in other East and South East Asian countries. It is the by-product of Myanmar Ngapi (Fish Paste) made from fish or krill that have been coated in salt and fermented for up to two years and obtained mainly on the full moon nights and the new moon nights.

Fish sauce can be used in a lot of meal in most South East Asian countries like Myanmar, Laos, Thailand, Malaysia, Singapore, Indonesia and the Philippines. It is

commonly used to add umami, the earthy, savory flavor and enhance the aroma of the dishes during cooking. In addition, it is very customary to add a drop or two of fish sauce into many local food, soups and salads in Myanmar before serving such as Monhingha, Rakhine Mont Ti, tomato salad, rice noodle salad, etc. to enrich the taste and flavor.

In Myanmar, fish sauce is mainly produced in regions where fish and krill are abundant such as Rakhine State, Mon State, Ayeyarwady Division, Tanintharyi Division, Yangon Division and Bago Division. Mostly, fish sauce from Rakhine State and Tanintharyi Division are more popular than that from other regions due to the abundance of fresh fish and krill which leads to better taste and flavor fish sauce. However, since the opening of the country's economy to the foreign nations, the availability of the foreign imported fish sauce escalated in the market. Nowadays, the imported ready-made fish sauce brands can be seen side-by-side with local brands on the shelves of supermarkets and local stores.

Figure 1.1: Fish Sauce Country of Origin in Myanmar



Source: shop.com.mm, citymall.com.mm, 2021

The rise in the imported fish sauce brand in the market is accompanied by the market demand being split to those products as well as stronger fight-back from the local brands. Some housewives prefer the imported fish sauce over the local ones due to the belief that foreign brands are usually associated with higher quality. On the other hand, some customers prefer the local-made products produced on the smaller scale because they can ensure the hygiene in every step of the production if they want which literally is not possible for the mass production ones.

The major reason for this study is to further understand the attitude and perception of Myanmar consumers towards purchasing imported consumer goods such as fish sauce. In the last decade, the number of supermarkets and convenience stores skyrocketed across the country where one can buy groceries. On the other hand, Myanmar consumers are becoming more knowledgeable and concerned about the hygiene factor. The perception of being hygienic has become one major factor in making their purchase decision. Moreover, many global retail chains are entering into Myanmar market such as Makro, METRO, etc.

Considering the stronger competition in the market than before, companies, fish sauce manufacturers and marketers need to understand more about how consumers think or feel about the product, how the packaging aesthetically influences their perception, how much they understand and value the hygiene factor, etc.

1.2 Problem Statement

There are many manufacturers that are producing multiple fish sauce brands in Myanmar. In addition, there are many companies importing fish sauce from other countries. It is now easier than ever to buy both local-made and foreign-imported fish sauce due to the substantial rise of supermarkets and convenience stores nationwide. The factors that customers take into account when making purchase decisions also shifts towards healthier lifestyle. Despite these market situations, there is little to no in-depth market research about the attitude, perception and behavior of the consumers' purchase decisions on fish sauce in Myanmar. Understanding the customer attitude on fish sauce and how they perceive the products and brands, and how the consumers' purchasing decision is affected will definitely benefit the marketers and businesses in competing against other competitors in the market.

1.3 Study Objectives

This study tries to achieve the following study objectives:

1. To examine the effect of cognitive attitude on the purchase decisions of fish sauce imported from Thailand.
2. To examine the effect of affective attitude on the purchase decisions of fish sauce imported from Thailand.
3. To examine the effect of behavioral attitude on the purchase decisions of fish sauce imported from Thailand.
4. To analyze the effect of perceived image on the purchase decisions of fish sauce imported from Thailand.
5. To analyze the effect of perceived quality on the purchase decisions of fish sauce imported from Thailand.

6. To analyze the effect of perceived risk on the purchase decisions of fish sauce imported from Thailand.

1.4 Research Questions

1. What is the demographic profile of Thailand-imported fish sauce consumers in Yangon region?
2. What is the consumption behavior of Thailand-imported fish sauce consumers in Yangon region?
3. What kind of impacts do consumer attitude and perception have on consumers' purchasing Thailand-imported fish sauce products and their purchase intentions of Thailand-imported fish sauce products?

1.5 Scope of the Study

In this research, the consumers' attitude and perception toward the fish sauce imported from Thailand and how they influence the consumers' purchase decisions are studied. Consumers' attitude and perception are considered as dependent variables and the consumers' purchase decision is chosen as independent variables. Consumers' attitude is measured by the cognitive, affective and behavioral factors, and perception is measured by the perceived image, the perceived quality and the perceived risk.

This study focuses only on the effect of consumers' attitude and perception on purchase decisions. The effect of other factors on purchase decisions such as product availability, convenience of the location and distribution, discounts and other

promotion incentives, etc. are out of scope of this study and thus will be excluded from this paper.

1.6 Methodology

Both the quantitative and qualitative research methods were conducted in this study. Data were collected from a convenience sample of the people residing in Yangon region who actually purchased the Thailand-imported fish sauce products in the past three months and are willing to buy in the future also. Due to the Covid -19 pandemic which happened since the beginning of 2020 until today, the author could not go back to home country, Yangon, Myanmar, to conduct the interview in person. The author therefore needs to arrange the interviewing process by letting one of the author's friends to make the interview instead of the author. The interview was carried out on 20 individuals who are randomly selected from local markets, supermarkets, neighborhoods, friends, family, etc. within Yangon region in order to prepare the survey questionnaire. After that, a total number of 400 sample sizes was employed for this study calculated by using the Yamane formula after the interview.

The data was analyzed by using the statistical analysis program SPSS. The interview data was analyzed by using descriptive statistics and the hypothesized effects were tested by using Cronbach's Alpha analysis and Regression analysis.

The primary data are collected by using both a semi-structured one-to-one personal interview and an online survey form via Google Form by using a structured questionnaire. Secondary data are obtained from previous research papers, journals,

academic publications, relevant texts, previous MBA thesis and articles from internet websites.

1.7 Benefits of Research

As stated above, this study was carried out to develop deeper insight of the Myanmar consumers' attitude and perception on Thailand-imported fish sauce products and how they make purchase decisions. First of all, this study will help to fill the knowledge gap of understanding how Myanmar customers make decision in purchasing fish sauce from the academic perspective. In this study, the attitude and perception of Myanmar customers towards Thailand-imported fish sauce is studied using academic theories so researchers can cite this study in their future studies and also review if the findings in this study comply or differ from other previous works. Secondly, the findings from this study will be beneficial for the businesses and marketers operating in the fish sauce and related products market since they can gain deeper insight into Myanmar consumers behavior. Last but not least, the relation between independent variables – attitude and perception – and dependent variable – purchase decisions – is studied in this research so it will provide valuable insights about the customers' decision-making process and thus better fine-tuned fish sauce products will be manufactured and marketed in the future.

CHAPTER 2

LITERATURE REVIEW

This chapter intends to provide a critical analysis of significant literature related to the variables under consideration. This chapter involves theoretical reviews on key concepts such as consumer attitude, customer perception and consumers' purchase decisions. After that, the relationship between attitude, perception and consumers' purchase decisions is discussed. Lastly, the related research is presented followed by the theoretical framework for this particular study.

2.1 Attitude

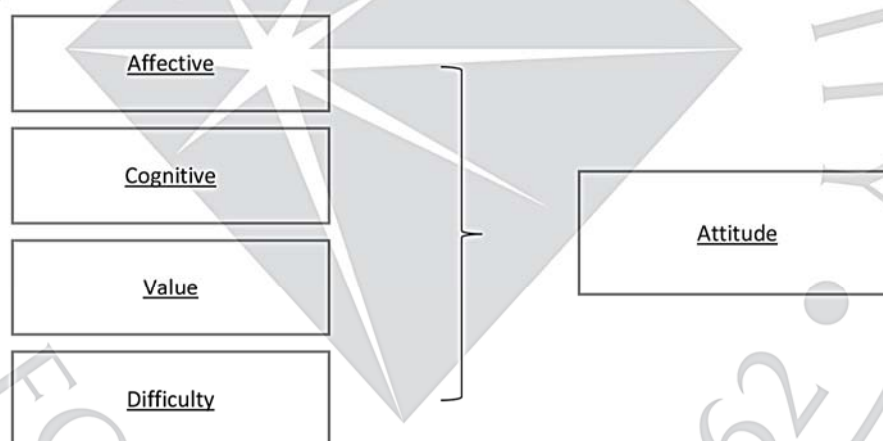
It can be seen in many scholarly articles, research papers and studies that there are different versions of definitions for attitude. Attitude is defined as an enduring organization of motivational, emotional, perceptual, and cognitive process with respect to some aspect of the individual's world (Schwarz & Bohner, 2001). It is also defined as a learned tendency to evaluate people, issues, objects or events in the way of emotional, behavioral, and cognitive components (Hockenbury & Hockenbury, 2007).

Eagly and Chaiken (1993, p. 1) sees attitudes as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor". Furthermore, attitude is defined as the perceived probability that the object social psychology is positive or negative (Albarracin, Johnson, & Zanna, 2005). Thus, an attitude could be a positive (favorable) or negative (unfavorable) evaluation of people, product, events, activities, and ideas etc. which are called attitude objects. It could be

concrete, abstract or just about anything in one's environment but there is still a debate about precise definitions about attitudes.

A number of researchers maintain that attitude is a complex construct consisting of multiple separate dimensions (e.g., Rosenberg and Hovland, 1960; Ostrom, 1969; Bagozzi, Tybout, Craig, and Sternthal, 1979). Schau, Stevens, Dauphinee and Del Vecchio (1995) structured attitude into four components or dimensions: affective, cognitive, value and difficulty. The illustrative diagram of their model is described in Figure 2.1.

Figure 2.1: Four Components of Attitude

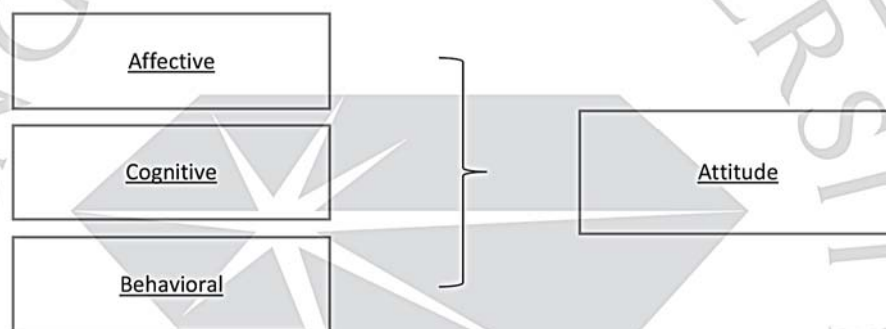


Source: Schau, Stevens, Dauphinee and Del Vecchio (1995)

In their model, the affective component shows the positive or negative feeling and cognitive component is the capacity for knowledge and thinking skills of how one perceives something. Value components describe the usefulness, the relevance and the perceived value by oneself. The final component, difficulty component, is related to how easy or difficult one perceives.

Another model views attitude as a summary evaluation that has three distinct components: affective, cognitive, and behavioral (Eagly & Chaiken, 1993; Zanna & Rempel, 1988). According to this perspective, attitudes are summary evaluations of an object that have affective, cognitive and behavioral components. A number of researchers have considered how these three components contribute to the formation and expression of attitudes. The illustration of their model is expressed in Figure 2.2.

Figure 2.2: Multi-component Model of Attitude



Source: Eagly & Chaiken, 1993; Zanna & Rempel, 1988

In this study, the multi-component model (Eagly & Chaiken, 1993; Zanna & Rempel, 1988) will be focused in the study of attitude and its influence on consumers' purchase decision making.

2.1.1. Cognitive Component of Attitude

The cognitive component is believed as a result of the way one perceives information and experiences, which has direct influence over attitudes. That is, if a person knows something and sees it as something worth being thankful for, believes that it is good, he/she will exhibit positive attitudes towards it. Eagly and Chaiken (1993) indicated that an attitude is cognitively learned through direct sources such as

information related to a specific brand as well as indirect sources such as information obtained from the media.

In many cases, a person's attitude might be based primarily upon a consideration of the positive and negative attributes about the attitude object. For example, when a housewife recently bought a fish sauce, she devoted considerable attention to factors such as brand, packaging, expected taste, odor, country of origin, price, past experience if any, etc. In this example, attitudes towards the different brands were formed via a conscious consideration of the positive and negative characteristics of each attribute.

2.1.2. Affective Component of Attitude

The affective component is the reflection of the consumer's emotion or feeling toward a certain thing, which the consumer evaluates being good or bad, like or dislike using certain criteria. Affective responses coming from cognitive learning depict how consumers assess product attributes. An evaluation process may really happen when an individual experiences classes of stimuli (e.g., product highlights or attributes) either directly or indirectly which may bring about various attitudinal consequences.

Affective responses influence attitudes in a number of ways. A primary way in which feelings affect attitudes is due to affective reactions that are aroused in the individual after exposure to the attitude object. If a person exhibits positive attitude towards imported products, positive responses are likely to be produced such as preferring imported products over local-made ones, recommending such products to his/her friends, etc. (sinthamrong & Rompho, 2015).

2.1.3. Behavioral Component of Attitude

The behavioral component of attitude refers to past behaviors with respect to an attitude object. It reflects the probability or tendency that consumers might express through certain behaviors which are the outcome of their attitudes toward the thing. In marketing, this refers to consumers' intention to buy. As such, an attitude may be derived from past behavioral responses to a stimulus. In these circumstances, previous experience may supply sources of information that act as a reference benchmark for future evaluation of a product and subsequent purchase intention. When people have positive attitude, they exhibit more positive behavior than those with negative attitude (Chaiken and Baldwin, 1981).

2.1.4. Valence and Variation of Attitude

Affective dimensions such as like (dislike) or favorable (unfavorable) tend to indicate signs of attitude (Ajzen & Fishbein, 1977). Past empirical findings in the general marketing industry support the influence of attitude toward brand on purchase intention (e.g., purchase of toothpaste; Lutz, MacKenzie, & Belch, 1983).

Actually, attitudes can differ in both valence or direction, and variation (Geoffrey & Gregory, 2018). Valence or direction means the positive – enjoy or approve of something or someone, the negative – dislikes something or someone, or even neutral sometimes – shows neither likes nor dislikes. Variation simply refers to the strength of an attitude which describes how strong the attitude is. However, the strength of an attitude has not been defined precisely and researchers have not agreed meaning on this matter (Raden, 1985). A person may have one or more kinds of these

attitudes depending on what they believe and value. Individuals with different attitudes may exhibit different behaviors.

2.2. Perception

Perception is the way toward choosing, gathering, and interpreting market stimuli in the buyer's psychological environment. Market stimuli can be either physical stimuli or types of communications that can impact customers' buying choices, including color, logo, packaging, text, etc. (Assael, 1998).

There are three stages of perception:

1. Perceptual selection happens when buyers are available to and intrigued by just the stimuli of interest and that are valuable. They tend to not focus on and avoid uninteresting or useless stimuli to ensure that they get just the data that they are really interested in.
2. Perceptual organization occurs when consumers organize information into groups for ease of understanding. They attempt to put comparable and associated data together.
3. Perceptual interpretation occurs when consumers interpret meaning by connecting the stimuli with other information.

Hawkins & Mothersbaugh (2013) state that perception is “a process that starts when consumers are exposed to and get attention by marketing stimuli and ends with consumer interpretation” (p. 272). As per Schiffman and Wisenblit (2015), perception will create consumer imagery towards certain item that impact consumer buying

decision making process (p. 133). Consumer imagery is “the perceptions of consumers towards all the components of products, service and brands and to how the quality of advertisers’ offerings is evaluated” (Schiffman & Wisenblit, 2015, p. 133). There are three issues of consumer imagery, which are perceived image (product positioning), perceived quality (quality of product, service, and price) and perceived risk.

2.2.1. Perceived Image

Knight and Calantone (2000) defined that product image is the consumer’s perception of stimulus cues, and which will be collective in the mind of consumer. Keller (1993) also stated that product image is a perception of consumer towards the products which is reflected by the experience or imagination in consumer memory. Aaker and John (1989) defined that product image is how a product is perceived by consumers and which comes into consumers’ memories. Perceived image consists of both tangible image such as packaging, color, etc., and intangible image such as brand awareness and brand equity.

2.2.2. Perceived Quality

Perceived quality is the evaluation of consumer’s current consumption experience upon overall excellence of products (Baker and Crompton, 2000). Aaker and Gray (1982) also stated that perceived quality is the consumers’ perception of the superiority or overall quality of a service or product with respect to its intended purpose. According to Zeithaml (1988), product quality refers to the consumers’ expectations and judgments about the performance of products.

Richard (1996) defined perceived quality in terms of consumer judgment of intrinsic attributes (taste, ingredients, nutrition value and overall quality (Bellizzi *et.al.* 1981; Cunningham *et.al.* 1992). According to Collins (2003) consumer evaluates the quality in association of extrinsic and intrinsic cue. Intrinsic cue is the perception of quality through physical characteristic of the product (color, size, flavor or aroma) while extrinsic cues are attributes which have some relations with the product (package, price, advertising and peer pressure). Because extrinsic cues are more familiar with customers, based on these cues it is easier for them to evaluate the products.

2.2.3. Perceived Risk

Perceived risk is one of the important factors in making purchase decisions and is defined as the amount of uncertainty perceived and potential for loss in pursuing a desired outcome while engaged in online shopping (Rich, 1964; Ko, *et.al.*, 2004). It makes the sensation of vulnerability when an individual cannot decide the outcomes of product choice, utilization and resultant experience. Consumers see risk because of the unsatisfied data, how new the product or service offering is, exorbitant cost and this can lead to uncertainty of consumer purchase decisions (Sahney, 2013).

When buying and consuming products, consumers expose themselves different types of risk:

1. Financial risk: implies the monetary cost that loss from the poor purchase choice, might result from inadequate or unfamiliar brand. (Yusuf, Fatih, & Hayrettin, 2013).

2. Functional risk: Implies uncertainty that the products will not meet the consumers' expectation.
3. Physical risk: The consumers concern that the product will harm their physical health.
4. Social risk (psychological risk): Risk that associated with image or status, it takes into account that the degree of society influences on consumers' purchase decision.

Prior literature argues that a reduction in perceived risk leads to an increase in purchase probability, so a decrease in perceived risk is useful for increasing consumer's trust (Chang & Chen, 2008).

2.3. Consumer Purchase decisions

Purchase decisions includes a sequence of decisions framed by a consumer prior to make a purchase which begins once he/she has an eagerness to satisfy a need. The consumer should arrive at a choice concerning the point of purchase, the desired brand, model, purchase quantity, when to buy, how much money to be spent and how the payment is made. These choices can be affected by marketers by giving data about their products or services that may inform consumer's assessment process.

Schiffman and Kanuk (2007) stated that buyers typically look for information relevant about a relevant utilization-related need from their past experiences prior to searching for external sources of information. In other words, past purchase experience is viewed as an internal source of information that a buyer depends on prior to making a decision. Likewise, several consumers' decisions are shaped by integrating past

purchase experience as well as advertising programs and non-commercial information sources (Schiffman and Kanuk, 2007). Past literature also stressed that consumers usually attempt to minimize the risk in their purchase decisions (Chaipradernsak, 2007).

Consumer's purchase decision is very complex. Usually purchase decision is related with consumers' perception and their attitude. However, purchase decisions might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988) and Grewal *et.al.* (1998).

2.4. Relationship between Attitude, Perception and Purchase decisions

In a relation to consumer purchasing decision, Schiffman & Wisenblit (2015) stated that customer psychological factor, for example, perception and attitude would essentially impact customer buying decision. Other researchers that proof the impact of customer perception and attitudes on consumer purchasing decision are also supporting this concept. The entire researchers agreed that perception and attitude positively and significantly influence consumer purchase decision (Wahyuni, 2008; Akbar, 2010; Utami, 2010).

Consumer purchase decision itself depends on the attitude of consumers towards the products. Consumer attitude consists of three components that integrated and connected to each other's, which are cognitive, affective and behavioral. A strong attitude will show favorable behavior that led individual to buy certain product. The stronger the attitude of a consumer towards a product, the stronger consumer belief and emotion in stimulate individual's behavior to purchase a product.

As well as attitude, perception will influence individual to purchase and consume the certain product. Perception here is divided into three categories, namely consumer perception towards image, quality and risk of the object. When consumers have positive perception towards image, quality and risk of the object, the influence towards purchase decision is getting stronger.

In summary, the greater influence of consumer's perception of image, quality, risk and consumer's attitude, the higher influence toward consumer's purchase decision.

2.5. Related Research

García-Casal, M. N., Peña-Rosas, J. P., & Malavé, H. G. (2016) studied the various sauces, spices and condiments to establish definitions, discuss potential health benefits, consumption patterns, and global markets for each of these. According to the study, Myanmar is the third most fish sauce consuming country (36,700 metric tons) after Vietnam (333,000 metric tons) and Thailand (284,700 metric tons) in 2013.

P. Thirapattanapokin (2016) studied the relationship of marketing communications to fish sauce buying behavior of consumers in the central region. The study found that the respondents chose fish sauce based on the expiry date and bought 1 to 3 bottles of 700 ml fish sauce per month. The analysis results also showed that price and sale promotions have significant influence on the buying behavior of fish sauce in the central region.

M. Nakano, H. Sato, T. Watanabe, *et. al*, (2018) studied the consumption behavior regarding fish sauce in Japanese households by mining online activity data.

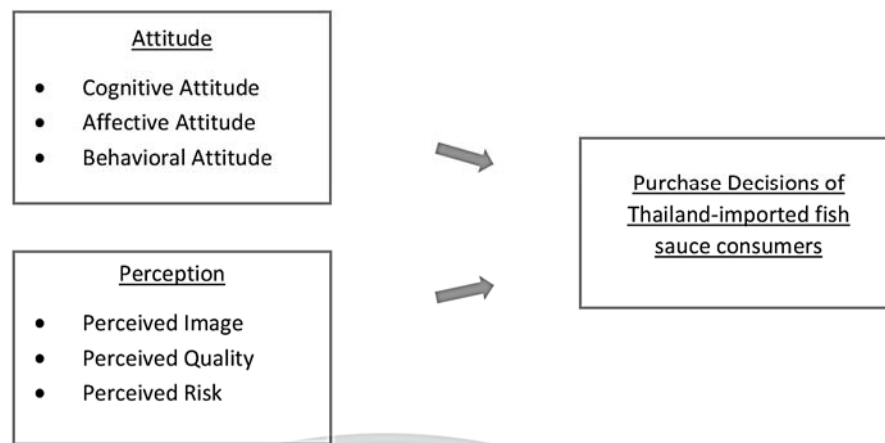
The authors analyzed search trends for words (Thai fish sauce), nuoc mam (Vietnamese fish sauce), and shottsuru (Japanese fish sauce) using Google Search Engine and Japanese online recipe site Cookpad. The study showed that Thai fish sauces are gaining more popularity and consumption in Japan because of the rapid increase in Thai cuisine's popularity and has spread to households in the last couple of years. It can be seen from this study that affective attitude of Japanese people has positive correlation to the consumption amount of Thai fish sauce in Japan.

L. T. Linh, V. D. Ai, N. H. Dzung, L. M. Tam (2019) assessed the Vietnamese consumer behavior towards fish sauce products by using food choice questionnaire. They conducted two experiments in series. The first one explored the consumer concept of 300 Vietnamese consumers and the results evoke six factors which are associated with fish sauce: sensory appeal, health, price, convenience, traditional value, quality and safety. The secondary experiment was conducted based on the findings from the first experiment and the data were analyzed by using Exploratory Factor Analysis and Confirmatory Factor Analysis. The analysis results indicate that sensory appeal is the most important factor which might affect consumer food choice motivations in Vietnam.

2.6 Conceptual Framework

A conceptual framework is developed in this study based on previous academic papers and literature review. This conceptual framework shows how attitude and perception influence customer purchase decisions. The conceptual framework of this study is shown in Figure 2.3.

Figure 2.3: Conceptual Framework of the Study



In the conceptual framework of this study, attitude and perception are considered as independent variables in which attitude is studied by three underlying components – cognitive, affective, and behavioral – and perception is studied by perceived image, perceived quality, and perceived risk respectively. The consumers' purchase decision is the dependent variable and how attitude and perception influence customer purchase decisions will be studied.

CHAPTER 3

METHODOLOGY

This chapter aims to discuss about research methodologies in order to examine the effect of attitude and perception on purchase decisions of Thailand-imported fish sauce consumers in Yangon. The topics are as followings:

- 3.1. Research Design
- 3.2. Population and Sampling
- 3.3. Research instruments
- 3.4. Testing research instruments
- 3.5. Data Collection
- 3.6. Statistic Method
- 3.7. Reliability Test

3.1. Research Design

The research utilized the technique of qualitative and quantitative approach to attain the purposes of the study. One-to-one interview was conducted to 20 individuals whereas those interviewees were randomly selected from markets, supermarkets, neighbors, friends as the qualitative approach. In term of quantitative approach, the questionnaire, which was used as the survey instrument, was constructed by applying the related theories and was checked and approved by the experts from Bangkok University. The data collection was done through the questionnaire which was distributed to 400 respondents via online survey form. The data obtained from the questionnaire is put into SPSS for statistical analysis.

3.2. Population and Sampling

The population in this study are the residents from Yangon who are actual consumers of fish sauce who had bought Thailand-imported fish sauce recently or are willing to buy one in the future. The total population of Yangon is around 7.3 million according to the Census data collected in 2014 so 7.3 million citizens in Yangon area represents the total population of this study.

This study used the convenience sampling method and due to the limited time and resources, the author chose the convenience sampling for the research study. Sample population in this study were assumed that it can represent the total population of Thailand-imported fish sauce users in Yangon area.

Sample size was calculated by using the formula developed by Yamane (1967) in order to calculate the sample sizes. In this research, for the sample size, Yamane's formula will be used as following:

$$n = \frac{N}{1 + N (e)^2}$$

Where, n = the sample size,
 N = the population size, and
 e = the level of precision.

In this research, a 95% confidence level and $e = 0.05$ are assumed for the above equation.

$$n = \frac{N}{1 + N (e)^2} = \frac{7,300,000}{1 + 7,300,000 (0.05)^2} = 400 \text{ people}$$

Therefore, the minimum number of sample population for the data to be collected is 400.

3.3. Research Instruments

The research instrument for this study is the survey questionnaire. Part of the questions are referred to the previous researchers while some questions are self-constructed to cope with the scope of research problem and the questionnaire consists of 36 questions. The options respondents can choose for each question is developed based on the one-to-one interview responses which was carried out prior to the survey questionnaire.

In order to filter out participants irrelevant to the survey, the researcher included one filter question in the beginning of the questionnaire. The filter question is “Do you use fish sauce?”, and if the answer is “Yes”, the participant would continue to the remaining questions. If the answer is “No”, the participant will be directed to the end of the questionnaire saying “Thank You”. In this way, the author was able to exclude participants who are not related to this study.

Apart from the filter question, there are five parts in total. Part One is about the demographic information of the respondents which includes four questions asking about the age, gender, marital status and their monthly income.

In Part Two, questions related to the general behavior of the respondents are asked such as the country of origin of the fish sauce the respondents use, how much they use per month and in which applications they use fish sauce. The very first one is

“Which types of fish sauce do you normally use?” and the second being “How much fish sauce do you use in your home?”. The answer choices for the second question are based on the answers from the interview question “How much fish sauce do you use per month?”. The last one is “In what kind of applications do you use fish sauce?” and it is also based on the answers from the interview question “What are your primary application of fish sauce?”.

Part Three, Four and Five contain four questions related to the Attitude, Perception and Purchase decisions of the respondents respectively. Each question in Part Three, Four and Five are based on the answers from interview questions “Why do you use fish sauce?” and “What factors do you consider in buying fish sauce?”. The answers from interview respondents contains multiple types of reasons and factors considered, the relevant answers are referred in designing the questions for the last three parts.

Each and every question in the last three parts utilize the five-point Likert-type rating scales and the scores are assigned as follows:

1 = Strongly Disagree

2 = Disagree

3 = Neither Disagree nor Agree

4 = Agree

5 = Strongly Agree

For the measurement analysis, the author calculated the interval class by using the following formula in order to standardize the interval during the analysis stage:

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Max value} - \text{Min value}}{\text{Number of Interval}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Therefore, the average score interval of 0.8 will be used in the analysis and interpretation of factors as follows:

- Average score of 4.21 – 5.00 refers to Strongly Agree level
- Average score of 3.41 – 4.20 refers to Agree level
- Average score of 2.61 – 3.40 refers to Neither Disagree nor Agree level
- Average score of 1.81 – 2.60 refers to Disagree level
- Average score of 1.00 – 1.80 refers to Strongly Disagree level

3.4. Testing Research Instruments

Research instrument is tested before collecting the data to ensure that the survey questions are straightforward and easy to understand for the respondents and the sequence of questions is logical. In this way, the author can get the feedbacks, comments and suggestions of respondents and know if the questionnaire require additional improvements. 5 close friends of the researcher are chosen to provide constructive feedbacks before presenting to the advisor. The researcher carried out the actual data collection process only after confirming the research instrument with the advisor.

3.5. Data Collection

First and foremost, the one-to-one interview is carried out using semi-structured questions on 20 random individuals. The primary purpose of this interview is to collect necessary information in preparing the online survey questionnaire, to reinforce the online survey results and to further understand the behavior of fish sauce consumers in Yangon. The interview starts with “Do you use fish sauce at home?” and continued only if the answer is “Yes”. The total number of interviewees is 20 who are randomly selected from local markets, supermarkets, neighborhoods, etc. By the time of writing this research, the author is residing in Bangkok and could not go back to Yangon to carry out the interview in person due to the Covid-19, global pandemic so one-to-one interview was carried out in person with the help of a friend residing in Yangon as shown in Figure 3.1.



Figure 3.1: Interview Activity Photos

Source: Survey Data (2020)

After that, the data for survey questionnaire is collected from Yangon residents who are actual consumers of Thailand-imported fish sauce by means of online questionnaire. The survey was delivered to the respondents from email and social media chat like messengers with the link of Google Form by doing so the data will be filled directly in the database of Google form. In addition, the Google Form link was posted to relevant Facebook Groups with the permission of the Group admins and requested the Group members to participate in the survey. In doing so, the primary objective of the survey and the meaning of each question is clearly explained beforehand in order to avoid the misunderstand about the questions. The data collection process took nearly a month.

The minimum number of sample population for the data to be collected is 400. However, in the real-world data collection, the total number of respondents to the questionnaire is 469 people. Among these respondents, some answered they use local-made fish sauce only so the survey data of these respondents are filtered out inside Google Sheet so that the remaining data represents that of Yangon residents who actually utilize Thailand-imported fish sauce at their home. The total number of remaining respondents after filtering out the local fish sauce consumers is 402 so it exceeds the minimum number of sample population calculated above in the section 3.2.

3.6. Statistics Method

IBM SPSS Statistics v_25.0 program is used to analyze the survey data and the analyses used in this study are as follows:

Part One and Two of the questionnaire are about the demographic profile such as age, gender, marital status and monthly income; and usage behavior such as types of fish sauce, average monthly consumption and application where fish sauce is used; respectively. Therefore, descriptive statistics analysis is used to explain the demographic data and usage behavior of the respondents.

The remaining Part Three, Four and Five of the questionnaires utilize the five-point Likert scale. Therefore, the researcher measures the reliabilities of the survey items by means of Cronbach's Alpha value. The value of Cronbach's Alpha above 0.7 is considered as acceptable, one above 0.8 as good and one above 0.9 as excellent (Stepahnie, 2014). The calculated Cronbach's Alpha values for these items are described in section 3.7.

After validating the reliabilities of these items, the mean and standard deviation are used to analyze the quantitative variables which are attitude (cognitive attitude, affective attitude and behavioral attitude), perception (perceived image, perceived quality and perceived risk) and purchase decisions. Finally, multiple regression analysis is used to analyze the effect of attitude and perception on purchase decisions of Thailand-imported fish sauce consumers in Yangon region.

3.7. Reliability Test

Measurement is fundamental for empirical research which is a process in which numbers are all allocated to explanations and attributes for a variable (Trochim, 2006). According to (Werts *et.al.*, 1974), measurement reliability was using consistency scores calculated by the composite reliability score. In this section, the Cronbach's Alpha

value and Cronbach's Alpha if item deleted are calculated for each factor are calculated by using SPSS program to check the reliability of each factor. As mentioned above, Cronbach's alpha value of 0.7 or greater and Cronbach's alpha if item detected 0.5 or greater is acceptable for each factor of items and will measure for all constructs.

Table 3.1: Reliability Statistics for Cognitive Attitude

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.631	.628	4

Item-Total Statistics					
No.	Item's Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	I think Thailand-imported fish sauces are good quality.	12.29	2.544	.316	.622
2.	I think Thailand-imported fish sauces are more hygienic.	12.53	1.980	.495	.597
3.	I think Thailand-imported fish sauces are safer to consume.	12.41	2.123	.382	.585

4.	I believe food and dishes are more delicious by using Thailand-imported fish sauces.	12.35	2.062	.458	.526
----	--	-------	-------	------	------

Table 3.2: Reliability Statistics for Affective Attitude

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.645	.645	4

Item-Total Statistics					
No.	Item's Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	I like the smell and odor of Thailand-imported fish sauces.	12.40	2.370	.419	.581
2.	I am delighted by the taste of Thailand-imported fish sauces.	12.40	2.156	.444	.562
3.	I enjoy to use Thailand-imported fish	12.28	2.298	.392	.600

	saucers in making dishes.				
4.	I trust the quality of Thailand-imported fish saucers.	12.31	2.275	.445	.562

Table 3.3: Reliability Statistics for Behavioral Attitude

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.643	.644	4

Item-Total Statistics					
No.	Item's Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	I frequently purchase the Thailand-imported fish saucers.	12.53	2.260	.460	.548
2.	I use Thailand-imported fish sauce in making dishes because it makes the dishes more delicious.	12.62	2.547	.377	.606
3.	I had experiences with Thailand-imported fish	12.41	2.383	.420	.577

	saucers delivering better taste dishes.				
4.	I always buy the Thailand-imported fish saucers because it is necessary for me.	12.40	2.510	.439	.566

Table 3.4: Reliability Statistics for Perceived Image

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.666	.669	4

Item-Total Statistics					
No.	Item's Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	Thailand fish saucers looks good and fresh.	12.55	2.138	.473	.580
2.	The design and packaging of Thailand-imported fish saucers is desirable.	12.92	2.391	.467	.590

3.	The color of Thailand-imported fish sauces is visually more appealing.	12.65	2.207	.410	.626
4.	The brand image of Thailand-imported fish sauces is well-known.	12.74	2.263	.445	.600

Table 3.5: Reliability Statistics for Perceived Quality

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.704	.705	4

Item-Total Statistics					
No.	Item's Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	I like the smell and odor of Thailand-imported fish sauces.	12.41	2.622	.462	.657
2.	The Thailand-imported fish sauces provides the taste of fine-dining restaurants.	12.56	2.452	.509	.628

3.	Thailand-imported fish sauces provide superior taste in making dishes.	12.29	2.547	.489	.641
4.	Thailand-imported fish sauces have higher quality than local ones.	12.27	2.725	.501	.636

Table 3.6: Reliability Statistics for Perceived Risk

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.680	.681	4

Item-Total Statistics					
No.	Item's Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	Purchasing Thailand-imported fish sauces would reduce the risk of poor-quality product.	12.59	2.358	.467	.612
2.	Thailand-imported fish sauces are more	12.60	2.459	.446	.625

	consistent in quality than local ones.				
3.	Thailand-imported fish sauces are safer to consume compared of local ones.	12.47	2.324	.489	.598
4.	Using Thailand-imported fish sauce would improve my social class.	12.51	2.360	.448	.625

Table 3.7: Reliability Statistics for Purchase decisions

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.713	.713	4

Item-Total Statistics					
No.	Item's Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	I intend to purchase Thailand-imported fish sauces though there are various choices.	12.49	2.051	.531	.631

2.	I will positively recommend Thailand-imported fish sauces to other people.	12.85	2.151	.495	.653
3.	I am willing to purchase Thailand-imported fish sauces in the future.	12.57	2.045	.482	.662
4.	Overall, I am satisfied about my purchases of Thailand-imported fish sauces.	12.72	2.101	.491	.655

In overall, the Cronbach's alpha value of cognitive attitude (0.631), affective attitude (0.645), behavioral attitude (0.643), perceived image (0.666), perceived quality (0.704) and perceived risk (0.680) are almost the standard Cronbach's Alpha value of 0.7 but each item inside these individual factors have the "Cronbach's Alpha if Item Deleted" value of greater 0.5. Thus, it can be explained that the items have relatively acceptable internal consistency and the questionnaire is sufficiently reliable.

CHAPTER 4

RESULTS AND FINDINGS

In this chapter, the analysis and interpretation of data are described followed by a discussion of research findings. Both interview and survey data are analyzed to identify, describe and test the effect of attitude and perception on purchase decisions of Thailand-imported fish sauce consumers in Yangon region.

The following sections will be used to analyze data

4.1 One-to-One interview results

4.2 Demographic profile of respondents

4.3 Behavior of the respondents

4.4 Attitude

4.5 Perception

4.6 Purchase decisions

4.7 Analysis on the effect of attitude on purchase decisions

4.8 Analysis on the effect of perception on purchase decisions

4.1. One-to-One Interview Results

In this section, the data collected from one-to-one interview with personal interview is analyzed. The interview was carried out on 20 individuals who are randomly selected from local markets, supermarkets, neighborhoods, friends, family, etc. The author could interview 5 individuals in average per day so the whole interview process took almost a week. During the interview process, a close friend of the author helped go to the areas where target interviewees can be found and conducted the one-to-one interview instead of the author. Friend of the author collected the answers from interviewees by writing down in notebook and sent the data to the author again by talking via video call from messenger. And the author collected the answers by writing down in the notebook which the author's friend told via messenger video call and prepare for the survey questionnaires for this independent study.

The interview contains seven questions some of which were open-ended questions to collect qualitative answers from customers which are utilized in developing the online survey questionnaire. The interview responses for each question of 20 interviewees are described as follows:

Q1: Do you use fish sauce at your home?

The interview shows that most of the interviewees use fish sauce at their home since using fish sauce in a variety of kitchen application not only improves the taste and odor of the dish but also is a tradition in Myanmar. It highlights that the influence of past experience on the actual fish sauce consumption.

'I use fish sauce at my home because it can be used instead of MSG, so I can reduce the adding of MSG in making curry and adding fish sauce can enhance the taste of the Myanmar curry at certain level. That's why I would like to use fish sauce in making curry at my home.' (Lady, age 43 years, married)

Q2: Have you ever purchased fish sauce within three months?

According to the interview, most of the interviewees have purchased fish sauce within the last three months. They regularly buy fish sauce with the bottle size ranging from a small bottle (300 ml) to large bottle (around 1L). There are some interviewees who did not purchase fish sauce in the last three months, but it is because they have relatives in Rakhine State and Ayeyarwady Division who manufacture fish sauce and regularly sends them via courier services.

Q3: Why do you use fish sauce?

The interview demonstrated that most interviewees have the cognitive attitude that using fish sauce can enhance the taste and flavor of the dishes:

'The fish sauce has its unique sweetness and savory flavor which is different from other ingredients such as salt.' (Lady, age 39 years, married)

Some interviewees use fish sauce due to safety concerns such as negative health impacts resulting from using MSG and which is why they use fish sauce. They believe it is not good for their health since using MSG in dishes can lead to a lot of diseases

such as diabetes, hypertension, etc. There is a minor portion of interviewee who use fish sauce just because of it is an essential ingredient in making dishes:

'My mom has been using fish sauce when I started learning cooking from her and it turned out great taste. So, I keep using it.' (Lady, age 34 years, married)

As can be seen from this interview, past experience, perceived risk and cognitive attitude are the underlying causes which shape the consumption behavior of the interviewees.

Q4: How much fish sauce do you use per month?

The monthly fish sauce consumption amount of the interviewees varies greatly from less than 1 liter per month to more than 3 liter per month. The interview results demonstrate that the majority of the interviewees consumers about 1 – 3 liters of fish sauce per month and they use fish sauce in mostly every dish, both main and side dishes. About one-third of the interviewees consume fish sauce less than 1 liter per month. They tend to use fish sauce in conjunction with salt, and sometimes MSG. They use fish sauce to reduce the consumption of MSG in their everyday life and to add a little bit of umami, savory flavor to the dishes. There is a handful of interviewees who consumers more than 3 liter per month and that is because they have relatively bigger family size compared to other interviewees. Moreover, they cook traditional food such as Monthingha and Rakhine Mont Ti as family leisure activities regularly. Therefore, it can be concluded that the monthly fish sauce consumption is influenced by the cognitive attitude, behavioral attitude and perceived risk.

Over 60% of the interviewees consumes 1 – 3 liter of fish sauce per month while 36% consumes less than 1 liter per month. The interviewees who use more than 3 liter of fish sauce per month is only 3% of the total interviewees.

Q5: Which fish sauce do you prefer, local or imported?

The interview results indicate that the majority of the interviewees prefer to use imported fish sauces due to affective attitude, higher perceived quality and lower perceived risk:

‘I believe imported fish sauces have higher and more consistent quality. I prefer the taste and aroma of the imported fish sauces to the local ones – not too strong’ (Lady, age 32 years, single)

A minority of the interviewees prefer to the local fish sauces mainly due to the stronger taste – more salty and sweeter. The taste of the local fish sauces can provide the taste which Myanmar people are very fond of. There are also some interviewees who prefer either one of the two. They do not pay much attention to the country of origin and instead are more interested the brand which they have positive past experience.

Q6: What are your primary applications of fish sauce?

According to the interview results, the main applications of the fish sauce are in making dishes and in making salads. They use fish sauce in almost every kind of dishes whether it is cooked, the meat is marinated, or in almost every kind of Myanmar-style

salads such as tomato salad. Fish sauce is also used in making traditional curry such as Monhingha and Rakhine Mont Ti.

Q7: What factors do you consider in buying fish sauce?

The interview results show that interviewees are most interested in the taste followed by country of origin, brand, odor and appearance such as packaging, color, etc. Therefore, it can be concluded that perceived image and perceived quality are the most influencing factors in purchasing fish sauce. Some interviewees purchase fish sauce based on past experience especially when the previously used fish sauce could provide their desired taste and aroma. Safety is also one of the factors that interviewees consider such as FDA certificate, HACCP certificate, etc.

And the summary of the answers from these 20 interviewees are described as in the below table (4.1);

Table 4.1: Summary of answers from 20 Interviewees of One-to-One Interview

ID	Do you use fish sauce at your home ?	Have you ever purchased fish sauce within three months ?	Why do you use fish sauce?	How much fish sauce do you use per month ?	Which fish sauce do you prefer, local or imported?	What are your primary applications of fish sauce?	What factors do you consider in buying fish sauce?
2	Yes	Yes	- To enhance the flavor of the dish	Around 1.5L	Imported	- Making dishes	- Taste - Country of Origin - Past Experience

			- Due to its unique aroma				- Taste
3	Yes	No	- To replace salt and MSG in dishes	Around 500 ml	Imported	- Making dishes	- Taste - Brand - Country of Origin
4	Yes	Yes	- For better taste - Due to its sweetness	One small bottle	Imported	- Making dishes	- Brand - Packaging - Manufacturing Country - Smell
5	Yes	Yes	- To replace salt and MSG in dishes	Around 1.5L, sometimes two 1L bottle	Both	- Making dishes - Making salad	- Brand - Packaging - Manufacturing Country - Smell
6	Yes	Yes	- For better taste - To reduce salt & MSG usage	2 – 3 L	Both	- Making dishes - Making salad	- Bottle design - Odor - Past Experience - Brand
7	Yes	Yes	- Because it is an essential ingredient	Around two small bottles	Both	- Making dishes	- Color - Flavor - Country of origin
8	Yes	Yes	- To enhance flavor of dishes	1 – 2 L	Imported	- Making dishes - Making salad	- Brand - Taste

9	Yes	Yes	<ul style="list-style-type: none"> - To reduce & replace MSG - For better taste 	Just over one 1L bottle	Imported	<ul style="list-style-type: none"> - Making dishes 	<ul style="list-style-type: none"> - Saltiness - Smell - Color
10	Yes	Yes	<ul style="list-style-type: none"> - To enhance flavor of dishes 	1 – 2 L	Imported	<ul style="list-style-type: none"> - Making dishes - Making salad 	<ul style="list-style-type: none"> - FDA Certificate - Past Experience - Brand
11	Yes	Yes	<ul style="list-style-type: none"> - For better taste - Having been using traditionally - To replace MSG 	Around three quarter of 5L bottle	Local	<ul style="list-style-type: none"> - Making dishes - Making salad - Making Monhing ha 	<ul style="list-style-type: none"> - Taste - Brand - Color - FDA Certificate - HACCP Certificate
12	Yes	Yes	<ul style="list-style-type: none"> - Due to its unique aroma - To enhance flavor of dishes 	1 – 2 L	Both	<ul style="list-style-type: none"> - Making dishes - Making salad 	<ul style="list-style-type: none"> - Packaging - Taste - Manufacturing Country - Past Experience
13	Yes	No	<ul style="list-style-type: none"> - To enhance flavor of dishes 	One small bottle	Imported	<ul style="list-style-type: none"> - Making dishes 	<ul style="list-style-type: none"> - Taste & Sweetness - Smell
14	Yes	Yes	<ul style="list-style-type: none"> - For better taste - To replace MSG 	1 – 2 L	Both	<ul style="list-style-type: none"> - Making dishes - Making salad 	<ul style="list-style-type: none"> - Brand - Past Experience - Packaging

15	Yes	Yes	- To enhance flavor of dishes	Around 500 ml	Both	- Making dishes	- Country of origin - Brand - Taste
16	Yes	Yes	- For better taste - Because it is an essential ingredient	Just over one 1L bottle	Imported	- Making dishes - Making Monhing ha & Rakhine Mont Ti	- FDA Certificate - Taste - Brand
17	Yes	Yes	- To enhance flavor of dishes	Just over a small bottle	Imported	- Making Salad	- Past Experience - Taste - Brand
18	Yes	Yes	- For better taste	1 – 2 L	Both	- Making dishes	- Brand - Taste
19	Yes	Yes	- To enhance flavor of dishes	1 – 2 L	Imported	- Making Dishes - Making Salad	- Past Experience
20	Yes	Yes	- To enhance flavor of dishes	One small bottle	Imported	- Making Dishes	- Manufactur ing country - Brand - Taste - Smell

Based on this interview results, a structured questionnaire was prepared and conducted the survey on over 400 individuals who actually purchased Thailand-imported fish sauce within the last three months. The survey data is analyzed using SPSS software and are described as follows:

4.2. Demographic Profile of the Respondents

Before conducting the detail analysis, the demographic factors of the respondents are reviewed. The demographic factors contain the age, gender, marital status and monthly income. The summarized data of demographic profile of respondents are as below:

Table 4.2: Demographic Profile of Respondents: Age

Sr. No.	Demographic Factor	No. of Respondents	Percentage (%)
1	Age		
	Under 25	1	0.2%
	25 - 34	40	10%
	35 - 44	207	51.5%
	45 and above	154	38.3%
	Total	402	100%

Source: Survey Data (2020)

As shown in table 4.2, 1 person representing 0.2% of respondents is age under 25, followed by the age group between 25 – 34 with 40 respondents which represents 10% of the respondents and followed by the age group between 35-44 which comprises just over half of the total respondents with 207 respondents representing 51.5%, followed by the age group with the age 45 and above with 154 respondents representing 38.3%.

Table 4.3: Demographic Profile of Respondents: Gender

Sr. No.	Demographic Factor	No. of Respondents	Percentage (%)
1	Gender		
	Female	274	68.2%
	Male	125	31.1%
	Prefer not to say	2	0.5%
	Other	1	0.2%
	Total	402	100%

Source: Survey Data (2020)

In terms of gender, 274 respondents are female which represents 68.2%, and the male respondents comprises with 125 respondents representing 31.1%. There are some respondents who prefer not to mention their gender and other gender, and these two occupies can be divided into: 2 respondents representing 0.5% who prefer not to say his/her gender and 1 respondent representing 0.2% choose to be other gender.

Table 4.4: Demographic Profile of Respondents: Marital Status

Sr. No.	Demographic Factor	No. of Respondents	Percentage (%)
1	Marital Status		
	Single	152	37.8%
	Married	250	62.2%
	Total	402	100%

Source: Survey Data (2020)

The study also shows that 152 respondents representing 37.8% are single while the remaining respondents are married with 250 respondents representing 62.2%.

Table 4.5: Demographic Profile of Respondents: Monthly Income

Sr. No.	Demographic Factor	No. of Respondents	Percentage (%)
1	Monthly Income		
	Under 300,000 MMK	4	1%
	300,001 MMK – 600,000 MMK	25	6.2%
	600,001 – 900,000 MMK	161	40%
	900,001 MMK and above	212	52.7%
	Total	402	100%

Source: Survey Data (2020)

When it comes to monthly income, 4 respondents representing 1% whose monthly income exists under 300,000 MMK, followed by 25 respondents representing 6.2% who have monthly income between 300,001 MMK to 600,000 MMK, followed by 161 respondents representing 40% whose monthly income lies between 600,001 MMK to 900,000 MMK. Finally, over half of the respondents receive 900,001 MMK and above monthly income with 212 respondents representing 52.7%. Since the sample population represents the total population of the study, the above figures describe the general demographic profile of Thailand-imported fish sauce consumers in Yangon region.

4.3. Behavior of the Respondents

This section provides the answers of respondents regarding their behavior of fish sauce consumers in Yangon. To measure usage pattern, factors such as fish sauce usage, the respondent were allowed to give more than one answer for the questions; “In what kind of applications do you use fish sauce?”. The results were described as follows:

Table 4.6: Behavior of Respondents: Type of Fish Sauce

Sr. No.	Behavior Factor	No. of Respondents	Percentage (%)
1	Which types of fish sauce do you normally use?		
	Local	0	0%
	Thailand-Imported	363	90.5%
	Both	38	9.5%
	Total	402	100%

Source: Survey Data (2020)

As shown in Table 4.6, Most of the respondents who prefer to use Thailand-imported fish sauces are 363 respondents which represents 90.5% while the remaining 38 respondents representing 9.5% are consuming both local-made and Thailand-imported fish sauce.

Table 4.7: Behavior of Respondents: Monthly Fish Sauce Consumption

Sr. No.	Behavior Factor	No. of Respondents	Percentage (%)
1	How much fish sauce do you use in your home?		
	Less than 1 liter per month	104	25.7%
	1 – 3 liter per month	275	68.6%
	More than 3 liter per month	23	5.7%
	Total	402	100%

Source: Survey Data (2020)

In terms of consumption amount, as shown in table 4.7, 104 respondents which represents 25.7% of the respondents consume less than 1 liter of fish sauce per month while 275 respondents representing 68.6% use 1 – 3 liter of fish sauce per month. Only 23 respondents which represent 5.7% use more than 3 liter of fish sauce per month. This survey results also agree with the analysis from one-to-one interview where 1-3 liter per month consumption is the highest followed by less than 1 liter per month consumption.

Table 4.8: Behavior of Respondents: Applications of Fish Sauce

Sr. No.	Behavior Factor	No. of Respondents	Percentage (%)
1	In what kind of application do you use fish sauce?		
	Making dishes	213	53%
	Making traditional curry	145	36%
	Making salads	40	10%
	All of the above	4	1%
	Total	402	100%

Source: Survey Data (2020)

This question is a multiple-choice question so the respondents can choose more than one option and thus the total number of choices exceeds the total number of respondents. As can be seen in Table 4.8, 213 respondents representing 53% of respondents use fish sauce in making dishes, followed by 145 respondents representing 36% use fish sauce in making traditional curry, followed by 40 respondents representing 10% use fish sauce in making salads, finally 4 respondents representing 1% use fish sauce in making all of the above dishes. This survey result agrees with the

one-to-one interview analysis result where over half of interviewees use fish sauce in making dishes followed by making salad and making traditional curry respectively.

4.4. Attitude

In this study, consumer attitude of Thailand-imported fish sauce consumers in Yangon region are studied. For consumer attitude, cognitive, affective and behavioral components of attitude with four different questions each are asked to collect data. The collected results are as follows:

4.4.1 Cognitive Component of Attitude

This section is to analyze the cognitive component of attitude of Thailand-imported fish sauce consumers in Yangon region. It contains four statements each of which has scale of 1 to 5 (1 = strongly disagree to 5 = strongly agree). This result is shown in Table (4.9).

Table 4.9: Cognitive Component of Attitude

Sr. No.	Items	Mean	Std. Deviation
1	I think Thailand-imported fish sauces are good quality.	4.24	0.572
2	I think Thailand-imported fish sauces are more hygienic.	3.99	0.701
3	I think Thailand-imported fish sauces are safer to consume.	4.11	0.721
4	I believe food and dishes are more delicious by using Thailand-imported fish sauces.	4.18	0.690
Total		4.13	0.679

Source: Survey Data (2020)

The mean value of each question on Cognitive Component of Attitude is presented in Table 4.9. The total mean is 4.13 which shows that the respondents agree

that Thailand-imported fish sauces are good quality and more delicious. The respondents strongly agree that Thailand-imported fish sauces are good quality (mean value = 4.24) while they agree that Thailand-imported fish sauces are more delicious (mean value = 4.18), safer to consume (mean value = 4.11) and more hygienic (mean value = 3.99).

According to the interview analysis results, the consumers consider taste, odor, flavor and safety-compliant certificates when buying fish sauce. The survey analysis results also show that the consumers think that Thailand-imported fish sauces are good quality, safe to consumer and more hygienic. Therefore, it can be concluded that consumers with positive cognitive attitude tend to purchase Thailand-imported fish sauce.

4.4.2 Affective Component of Attitude

This section is to analyze the affective component of attitude of Thailand-imported fish sauce consumers in Yangon region. It contains four statements each of which has scale of 1 to 5 (1 = strongly disagree to 5 = strongly agree). This result is shown in Table (4.10).

Table 4.10: Affective Component of Attitude

Sr. No.	Items	Mean	Std. Deviation
1	I like the smell and odor of Thailand-imported fish sauces.	4.06	0.644
2	I am delighted by the taste of Thailand-imported fish sauces.	4.06	0.721

3	I enjoy to use Thailand-imported fish sauces in making dishes.	4.18	0.699
4	I trust the quality of Thailand-imported fish sauces.	4.15	0.667
Total		4.11	0.685

Source: Survey Data (2020)

The mean value of each question on Affective Component of Attitude is presented in Table 4.10. The total mean is 4.11 which shows that the respondents agree that they have positive affection towards Thailand-imported fish sauce. When analyzing the individual factors, the factor “I enjoy to use Thailand-imported fish sauces in making dishes” is the highest with mean value 4.18 followed by the factor “I trust the quality of Thailand-imported fish sauces” (mean value = 4.15). The remaining two factors “I like the smell and odor of Thailand-imported fish sauces” and “I am delighted by the taste of Thailand-imported fish sauces” have the same mean value of 4.06.

The interview analysis shows that fish sauce users utilize it in making dishes because it can enhance the taste and flavor of the dishes and salads, and due to its unique aroma. The survey analysis shows that Thailand-imported fish sauce consumers enjoy the taste and flavor of the fish sauce therefore, it can be concluded that consumers who exhibits positive affection towards Thailand-imported fish sauce tends to purchase it better.

4.4.3 Behavioral Component of Attitude

This section is to analyze the behavioral component of attitude of Thailand-imported fish sauce consumers in Yangon region. It contains four statements each of

which has scale of 1 to 5 (1 = strongly disagree to 5 = strongly agree). This result is shown in Table 4.11.

Table 4.11: Behavioral Component of Attitude

Sr. No.	Items	Mean	Std. Deviation
1	I frequently purchase the Thailand-imported fish sauces.	4.12	0.748
2	I use Thailand-imported fish sauce in making dishes because it makes the dishes more delicious.	4.03	0.690
3	I had experiences with Thailand-imported fish sauces delivering better taste dishes.	4.24	0.726
4	I always buy the Thailand-imported fish sauces because it is necessary for me.	4.25	0.656
Total		4.16	0.711

Source: Survey Data (2020)

The mean value of each question on Behavioral Component of Attitude is presented in Table 4.11. The total mean of 4.16 indicates that the respondents agree that they had past experience with purchasing or using Thailand-imported fish sauces. When analyzing the individual factors, the respondents strongly agree that they had experiences with Thailand-imported fish sauces delivering better taste dishes (mean value = 4.25) and always buy the Thailand-imported fish sauces because it is necessary for them (mean value = 2.24). The respondents also agree that they frequently purchase the Thailand-imported fish sauces (mean value = 4.12) and use Thailand-imported fish sauce in making dishes because it makes the dishes more delicious (mean value = 4.03).

The interview analysis also states that the Thailand-imported fish sauce buyers with positive past experiences such as better taste and flavor, unique aroma, etc. tend to re-buy the identical product in the future. Therefore, the survey analysis reinforces

the interview analysis in this study that consumers with positive behavioral attitude purchase the Thailand-imported fish sauce products.

4.5. Perception

In this study, consumer perception of Thailand-imported fish sauce consumers in Yangon region are studied. For consumer perceived image, perceived quality and perceived risk with four different questions each are asked to collect data. The collected results are as follows:

4.5.1. Perceived Image

This section is to analyze the perceived image of Thailand-imported fish sauce consumers in Yangon region. It contains four statements each of which has scale of 1 to 5 (1 = strongly disagree to 5 = strongly agree). This result is shown in Table (4.12).

Table 4.12: Perceived Image

Sr. No.	Items	Mean	Std. Deviation
1	Thailand fish sauces looks good and fresh.	4.40	0.701
2	The design and packaging of Thailand-imported fish sauces is desirable.	4.04	0.593
3	The color of Thailand-imported fish sauces is visually more appealing.	4.30	0.718
4	The brand image of Thailand-imported fish sauces is well-known.	4.21	0.666
Total		4.24	0.684

Source: Survey Data (2020)

The mean value of each question on Perceived Image is presented in Table 4.12. The total mean is 4.24 which shows that the respondents strongly agree that they have

positive perception with the Thailand-imported fish sauces. When analyzing the individual factors, the respondents strongly agree that Thailand-imported fish sauces look good and fresh (mean value = 4.40), the color of Thailand-imported fish sauces are visually more appealing (mean value = 4.30) and the brand image of Thailand-imported fish sauces are well-known (mean value = 4.21). They also agree that the design and packaging of Thailand-imported fish sauces is desirable (mean value = 4.04).

In the interview analysis, the interviewees stated that they consider such factors as design, packaging, color, brand when buying fish sauce. In the survey analysis, buyers perceive the Thailand-imported fish sauce to be good, fresh, visually appealing and well-known brands. Therefore, it agrees with the interview results and can be concluded that consumers who perceive the Thailand-imported fish sauce positively purchase the products.

4.5.2. Perceived Quality

This section is to analyze the perceived quality of Thailand-imported fish sauce consumers in Yangon region. It contains four statements each of which has scale of 1 to 5 (1 = strongly disagree to 5 = strongly agree). This result is shown in Table 4.13.

Table 4.13: Perceived Quality

Sr. No.	Items	Mean	Std. Deviation
1	I like the smell and odor of Thailand-imported fish sauces.	4.10	0.709
2	The Thailand-imported fish sauces provides the taste of fine-dining restaurants.	3.95	0.742

3	Thailand-imported fish sauces provide superior taste in making dishes.	4.22	0.719
4	Thailand-imported fish sauces have higher quality than local ones.	4.24	0.637
Total		4.13	0.712

Source: Survey Data (2020)

The mean value of each question on Perceived Quality is presented in Table 4.13. The total mean is 4.13 which indicates that the respondents agree that the quality of Thailand-imported fish sauces is perceived to be good. When analyzing the individual factors, the respondents strongly agree that Thailand-imported fish sauces have higher quality than local ones (mean value = 4.24) and provide superior taste in making dishes (mean value = 4.22). They also agree that they like the smell and odor of Thailand-imported fish sauces (mean value = 4.10) and the Thailand-imported fish sauces provides the taste of fine-dining restaurants (mean value = 3.95).

The interviewees stated that they use the fish sauce because it can enhance the taste and flavor of the dishes and provide unique aroma into the dishes and salads. It agrees with the survey analysis results and can be concluded that consumers who perceive the quality of Thailand-imported fish sauce to be good tend to purchase the fish sauce.

4.5.3. Perceived Risk

This section is to analyze the perceived risk of Thailand-imported fish sauce consumers in Yangon region. It contains four statements each of which has scale of 1 to 5 (1 = strongly disagree to 5 = strongly agree). This result is shown in Table 4.14.

Table 4.14: Perceived Risk

Sr. No.	Items	Mean	Std. Deviation
1	Purchasing Thailand-imported fish sauces would reduce the risk of poor-quality product.	4.14	0.687
2	Thailand-imported fish sauces are more consistent in quality than local ones.	4.12	0.659
3	Thailand-imported fish sauces are safer to consume compared to local ones.	4.26	0.686
4	Using Thailand-imported fish sauce would improve my social class.	4.21	0.701
Total		4.18	0.685

Source: Survey Data (2020)

The mean value of each question on Perceived Risk is presented in Table 4.14. The total mean is 4.18 which shows that the respondents agree that Thailand-imported fish sauces have lower perceived risk. When analyzing the individual factors, the respondents strongly agree that Thailand-imported fish sauces are safer to consume compared to local ones (mean value = 4.26) and using Thailand-imported fish sauces would improve their social class (mean value = 4.18). They also agree that purchasing Thailand-imported fish sauces would reduce the risk of poor-quality product (mean value = 4.14) and Thailand-imported fish sauces are more consistent in quality than local ones (mean value = 4.12).

According to the interview analysis, safety is one of the factors that the consumers take into account when buying fish sauce such whether the product is FDA compliant, HCPPA compliant, etc. The survey analysis also reveals that the Thailand-

imported fish sauce buyers choose Thailand-imported products due to lower perceived risk and safer to consume so these two analysis results agree with each other.

4.6. Purchase Decisions

This section is to analyze the purchase decisions of Thailand-imported fish sauce consumers in Yangon region. It contains four statements each of which has scale of 1 to 5 (1 = strongly disagree to 5 = strongly agree). This result is shown in Table (4.15).

Table 4.15: Purchase decisions

Sr. No.	Items	Mean	Std. Deviation
1	I intend to purchase Thailand-imported fish sauces though there are various choices.	4.39	0.623
2	I will positively recommend Thailand-imported fish sauces to other people.	4.03	0.601
3	I am willing to purchase Thailand-imported fish sauces in the future.	4.31	0.658
4	Overall, I am satisfied about my purchases of Thailand-imported fish sauces.	4.16	0.627
Total		4.22	0.642

Source: Survey Data (2020)

The mean value of each question on Purchase decisions is presented in Table 4.15. The total mean is 4.22 which indicates that the respondents strongly agree that they intend to purchase, positively recommend and are satisfied with Thailand-imported fish sauces. When analyzing the individual factors, the respondents strongly agree that they intend to purchase Thailand-imported fish sauces though there are various choices (mean value = 4.39) and are willing to purchase Thailand-imported fish

sausages in the future (mean value = 4.31). They also agree that they are satisfied about their purchases of Thailand-imported fish sauces (mean value = 4.16) and will positively recommend Thailand-imported fish sauces to other people (mean value = 4.03).

4.7. Analysis on the Effect of Attitude on Purchase decisions

In this study, the effect of attitude on purchase decisions of Thailand-imported fish sauce consumers in Yangon region is explored. The linear regression model is applied. The results are shown in Table 4.16.

Table 4.16: Model Summary of The Effect of Attitude on Purchase decisions

Model	R	R Square	Adjusted R Square	Change Statistics					Durbin Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
1	0.628 ^a	0.395	0.390	0.395	86.035	3	396	0.000	1.890

a. Dependent Variable: Purchase decisions

b. Predictors: (Constant), Cognitive Attitude, Affective Attitude, Behavioral Attitude

According to Table 4.16, the model can explain 39.5% about the variation of purchase decisions of the respondents since the value of R square is 0.395. The model can explain 39% about the variance of the independent variables (cognitive attitude, affective attitude and behavioral attitude) and dependent variable (purchase decisions) because adjusted R square is 0.390. The value of F-test, the overall significance of the models, shows that the independent variables statistically significantly predict the dependent variable and the regression model is a good fit of the data.

The value of R is 0.628 which lies between 0 and 1. It indicates that both independent variables and dependent variable are positively correlated. The value of Durbin-Watson is closed to 2 (1.890) which indicates that there is no auto correlation detected in the sample.

Table 4.17: Coefficients of The Effect of Attitude on Purchase decisions

Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	VIF
	B	Std. Error	Beta			
(constant)	1.322	0.205		6.437	0.000	
Cognitive Attitude	0.200***	0.048	0.202	4.191	0.000	1.526
Affective Attitude	0.220***	0.047	0.228	4.653	0.000	1.574
Behavioral Attitude	0.304***	0.047	0.323	6.479	0.000	1.631

a. Dependent Variable: Purchase decisions

According to the results in Table 4.17, all VIFs (Variance Inflation Factor) of independent variables are less than 10, so there is no problem of multi-collinearity (correlation between independent variables). All three independent variables (cognitive attitude, affective attitude and behavioral attitude) have the expected positive sign and highly significant coefficient value at 1% level. The positive relationship means that the increase in each of these three components of attitude leads to higher purchase decisions made by the consumer.

Between the three independent variables, behavioral attitude has the highest standardized coefficient (Beta) which means that behavioral attitude has greater contribution than cognitive attitude and affective attitude to increase purchasing decision made by Thailand-imported fish sauce consumers in Yangon region.

4.8. Analysis on the Effect of Perception on Purchase decisions

In this study, the effect of perception on purchase decisions of Thailand-imported fish sauce consumers in Yangon region is explored. The linear regression model is applied. The results are shown in Table 4.18.

Table 4.18: Model Summary of The Effect of Perception on Purchase decisions

Model	R	R Square	Adjusted R Square	Change Statistics					Durbin Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
1	0.697 ^a	0.485	0.440	0.485	124.198	3	395	0.000	1.829

a. Dependent Variable: Purchase decisions

b. Predictors: (Constant), Perceived Risk, Perceived Quality, Perceived Image

According to Table 4.18, the model can explain 48.5% about the variation of purchase decisions of the respondents since the value of R square is 0.485. The model can explain 44% about the variance of the independent variables (perceived image, perceived quality and perceived risk) and dependent variable (purchase decisions) because adjusted R square is 0.440. The value of F-test, the overall significance of the models, shows that the independent variables statistically significantly predict the dependent variable and the regression model is a good fit of the data.

The value of R is 0.697 which lies between 0 and 1. It indicates that both independent variables and dependent variable are positively correlated. The value of Durbin-Watson is closed to 2 (1.829) which indicates that there is no auto correlation detected in the sample.

Table 4.19: Coefficients of The Effect of Perception on Purchase decisions

Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	VIF
	B	Std. Error	Beta			
(constant)	1.001	0.186		5.389	0.000	
Perceived Image	0.280***	0.049	0.285	5.722	0.000	1.909
Perceived Quality	0.247***	0.046	0.259	5.323	0.000	1.811
Perceived Risk	0.260***	0.046	0.270	5.661	0.000	1.744

b. Dependent Variable: Purchase decisions

According to the results in Table 4.19, all VIFs (Variance Inflation Factor) of independent variables are less than 10, so there is no problem of multi-collinearity (correlation between independent variables). All three independent variables (perceived image, perceived quality and perceived risk) have the expected positive sign and highly significant coefficient value at 1% level. The positive relationship means that the increase in each of these three components of attitude leads to higher purchase decisions made by the consumer.

Between the three independent variables, perceived image has the highest standardized coefficient (Beta) which means that perceived image has greater contribution than perceived quality and perceived risk to increase purchasing decision made by Thailand-imported fish sauce consumers in Yangon region.

CHAPTER 5

CONCLUSION

This chapter includes the findings and discussions of the previous chapter, the suggestions and recommendations of the study, and recommendation for future research. The purpose of this study is to examine the effect of consumer attitude and perception on purchase decisions of fish sauce imported from Thailand.

5.1. Findings and Discussions

This study used both a qualitative method of semi-structured one-to-one interview to 20 individuals from local market, supermarkets, close friends and neighborhoods, and a quantitative method, which conducted a questionnaire with 402 people who live in the area of the city of Yangon and purchased the Thailand-imported fish sauce products within three months and willing to buy in the future also. The questionnaire was designed to assess how the consumer attitude and perception influence consumers' decisions to purchase the Thailand-imported fish sauce products. The survey was a practical study that used quantitative Likert scale survey method to collect the data online with Google Form. The research finding of the study were concluded in this chapter. Moreover, the discussion of research findings and the recommendation were also included.

According to the interview analysis results, consumers use fish sauce for several different reasons. Most of the interviewees use it to enhance the taste and flavor of the dishes while some use it just because it is an essential ingredient in making dishes.

There are some interviewees who use it to replace MSG in making dishes. It can be seen that a minor portion of the consumers are aware of the impact of the MSG on their health and substitute it with the fish sauce. It can also be due to increasing healthy lifestyle, and rise in health awareness and negative perception on MSG in urban regions. It also agrees with the prior literature which argues that a reduction in perceived risk leads to an increase in purchase probability, so a decrease in perceived risk is useful for increasing customer trust (Chang & Chen, 2008).

The interviewees use fish sauce mainly in making dishes and salads such tomato salad, pickled tea leaves salad, etc. while there are some consumers who use it in making traditional dishes such as Monhingha, Rakhine Mont Ti, etc. The average monthly consumption ranges from just a small bottle (300 ml) to three quarter of 5L bottle (around 3.75 l) per month. Having a variety of option to choose from when it comes to bottle size is good for the consumers because they can choose whatever size that suits their monthly consumption rate. According to the study of (P. Thirapattanapokin, 2016), the respondents chose fish sauce based on the expiry date and bought up to 3 bottles of 700 ml fish sauce monthly. That study of P. Thirapattanapokin showed that the price and discounts have distinct influence on the buying behavior of fish sauce in the central region of Thailand. For the findings from this research, the buying behavior of fish sauce in Yangon region is influenced by the various size of fish sauce.

There are several factors that consumers consider when buying fish sauce such as taste, flavor, color, packaging, country of origin, brand, past experience, etc. This finding supports the previous empirical findings that the attitude toward brand influence

the consumer purchase intention in the general marketing industry (Lutz, MacKenzie, & Belch, 1983). In addition, it also reinforces the finding of (Schiffman and Wisenblit 2015) which argues perception will create consumer imagery towards certain item that impact consumer buying decision making process. Furthermore, it implies with the purchasing behavior of consumer in Vietnam towards fish sauce products whereas Vietnamese consumers preferred to buy fish sauce in terms of sensory appeal, health, price, convenience, traditional value, quality and safety (L. T Linh, V. D. Ai, N. H. Dzung, L. M Tam, 2019).

It is interesting that there are no interviewees who mention about the pricing of the fish sauce among Thailand-imported fish sauce consumers which means they pay more attention to other factors such as taste, country of origin, brand, etc. rather than price of the product. The price of an average bottle of fish sauce ranges from under 1,000 MMK up to 3,000 MMK so the perceived financial risk of the monetary cost that loss from the poor purchase choice is relatively low. Therefore, the consumers are more concerned with perceived quality and perceived image than with perceived financial risk. According to (Geoffrey & Gregory 2018), the variation of attitude component has positive influence on the purchase decision making of the consumer and this study reinforces the stated argument.

On the other hand, there are several interviewees who purchase Thailand-imported fish sauce due to positive past experience. This finding also agrees with the prior literature which states that when people have positive attitude, they exhibit more positive behavior than those with negative attitude (Chaiken and Baldwin, 1981).

According to the analysis results of demographic from the respondents, the majority of Thailand-imported fish sauce users are above 35 years old which represents around 90% of the total respondents and almost 70% and 62% of the users are female and married respectively. In addition, over 90% of the Thailand-imported fish sauce consumers have the monthly income above 600,000 MMK.

Since the researcher collected the data of 402 questionnaires as online survey and most of the respondents are researcher's friends, buyers at supermarkets and local markets so over 90% of the Thailand-imported fish sauce consumers have the monthly income above 600,000 MMK. It is also one of the reasons why consumers are not much concerned with the pricing of the fish sauce as discussed above.

Over 90% of the respondents use Thailand-imported fish sauce while the remaining less than 10% use both Thailand-imported and local fish sauces. The average consumption of almost 70% of the consumers is 1 – 3 liter per month while a quarter of the respondents consumes less than 1 liter per month. The major application (almost 90%) of Thailand-imported fish sauce in Yangon region is in making dishes and traditional curry while 10% of the respondents utilize it in making salads.

Regarding to the attitude of the consumers, most of the respondents believe that Thailand-imported fish sauces are good quality and make food and dishes more delicious. They also enjoy to use the it in making dishes and trust its quality. Moreover, they frequently buy Thailand-imported fish sauce because it makes the dishes more delicious which also agrees with the interview results.

When it comes to consumer perception, Thailand-imported fish sauces look good and fresh and the color is visually appealing. They also perceive the Thailand-

imported fish sauces to have higher quality and provide superior taste in making dishes than local ones. In addition, Thailand-imported fish sauces are perceived to be safer to consume, more consistent in quality and would improve their social class. It agrees with the multi-component model (Eagly & Chaiken, 1993) that consumers with positive attitude and perception have higher probability of making purchasing decision.

The regression analysis on the effect of attitude on purchase decisions of Thailand-imported fish sauce consumers shows that all three component of attitude – cognitive attitude, affective attitude and behavioral attitude – positively influence the purchase decisions of the consumers and among the three, behavioral attitude has the greatest influence in making purchase decisions of the consumer. It shows that the consumers who had previously purchased the Thailand-imported fish sauces and positive experience with it are more likely to re-purchase again in the future which also agrees with the attitude model stated by (Zanna & Rempel, 1988).

Again, the regression analysis on the effect of perception on purchase decisions of Thailand-imported fish sauce consumers shows that all three component of perception – perceived image, perceived quality and perceived risk – positively influence the purchase decisions of the consumers and among the three, perceived image has the greatest influence in making purchase decisions of the consumer. It shows that the consumers' purchase decisions are more influenced by the perceived image of the Thailand-imported fish sauce such as the look, design, packaging, color and brand image of the fish sauce which also agrees with the findings of (Knight and Calantone, 2000).

This study will enrich the research finding for consumers' attitude (cognitive attitude, affective attitude and behavioral attitude) and perception (perceived image, perceived quality and perceived risk) on the purchasing decision making of Thailand-imported fish sauce consumers in Yangon. Reviewing our research finding, the fish sauce manufacturers and retailers can get to know which specific factor can highly affect consumers' attitude and perception, and how to take advantage of that knowledge to design marketing mixes so that they can attract more buyers to their products.

From this study, it can be seen that consumers in Yangon are paying more attention to safety factor such as FDA approved certificate, QC, hygiene of the products, etc. than ever before. Therefore, manufacturers and retailers can take into account such factors in manufacturing and product listing in retail channels. Moreover, it is also beneficial for consumers since manufacturers and retailers offer more products that are appealing to them so the consumers have more options to choose from.

5.2. Suggestions and Recommendations

The survey data and analysis results describe what criteria influence consumer purchase decisions of Thailand-imported fish sauces and also to know the potential targeted customer profile. It also provides fish sauce making companies in Thailand with valuable information regarding how they can better target customers and develop more effective and efficient marketing strategies tailored-made to these demographic profiles.

Regarding demographic profile of the respondents, majority of the respondents are above 35 years old, female and married with monthly income above 600,000 MMK

per month. Therefore, marketers should advertise the Thailand-imported fish sauce products in such a way that reflects the living standard and lifestyle of the consumers.

When it comes to the consumption behavior, it is pretty rare that the monthly consumption of Thailand-imported fish sauces exceeds 3 liters per month so the packaging size of Thailand-imported fish sauces match the consumption pattern of the consumers. Moreover, the major application of Thailand-imported fish sauce is in making dishes and traditional curry so marketers should focus not only on product advertisements but also in cooking shows and programs.

Regarding attitude towards purchase decisions, all three components of attitude – cognitive attitude, affective attitude and behavioral attitude – have positive influence on purchase decisions of the consumers but behavioral attitude is the most significant influencing factor among three on the consumers' purchase decisions. So, marketing campaigns that encourage repeat purchase of consumers such as incentive on repeat purchase, royalty program, etc.

Likewise, perceived image – among three components of perception such as perceived image, perceived quality and perceived risk – is the most significant influencing factor on purchase decisions. Therefore, fish sauce making companies are recommended to manufacture good-looking fish sauce with visually appealing design and packaging.

5.3. Recommendation for Future Research

This study presented the most important factors that impact upon consumers' online purchasing decisions. However, this study also has a number of limitations. This

study only emphasizes the effect of consumer attitude and perception on purchase decisions of Thailand-imported fish sauce consumers in Yangon. Consumers from other areas other than Yangon region is not included in this study. Different consumers in different area exhibit different attitude and perception and thus will have different criteria in making purchase decisions of Thailand-imported fish sauces. Therefore, it should be conducted in other area from different views on the effect of attitude and perception on consumer purchase decisions.

This study also excludes the effect of other factors on purchasing decision such as product availability, convenience of the location, discounts and other promotional incentives, etc. In making purchasing decision, there are a number of factors other than attitude and perception so further studies on the effect of these factors on purchasing decisions are recommended which can then be combined with this study to develop a further understanding of the consumer behavior.

For this research, demographic profile is narrow especially on age group and monthly income. The demographic profile of most of the respondents lie between age group of 25 – 34 years old and 35 - 44 years old respectively and monthly income higher than 600,000 MMK. As relatively younger consumers have different consumption behavior. Likewise, relatively low-income consumers purchase lower-priced products than moderate to higher income ones. Therefore, further research can focus more on the younger age group and low-income consumers to further understand their consumption behavior. And then, further research might consider constructing and developing other factors such as personal influences, situational influences, advertising and branding.

BIBLIOGRAPHY

Aaker, D. A., & John, G. M. (1989). Image and Competitive Position. Advertising Management, 124-154.

Aaker, D. A., & Shansby, G. J. (1982). Positioning your product business horizons 5-6, 3.

Ai, V. D., & Dzung, N. H. (2019). ASSESSING CONSUMER BEHAVIOR TOWARDS FISH SAUCE PRODUCTS BY USING FOOD CHOICE QUESTIONNAIRE. Vietnam Journal of Science and Technology, 57(3B), 87.

Akbar, YJ, & DARMASTUTI, I. (2010). Analysis of the Influence of Consumer Motivation, Perceptions of Quality, and Consumer Attitudes on Purchasing Decisions of Honda Motorbikes (Study on Honda Motorcycle Consumers in Semarang) (Doctoral dissertation, Library of the Faculty of Economics, UNDIP).

Albarracín, D., Johnson, B. T., Zanna, M. P., & Kumkale, G. T. (2005). Attitudes: Introduction and scope. The handbook of attitudes, 2005, 3-19.

Assael, H. (1995). Consumer behavior and marketing action.

Bagozzi, R. P., & Burnkrant, R. E. (1980). Single component versus multicomponent models of attitude: Some cautions and contingencies for their use. ACR North American Advances.

Bagozzi, R. P., Tybout, A. M., Craig, C. S., & Sternthal, B. (1979). The construct validity of the tripartite classification of attitudes. Journal of Marketing Research, 16(1), 88-95.

- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
- Calantone, R., & Knight, G. (2000). The critical role of product quality in the international performance of industrial firms. *Industrial Marketing Management*, 29(6), 493-506.
- Chaiken, S., & Baldwin, M. W. (1981). Affective-cognitive consistency and the effect of salient behavioral information on the self-perception of attitudes. *Journal of Personality and Social Psychology*, 41(1), 1.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention. *Online information review*.
- Cox, D. F., & Stuart, U. (1964). Rich (1964)," Perceived Risk and Consumer Decision Making-The Case of Telephone Shopping,". *Journal of Marketing Research*, 1(4), 32-39.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt brace Jovanovich college publishers.
- Eagly, A. H., & Chaiken, S. (2007). The advantages of an inclusive definition of attitude. *Social cognition*, 25(5), 582-602.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.

- García-Casal, M. N., Peña-Rosas, J. P., & Malavé, H. G. (2016). Sauces, spices, and condiments: definitions, potential benefits, consumption patterns, and global markets. *Annals of the New York Academy of Sciences*, 1379(1), 3-16.
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. A. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of retailing*, 74(3), 331.
- Hawkins, D. I., & Mothersbaugh, D. L. (2013). *Consumer behavior: Building strategy*.
- Hockenbury, D. H., & Hockenbury, S. E. (2010). *Discovering psychology*. Macmillan.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), 1-22.
- Knight, G. A., & Calantone, R. J. (2000). A flexible model of consumer country-of-origin perceptions. *International marketing review*.
- Lutz, R. J., MacKenzie, S. B., & Belch, G. E. (1983). Attitude toward the ad as a mediator of advertising effectiveness: Determinants and consequences. *ACR North American Advances*.
- Maio, G. R., Haddock, G., & Verplanken, B. (2018). *The psychology of attitudes and attitude change*. Sage Publications Limited.

- Nakano, M., Sato, H., Watanabe, T., Takano, K., & Sagane, Y. (2018). Mining online activity data to understand food consumption behavior: A case of Asian fish sauce among Japanese consumers. *Food science & nutrition*, 6(4), 791-799.
- Ostrom, T. M. (1969). The relationship between the affective, behavioral, and cognitive components of attitude. *Journal of experimental social psychology*, 5(1), 12-30.
- Raden, D. (1985). Strength-related attitude dimensions. *Social Psychology Quarterly*, 312-330.
- Rosenberg, M. J., Hovland, C. I., McGuire, W. J., Abelson, R. P., & Brehm, J. W. (1960). Attitude organization and change: An analysis of consistency among attitude components. (Yales studies in attitude and communication.), Vol. III.
- Sangeeta, S. (2013). Module-6 Consumer Behavior. Vinod Gupta School of Management, Indian Institute of Technology: India. Article. Available on: <http://nptel.ac.in/courses/110105029/pdf>, 20, 6-23.
- Schau, C., Stevens, J., Dauphinee, T. L., & Vecchio, A. D. (1995). The development and validation of the survey of antitudes toward statistics. *Educational and psychological measurement*, 55(5), 868-875.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior*, Eleventh. England: Pearson.
- SCHIFFMAN, L., & WISENBLIT, J. (2015). *Consumer Behavior*, Vol. XI, England.
- Schwarz, N., & Bohner, G. (2001). The construction of attitudes. *Blackwell handbook of social psychology: Intraindividual processes*, 1, 436-457.

Sinthamrong, P., & Rompho, N. (2015). Factors Affecting Attitudes and Purchase Intentions Toward Branded Content on Webisodes. *Journal of Management Policy & Practice*, 16 (4).

Thirapattanapokin, P. Relationship of marketing communications to fish sauce buying behavior of consumers in the central region (Doctoral dissertation).

Utami, G. A. (2010). The Effect of Motivation, Perception and Consumer Attitudes Purchase Decision on Formula Milk in Sukamaju Depok. Undergraduate Program, Faculty of Economics Gunadarna University. Jakarta.

Wahyuni, DU (2008). The Influence of Motivation, Perceptions and Attitudes of Consumers on Purchasing Decisions of "Honda" Motorbikes in Surabaya BaraT. *Journal of Management and Entrepreneurship* , 10 (1), pp-30.

Zanna, M. P., & Rempel, J. K. (1988). The social psychology of knowledge. Editions de la Maison des Sciences de l'Homme, 315-354.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*, 52(3), 2-22.



APPENDICES

Survey Questionnaires for The Effect of Attitude and Perception of
Consumers in Yangon (Myanmar) towards Purchase Decisions of
Thailand Fish Sauce

Dear Respondents,

My name is Yin May Oo and I am a student of the Bangkok University, studying Master of Business Administration in Partial Fulfillment of the Requirements for the Degree.

I am working on the thesis on the topic of “The Effect of Attitude and Perception of Consumers in Yangon (Myanmar) towards Purchase Decisions of Thailand Fish Sauce”.

I would really appreciate if you could spend a few minutes of your time filling in this survey. Your cooperation is greatly appreciated and obtained information will be treated strictly confidential and anonymously, and only be used for research purpose.

I kindly requested to answer all of the questions to the best knowledge of your understanding.

● Thank you for your kind cooperation.

Sincerely,

Yin May Oo

Please tick the box that correspond to your answers.

Section (1) – Preliminary

(Please select one that corresponds to your answers.)

Do you use fish sauce at your home?

☐ Yes

☐ No

Section (2) – Demographic

(Please select one that corresponds to your answers.)

Age

☐ Under 25

☐ 25 – 34

☐ 35 – 44

☐ 45 and above

Gender

☐ Female

☐ Male

☐ Prefer not to say

☐ Other

Marital Status

☐ Single

☐ Married

☐ Other

Monthly Income

☐ Under 300,000 MMK

☐ 300,001 to 500,000 MMK

☐ 500,001 to 700,000 MMK ☐ 700,001 to 900,000 MMK

☐ 900,001 MMK and above

Section (3) – Behavior

(Please select one that corresponds to your answers.)

Which types of fish sauce do you normally use?

- ☐ Local ☐ Thailand-imported
☐ Both

How much fish sauce do you use in your home?

- ☐ Less than 1 liter per month
☐ 1 – 3 liter per month
☐ More than 3 liter per month

In what kind of applications do you use fish sauce?

- ☐ Making dishes
☐ Making salads
☐ Making traditional curry
☐ Other

Section (4) – Attitude

1 = Strongly Disagreed, 2 = Disagreed, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Sr.	Statement	Significant Level				
Cognitive Component of Attitude		1	2	3	4	5
1	I think Thailand-imported fish sauces are good quality.					
2	I think Thailand-imported fish sauces are more hygienic.					
3	I think Thailand-imported fish sauces are safer to consume.					
4	I believe food and dishes are more delicious by using Thailand-imported fish sauces.					

Affective Component of Attitude		1	2	3	4	5
1	I like the smell and odor of Thailand-imported fish sauces.					
2	I am delighted by the taste of Thailand-imported fish sauces.					
3	I enjoy to use Thailand-imported fish sauces in making dishes.					
4	I trust the quality of Thailand-imported fish sauces.					
Behavioral Component of Attitude		1	2	3	4	5
1	I frequently purchase the Thailand-imported fish sauces.					
2	I use Thailand-imported fish sauce in making dishes because it makes the dishes more delicious.					
3	I had experiences with Thailand-imported fish sauces delivering better taste dishes.					
4	I always buy the Thailand-imported fish sauces because it is necessary for me.					

Section (5) – Perception

1= Strongly Disagreed, 2 = Disagreed, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Sr.	Statement	Significant Level				
Perceived Image		1	2	3	4	5
1	Thailand fish sauces looks good and fresh.					
2	The design and packaging of Thailand-imported fish sauces is desirable.					
3	The color of Thailand-imported fish sauces are visually more appealing.					
4	The brand image of Thailand-imported fish sauces are well-known.					

Perceived Quality		1	2	3	4	5
1	I like the smell and odor of Thailand-imported fish sauces.					
2	The Thailand-imported fish sauces provides the taste of fine-dining restaurants.					
3	Thailand-imported fish sauces provide superior taste in making dishes.					
4	Thailand-imported fish sauces have higher quality than local ones.					
Perceived Risk		1	2	3	4	5
1	Purchasing Thailand-imported fish sauces would reduce the risk of poor quality product.					
2	Thailand-imported fish sauces are more consistent in quality than local ones.					
3	Thailand-imported fish sauces are safer to consume compared ot local ones.					
4	Using Thailand-imported fish sauce would improve my social class.					

Section (6) – Purchase Decision

1= Strongly Disagreed, 2 = Disagreed, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Sr.	Statement	Significant Level				
Purchase Decision		1	2	3	4	5
1	I intend to purchase Thailand-imported fish sauces though there are various choices.					
2	I will positively recommend Thailand-imported fish sauces to other people.					
3	I am willing to purchase Thailand-imported fish sauces in the future.					
4	Overall, I am satisfied about my purchases of Thailand-imported fish sauces.					

BIODATA

Name in full: Yin May Oo
Student ID: 7620201835
Address: 789/22, Moo 11, Nong Kham sub-district, Sriracha district,
Chonburi province, 20230.
Telephone: +66 944828764
Email: yin.oo@bumail.net, yinmayoo9997@gmail.com
Education: Bachelor of Arts in Thai Language

