



# Factors Affecting Young Consumers' On Online Purchase Intentions Of Social Media Platforms In Myanmar

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**Abstract:** This research study examines the variables and factors affecting young consumers' intentions to make online purchases from social media platforms in Myanmar. The study uses descriptive research to analyze quantitative data from young consumers' in Myanmar, using a random sample of 318 consumers. The study investigates how buying style affects online consumer behavior by using survey questionnaires distributed among online buyers. In Myanmar, young people are a significant component of the online shopping market. The younger generation's use of the Internet presents an opportunity for online retailers and online shopping. This study looks at the variables factors affecting young consumers' intentions to make online purchases from social media sites in Myanmar.

**Keywords:** young consumers', online purchase intentions, social media platforms, purchase intentions, online shopping.

## 1. INTRODUCTION

In developed nations, the internet has become an essential tool for communication and online shopping, offering a vast array of goods and information to customers. After using email and surfing the web, online shopping ranks third in popularity among internet activities (Yoruk et al. 2011). Online shopping is becoming more and more common because of its many benefits, including cost-effectiveness, accessibility to a large selection of goods, ease of use, and quick delivery. Similar to other online marketplaces, buyers and sellers congregate there to exchange goods, services, and knowledge (Adnan, 2014). This study can be classified as applied research on young consumers' online purchase intentions of social media platforms due to its descriptive methodology and intentional viewpoint.

The study's exploration of attitudes regarding internet shopping had a positive impact on the online purchasing behaviors of young consumers from Myanmar. This study examines the variables influencing Myanmar's online shopping habits. The purpose of the study is to determine the influences young people's intentions to make online purchases from social media sites in Myanmar.

## 2. RATIONALE OF THE STUDY

Factors influencing young consumers' intention to make online purchases from social media platforms in Myanmar can be determined through an examination of the internet. In just a single year, young people in Myanmar have found greater success with internet shopping as a new source of income. It's crucial to research consumer behavior on social media platforms when it comes to online purchasing in order to support the growth of e-commerce in Myanmar. With an emphasis on the factors influencing young consumers' decisions regarding online purchase intentions of social media platforms, this study examines how these factors affect consumers' online shopping behavior. This study demonstrates that highly qualified young consumers' intentions to make purchases online result in online shopping. The primary focus of this study is the variables factors affecting young consumers' intentions to make online purchases from social media platforms in Myanmar.

## 3. OBJECTIVES OF THE STUDY

The main objectives of the study are

1. To explore the factors affecting young consumers' on online purchase intentions of social media platforms in Myanmar.
2. To examine the factors affecting young consumers' on online purchase intentions of social media platforms in Myanmar.
3. To analyze the factors affecting young consumers' on online purchase intentions of social media

platforms in Myanmar.

#### 4. METHOD OF STUDY

Descriptive research and survey research methodology are used in this study. A standard random sampling procedure will be used in this investigation. Analyze quantitative data from Myanmar, selecting 318 young consumers' internet users at random for the sample. The data will be gathered using Google Forms structured questionnaires. This research project will be a descriptive analysis. This study solely looked at the factors influencing young people's online purchasing habits in Myanmar. An arbitrary sample of internet users will be chosen using the cluster sampling technique. In this study, data from primary and secondary sources will be incorporated. A 5-point Likert scale is used to rate each item, with 1 denoting strongly disagree and 5 denoting strongly agree. Four is considered to be a neutral score.

#### 5. POPULATION AND SAMPLING

The study population is the number of young consumers' with online purchase intentions on social media platforms. This figure helps to specify the goals and parameters of the study as well as the kinds of data that will be online consumers. By choosing a random sample of 318 consumers, it also provides a rough estimate of the size of the entire population, which is helpful in figuring out sample size. We'll use a probability sampling technique to split the population up into several groups. After that, random groups will be selected for data collection and analysis using a straightforward random sampling technique. Sample size are utilized in total to choose random sample groups.

#### 6. LITERATURE REVIEW

##### 6.1 Young Consumers'

A consumer who is considered young is one who is part of the younger generation, millennials and Generation Z in particular. A young consumer is a person who buys or uses goods and services, usually between the ages of 13 and 25. Marketers would be well to cultivate a relationship with consumers from an early age, as it is easier to convert future buyers than it is to convert customers who purchase from rivals. At the next level are secondary and tertiary consumers, which are omnivores and carnivores, and primary consumers, which are primarily herbivores.

##### 6.2 Online Purchase Intention

The willingness or desire of customers to make a purchase through online platforms is referred to as their online purchase intentions. It is a significant driving force behind consumers' decision to online shopping. Perceived value, perceived aesthetics, online self-efficacy, hedonic adventure motivations, social impact, website quality, product information, perceived value, trust, convenience, well-designed websites, referrals and reviews from friends and family, quality and price, level of store loyalty, brand reputation, and customer age, gender, and income are some of the factors that affect purchase intention. The most significant barrier to online purchase intention is the need to increase online trust and manage transaction risks in order to increase

online purchases. In addition to these difficulties, other major worries include security, fraud, authentication, and loss risk (Rao, 2002).

## 6.2 Online Shopping

Electronic commerce, or e-commerce, is the term used to refer to the buying and selling of goods and services through online shopping. Online retailers attract customers with competitive pricing and convenient delivery options. Online shoppers browse, add items to their carts, pay with credit cards, and have their purchases delivered to their homes. A digital platform that allows companies or individuals to sell goods or services online while enabling customers to peruse and complete transactions electronically is called an online store, or e-Commerce store. Attitudes toward online shopping have been studied and recorded within the framework of conventional consumer literature. Online shopping behaviors and rates have also been found to be influenced by consumer characteristics, including personality, nature, perceptions, and the benefits of online shopping (Goldsmith & Flynn, 2004; Shwu-Ing, 2003).

## 6.3 Social Media Platforms

The term "social media" describes the ways in which individuals connect with one another through the creation, sharing, and/or exchange of knowledge within online communities and networks. Social media platforms are websites or applications that let users engage in social networking or produce and share content. Continue reading to find out more about the applications of social media platforms and how to best utilize these networks for online advertising and business development. The primary accounts on Facebook, X/Twitter, Tiktok, Instagram, LinkedIn, and YouTube are run by the Office of Communications and Marketing. An online digital service or website that lets users create, share, interact with content, and connect with other users is called a social media platform. The modern world is greatly influenced by social media. It makes it easier for users to communicate and share ideas, thoughts, and opinions in a safe and secure manner. It can also be used to promote businesses, associations, and causes as well as stay current on news and trends.

## 6.5 Online Payment Method

Online payment options come in a variety of forms, such as digital wallets, wire transfers, net banking, and credit and debit cards. Customers are free to choose how they want to pay for products online. An online transaction is a payment method where money is transferred electronically through the internet. Password protection and security are features of the online transaction process (OLTP). Studies on online purchases have identified security concerns as one of the issues that customers have (Flavian et al., 2006; Chang and Chen, 2008; Naveed and Addoudi, 2009). Researchers concur that security involves organizational and human factors in addition to technical ones.

It implies that even if a business employs the greatest technical strategies and solutions, these may be meaningless if they don't take into account how customers view a secured website. E-walled payments are referred to as online payments. This usually entails using digital storage systems, computer networks, and the

internet. E-commerce companies that only permit money transfers via the Internet are known as online payment systems. They serve as a quick and safe electronic substitute for conventional techniques like checks and money orders.

### 6.6 Online Delivering Channels.

Delivered to a customer is determined by the online delivery channel. One or more delivery channels can be found in a routing channel template. Print media (newspapers, books, magazines), broadcast media (radio, TV), new media (Internet, social media, blogs), and documentaries are some of the ways that information is distributed to audiences. Organizations can produce, manage, and provide a variety of multimedia content, including text, photos, videos, and audio, to their audience by using a digital content delivery platform. The distribution process for intermediate goods now includes more and more online distribution channels. In order to reach a larger audience, cut expenses, and boost efficiency, many businesses are turning to online distribution channels as a result of the quick development of e-commerce and technology.

Businesses of all sizes, from start-ups to multinational conglomerates, have realized the advantages of online distribution channels and are utilizing them to maintain competitiveness in the current fast-moving market.

## 7. YOUNG CONSUMERS' ON ONLINE PURCHASE INTENTIONS OF SOCIAL MEDIA PLATFORMS

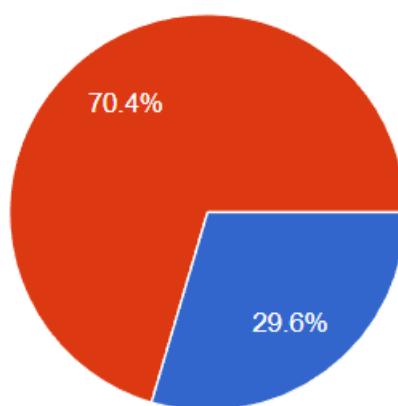
The study selects a random sample of 318 young consumers' to examine the factors influencing young consumers' intentions to make online purchases from social media platforms in Myanmar. Descriptive and inferential statistics are used to analyze quantitative data.

### 7.1 Online Purchase Intention of Young Consumers' (Gender)

This study to online purchase intentions to Online Purchase Intention of Young Consumers' (Gender) to the analysis of factors affecting young consumers on online purchase intentions on social media platforms of Online Shopping.

Figure 7.1

318 responses

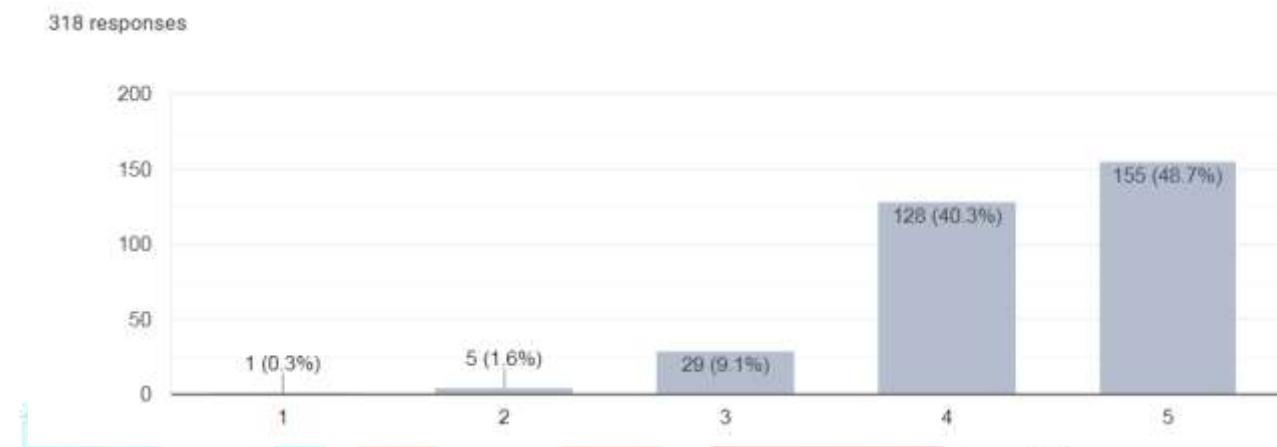


For Figure 7.1, 70.4% of young consumers on online purchase intentions are female and 29.6% of young consumers' on online purchase intentions are male, for an analysis of factors affecting young consumers on online purchase intentions of social media platforms in Myanmar.

## 7.2 Online Purchase Intention

This study to online purchase intentions of Young Consumers' to the analysis of factors affecting young consumers' on online purchase intentions on social media platforms of Online Shopping.

Figure 7.2



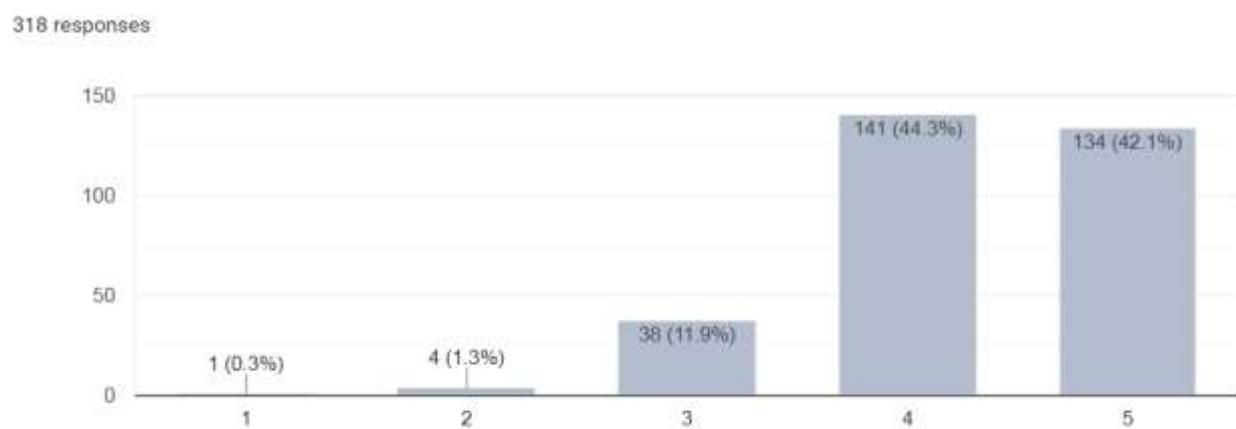
1. This research describes to 155 (48.7 %) affecting of young consumers' on online purchase intentions of social media platforms in Myanmar.
2. This research describes to 128 (40.3 %) affecting of young consumers' on online purchase intentions of social media platforms in Myanmar.
3. This research describes to 29 (9.1 %) affecting of young consumers' on online purchase intentions of social media platforms in Myanmar.
4. This research describes to 5 (1.6 %) affecting of young consumers' on online purchase intentions of social media platforms in Myanmar.
5. This research describes to 1 (0.3 %) affecting of young consumers' on online purchase intentions of social media platforms in Myanmar.

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

### 7.3 Satisfaction of Online Using (Social Media Platforms)

This study to online purchase intentions to online using (Social Media Platforms) satisfaction to the analysis of factors affecting young consumers' on online purchase intentions on social media platforms of Online Shopping.

Figure 7.3



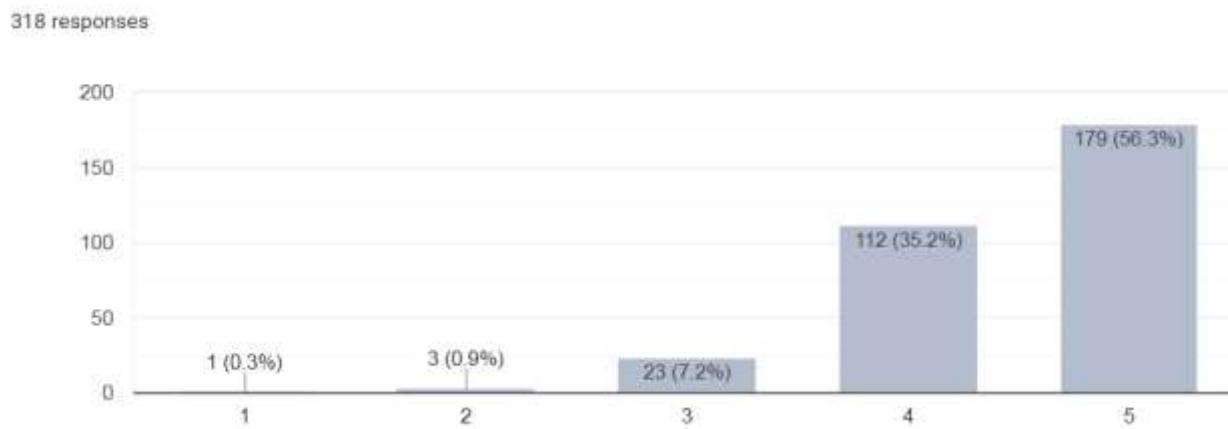
1. This research describes to 134 (42.1 %) online purchase intentions to online using satisfaction to Online Shopping.
2. This research describes to 141 (44.3 %) online purchase intentions to online using satisfaction to Online Shopping.
3. This research describes to 38 (11.9 %) online purchase intentions to online using satisfaction to Online Shopping.
4. This research describes to 4 (1.3 %) online purchase intentions to online using satisfaction to Online Shopping.
5. This research describes to 1 (0.3 %) online purchase intentions to online using satisfaction to Online Shopping.

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

#### 7.4 Satisfaction of Online Payment Method

This study to online purchase intentions to online payment method of satisfaction to the analysis of factors affecting young consumers' on online purchase intentions on social media platforms of Online Shopping.

Figure 7.4



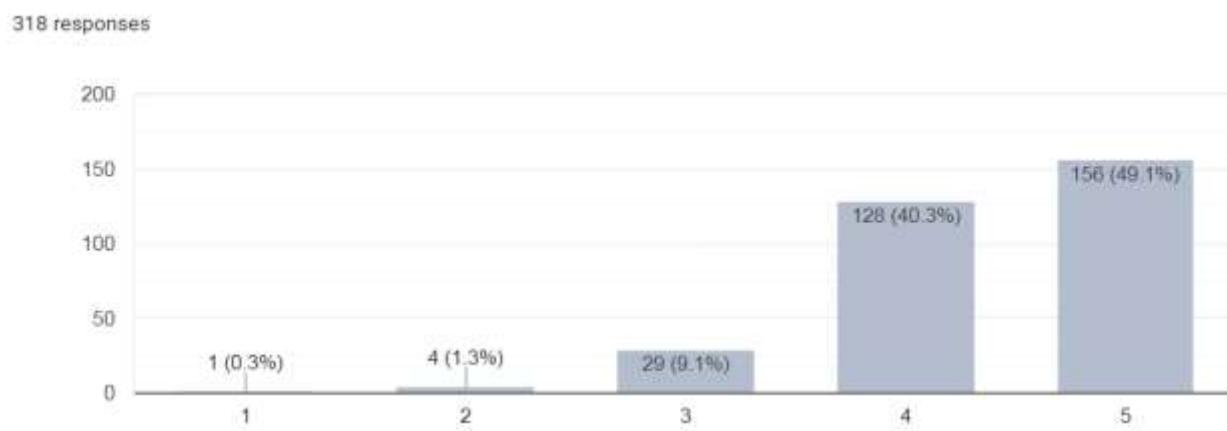
1. This research describes to 197 (56.3 %) online purchase intentions to online payment method of satisfaction to Online Shopping.
2. This research describes to 112 (35.2 %) online purchase intentions to online payment method of satisfaction to Online Shopping.
3. This research describes to 23(7.2 %) online purchase intentions to online payment method of satisfaction to Online Shopping.
4. This research describes to 3 (0.9 %) online purchase intentions to online payment method of satisfaction to Online Shopping.
5. This research describes to 1 (0.3 %) online purchase intentions to online payment method of satisfaction to Online Shopping.

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

## 7.5 Satisfaction of Online Delivering Channels

This study to online purchase intentions to online delivering channels of satisfaction to the analysis of factors affecting young consumers' on online purchase intentions on social media platforms of Online Shopping.

Figure 7.5



1. This research describes to 156 (49.1 %) online purchase intentions to online delivering channels of satisfaction to the analysis of factors affecting young consumers' on online purchase intentions on social media platforms.
2. This research describes to 128 (40.3%) online purchase intentions to online delivering channels of satisfaction to the analysis of factors affecting young consumers' on online purchase intention on social media platforms.
3. This research describes to 29 (9.1 %) online purchase intentions to online delivering channels of satisfaction to the analysis of factors affecting young consumers' on online purchase intention on social media platforms.
4. This research describes to 4 (1.3 %) online purchase intentions to online delivering channels of satisfaction to the analysis of factors affecting young consumers' on online purchase intention on social media platforms.
5. This research describes to 1 (0.3 %) online purchase intentions to online delivering channels of satisfaction to the analysis of factors affecting young consumers' on online purchase intention on social media platforms.

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

## 8 CONCLUSIONS

This study aims to explore the factors that influence young consumers' intentions to make online purchases from social media platforms in Myanmar. Young consumers who participated in the survey strongly agreed that online shopping behavior was important to them. Analyze the effects of influencing factors on real-world purchasing decisions. Provide guidelines for online buying practices in businesses looking to create distinct strategies for various social media platform categories in order to cater to the needs of young people, further encourage online purchase intentions, and establish long-term relationships with factors influencing young consumers on online purchase intentions of social media platforms in Myanmar. This analysis will focus on the factors influencing consumers' online shopping behavior in Myanmar.

## 9 RECOMMENDATIONS

The study to the affect Myanmar's online shopping habits, placing a strong emphasis on the value of online payment options, delivery channels, premium goods, branding, and customer experiences. It also discusses issues ranging from young consumers' online purchase intentions on social media platforms in Myanmar to privacy concerns and possible detrimental psychological effects of excessive online shopping to young consumers' on online purchase intentions of social media platforms in Myanmar.

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