

A STUDY ON DEMOGRAPHIC AND MARKETING FACTORS INFLUENCING CONSUMERS TO CONSUME HOT POTS IN YANGON, MYANMAR

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Abstract

The objectives of the study were to identify the demographic and marketing factors influencing by analyzing and studying the importance level of demographic and marketing factors influencing the decisions of consumers and providing the concluded recommendations to the investors wishing to invest in the hot pot restaurants in Yangon, Myanmar. It is a quantitative study focusing on the analysis of factors influencing the decisions of consumers from the areas of demography of the consumers and the marketing factors in use and addresses the problem of the research. In this study, 400 consumers are participated in the target area among the population of 5.21 million (UNdata, 2015) in Yangon, Myanmar.

A multiple sampling method was used to obtain the participants for this study. The researcher also tested the reliability test in order to consistence of the survey and observation, or other measurable devices. A questionnaire was used in the study as the research instrument. The data collecting survey was developed after completing a literature review and this data was analyzed using the Data Analysis Program. The results determined that demographic and marketing factors have a significant effect on influencing the consumers to consume Hot Pots in Yangon, Myanmar and suggest the future investors of hot pot restaurants ensure control not only over the quality of service but also over the product quality.

Keywords: studying demographic and marketing factors, decision making, hot pot, consumer behaviors.



Introduction

Hot pots are dishes in South East Asia. They utilize a variety of broths and consist of a simmering pot of stock at the center of the dining table. As the hot pot is kept simmering, ingredients are put into the pot and cooked on the table. Normally hot pot dishes include sliced meat, leaf vegetables, mushrooms, wontons, artificial meat, dumplings, egg, and seafood. The vegetables, fish, and meat must be fresh. There is a special dipping sauce provided for the hot pot meals, which is either spicy or sweet. Mostly hot pots are eaten in the winter season, especially for dinner.

Hot pots have been available in China for at least the last 1,000 years. The hot pot originates in Mongolia and Jurchen; at that time the main ingredient was meat commonly beef, mutton, and horse. They spread into southern China at the time of the Tang Dynasty and then continued their popularity into the Mongolia Yuan Dynasty. In time, the recipe developed regional varieties with different ingredients, such as seafood. By the Qing Dynasty (AD 1644 to 1912), hot pots became popular throughout most of China. Nowadays, in many modern homes and especially in the big cities, the traditional coal stove steamboat or hot pot has been replaced by electric, propane, butane gas, or induction cooker versions. The styles of hot pots have changed so much from region to region that now many different ingredients are used (Hot Pot Wikipedia, 2015).

There are many types of broths: normal, sweet and spiced broth. In the broth, many varieties of meat or vegetables can be added, including chicken, pork, beef, prawns, and other kinds of seafood. Pork, chicken, and beef are frozen and sliced thinly for the consumer when ordering. These

thinly sliced meats are a bit more expensive than the normal cut, which is called special sliced meat. The pot is often sunk into the table and fueled by propane gas or electricity. Recently, most restaurants started using electronic cookers instead of gas because gas and propane are very dangerous and can easily explode and in addition cost more than cookers. Inside the hot cooking broth, meat or vegetables are loaded with chopsticks and cooking time can be only one to ten minutes depending on the type of food. Meat should be cooked for at least 15 minutes depending on its thickness. Other ingredients include leafy vegetables, mushrooms, seafood, and noodles, which do not take as much time to cook.

To achieve objectives, the author analyzed several bodies of literature to inform the study as well as to gain knowledge in the topic. However, there has been little to no research gathered - other than the research from Tsai, K., Valery, G., Lesene, G., Gomez, V., Chen, A., & Liu, S. (2014) - regarding the business plan associated with opening a hot pot restaurant. Thus, the author has focused on research concerning demographic and marketing factors that influence consumers.

One of the most recent research studies done in this area is the article "Business Plan of Opening a Hot Pot Restaurant in Mandalay, which is named as Blues' Hotpot." It shows a business plan for opening a hot pot restaurant in the Mandalay region, which is the second largest city in Myanmar before Naypyitaw appeared. The authors give ideas for starting a hot pot business, including business ideas, a background of restaurants in Mandalay, the service types, a business model, management, marketing research, analyses of competition, location, and the financial benefits of investing.

Purposes

1) To identify the demographic and marketing factors influencing the decisions of consumers to consume hot pots in Yangon, Myanmar.

2) To analyze and study the importance level of demographic and marketing factors influencing the decisions of consumers to consume hot pots in Yangon, Myanmar.

3) To provide concluded recommendations to the investors wishing to invest in the hot pot restaurants in Yangon, Myanmar.

Hypotheses

H01: Demographic factors have an influence upon the decision of consumers to consume hot pots in Yangon, Myanmar.

H02: Marketing factors have an influence upon the decision of the consumer to consume hot pots in Yangon, Myanmar.

Benefits of the Research

The results of this research gives to identify the demographic and marketing factors influencing the decisions of consumers to consume hot pots. At the same time, try to analyze and study the important level of demographic and marketing factors influencing the decisions and conclude the recommendations to the investors wishing to invest in the hot pot restaurants in Yangon, Myanmar. On the other hand, the hypothesis finds out to use the data of demographic and 7Ps to be tested in the research of how many consumers' decision to consume hot pot in Yangon, Myanmar. As the study of the research done in Yangon, Myanmar on who and how as well as how many consumers are influenced by any factors to decide to consume hot pots by focusing on the analysis of factors

influencing the decisions of consumers from the areas of demography of the consumers and the marketing factors in use.

Another benefit to this research is that it can be used as a basic guideline for developing other kinds of Food & Beverages instead of opening hot pot. As Myanmar has natural resources and plantation, the prices on food and vegetables will be cheaper in order to give fewer prices compared to the other countries. This research can not only give the information for the future investors who are willing to open a new hot pot restaurant in Yangon but also provide the information of coming up researches which can also be concentrated on other methods base on the research.

Research Process

The research process consists of seven sections: marketing factors, decision-making, consumer behavior, demography, variables influencing one another, the restaurant industry in Yangon, Myanmar, and the hot pot business in Yangon, Myanmar. Each of these is included to better understanding the decisions of consumers to purchase hot pots.

Formally or informally, people and organizations assign a large number of activities to the term marketing. Good marketing has become increasingly crucial for business success. But what aggregates good marketing is steadily elaborating and advancing. Regardless of changes to marketing approaches, certain factors remain the same. The four major areas of marketing influence each process, which blend to obtain results in term of the variables desired by the organization. According to research, the four elements of the marketing mix are referred as the 4 P's of marketing; these



are product, price, place, and promotion. They are also the major elements in the marketing mix.

As the world has become more complex and information more overflowing, decisions have become more crucial. As the ranges of choices have evolved, adjustments have to be made over and over. So far, most of us still make agreements with no more knowledge about decision processes than our ancestors had more than a hundred years ago. Some of the companies are still following the old procedures of making the decision by the top management without complaining. Still, in recent years this is changing as people try to engage in discussions through meetings and making final decisions through group agreement.

In marketing literature, there are a lot of definitions in terms of “consumer behavior” and these are some of the common definitions of this term. The researchers have been interested in consumer’s decision making for a long time. The earliest economists, starting over three hundred years ago, started to examine the basis of consumer’s decision making (Richarme, 2007). Consumers are viewed as rational decision makers who are only concerned with self-interest (Schiffman and Kanuk, 2007 and Zinkhan, 1992). Researchers endeavor to understand what people like, what they want, when they have needs, and why they want to consume.

Demographics are one of the strongly independent variables in the literature review. These include age, gender, income level, size of the family and marital status. Relevant demographics also include the study of human populations. The analysis of the demographic can cover whole societies or group individuals by education,

nationality, religion, or ethnicity. The researcher thinks that these variables are the most important facts in hot pot consumption. Demography and development are considered the causes and consequences of the demographic transition for developing.

There are many variables or factors that influence one another. The researcher has endeavored to determine the relationship between independent variables and the consumer’s decisions to consume hot pots in Yangon, Myanmar. There are many variables that involve making meaningful predictions. By understanding the variables influencing one another, the researcher assesses how people are influenced depending on these variables. There are three categories of variables: dependent, independent and controlled.

Dependent variables refer to that which will be measured that will be affected during the research. For example: the researcher wants to know about the consumer’s decision to consume and the possible dependent variables may be the things that consumers are going to decide, when they will decide, and why. Independent variable refers to those that vary during the research. One of the important variables of consumers’ decision making is age because gathering data on this point can help to form a better understand how to maintain consumers’ satisfaction and high quality across the lifespan. It is important to assess ways to better serve existing consumers and to consider outreach based on research on aging. As the world’s population is aging, these people are the ones who need to be cultivated as loyal customers as they will have more money to spend than other demographic groups.

Observing the control is supposed to be the

essential part of mediating consumer’s behavior. Consumer emotion plays a role as individuals respond to physical environments and service personnel. Two elements that are important to controlling the experiment result are consumer density; that is, the number of consumers that are present in a service setting; and consumer choice, which refers to the consumer’s own decision to enter into or stay in a given service situation. These facts have the relationship of dependent variables in that in each case there might be positive, negative or neutral outcomes. However, with respect to these outcomes and their effect on consumer decisions, they are indicators that the business is processing well.

At the same time, this study used quantitative marketing research techniques to explore the accuracy of the factors that influence on consumers consuming hot pots in Yangon, Myanmar. Quantitative research is the case of asking people in a specific area of how many people like to consume hot pot and asking their opinions in a structured way to produce hard facts and statistics to guide the researcher to valid conclusions. In order to get the reliable statistics results, it is important to survey people in fairly large numbers and to make sure they are a representativeness of the target market. The quantitative approach can be used to validate the hypotheses of the research study. Finally, the quantitative research model uses the questionnaires as a tool and the market research is necessary for developing strategies in decision making and for success business.

Conceptual Framework

The researcher designed the research based on the following conceptual framework.

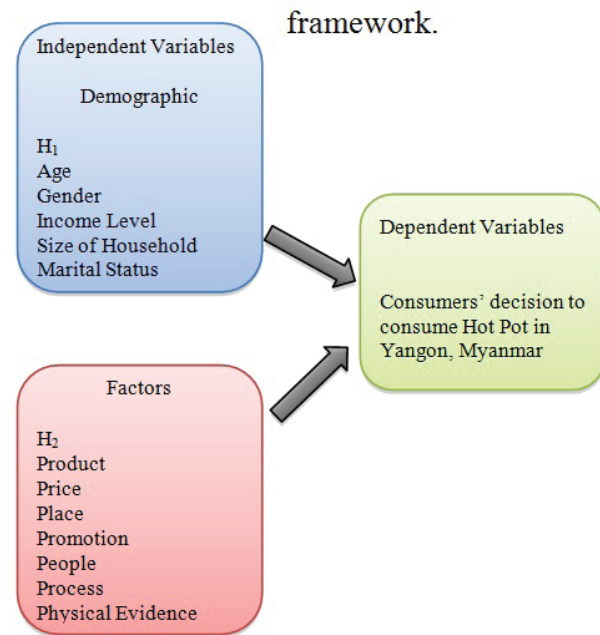


Figure 1.2 Conceptual framework

Population and Sample

The researcher discusses about the methodology used in this research. This chapter consists of a research sample and population, research methodology, data collection, data analysis, and data collection procedure.

The total population in Yangon is 5.21 million (UNdata, 2015). The total numbers of females are approximately 2.7 Million and males are around 2.5 Million (UNdata, 2015). The research sample has a specific meaning within quantitative market research, originating within probability theory and referring to the population that is researched or sampled, drawn from a target population. There are steps of sampling: identification of the population of interest, specification of a sampling frame and a sampling method, and determination of the sample size. In this study, the researcher chose convenience sampling based on Yamane’s formula (1967), which provides a formula to calculate sample sizes with a 95% confidence level and e=0.05.



When the researcher knows the size of the population of 51597 (Book, 2015), who is consuming hot pots in Yangon, the sample size is determined based on the formula: and according to the result being 396.9, the researcher decided to distribute 400 sets of questionnaires in order to prevent any errors. Thus, the sample size is 400 in the target population.

Instruments

Research methodology is the process that is used to collect information and data for the purpose of making business decisions. The methodology includes published research, interviews, surveys, and other research techniques, both contemporary and historical information. The methodology can be distinguished into six types: qualitative, quantitative, correlation/regression analysis, quasi-experimental, experimental, and meta-analysis. The qualitative method involves describing a specific situation in detail using research tools like interviews, surveys, and observations. The quantitative method requires quantifiable data involving numerical and statistical explanations. In this case, the title of this research justifies the method chosen, for “A Study on Demographic and Marketing Factors Influencing Consumers to Consume Hot Pots in Yangon, Myanmar” emphasizes that this research only concentrates on the influences affecting consumers to purchase hot pots. All of the questionnaires are based on the quantity of consumers. For this reason, the researcher adopted this method as the one best suitable method for this study.

The correlation/regression analysis involves determining the strength of the relationship between two or more variables. Quasi-experimen-

tal involves comparison of two groups, one that is influenced by an external source and another that is not influenced by an external force. The experimental method uses random assignment to place participants into two groups: an experimental group, which receives intervention, and another control group without any intervention. It is uses a positive control for comparing it with the results.

The researcher uses quantitative method in the research because the intent is to analyze the factors influencing consumers to consume hot pots in Yangon, Myanmar, which requires adding up the consumers consuming hot pots. At the same time, this approach also explains how many data is involved in numerical analysis and provides explanations of the statistics.

As the research is based in Yangon, the questionnaires were distributed to consumers in Yangon who consume hot pots. Questionnaires are the most widely used data collection methods in educational and evaluation research. The process for developing and testing questionnaires posits five sequential steps involved in developing and testing a questionnaire: research background, questionnaire conceptualization, format and data analysis, and establishing validity and reliability. It might have a systematic development while doing the questionnaire in order to reduce the errors. Researchers use these five steps to develop questionnaires and to test the quality of data and the research utilization.

The validity and reliability tests are also very important parts of measuring the device by using it as part of the data collection process. For the validity test, by calculating the internal consistency (IC) and for reliability test, Cronbach’s Alpha is used to test the relationship between

each independent and the dependent variables. For the rating scale, the researcher used the Likert scale, which is generally utilized in research that employs questionnaires.

The data collection in “A study on demographic and marketing factors influencing consumers to consume hot pots in Yangon, Myanmar” some of the surveys were conducted through email and others were collected by phone or by interviewing individuals in the target populations in person. In each case, the researcher asked the standardized questions, adding follow up questions or exploring the topic as opportunities arose in conversation for better understanding the participants. Since Yangon is a very suitable area for study, the surveys were conducted both in person and online.

As the researcher produced 400 sets of questionnaires, the questions were asked about the independent variables and the factors that influenced the dependent variables. The questionnaires were combined and distributed to consumers in Yangon of who purchase hot pots. First, the researcher printed out 30 sample questionnaires, sent an email to the hot pot owner or representative, and sent an expert to ensure that the questionnaires are related to the topic. Then the researcher distributed the questionnaires by using a Stratified sampling method to the target population consuming hot pots.

Validity test refers to a measuring device that truly measures or tests and that which therefore validates measurement. The researcher tries to check every detail to determine the validation of the questionnaires.

For the validity test, by calculating the internal consistency (IC), the following formula was used:

$$IC = \frac{\sum R}{N}$$

IC = Internal Consistency

$\sum R$ = Number of Items Evaluated by Judge

N = Total of Judges

The researcher spread the evaluation form of the Index of Item – Objective Congruence (IOC) - through three experts to check whether it evaluated the congruence between the test items and objectives. Some criteria follow: +1 means that the question is congruent with the objectives while -1 indicates a lack of congruence with the objectives. However, if the result is 0, this means that there is uncertain to be congruence with objectives. If the question obtains an IOC between 0.5-1.0, this is still acceptable. The comments from the experts were improved during the research to complete the following objectives of the topic. By questioning the three experts, all of the results became good outcomes, which are between 0.7 – 1.0. This means that the questionnaires were completely accepted by the experts. The researcher shows the outcome of the Reliability Test as below:

Data Analysis

After collecting the questionnaires, the examination of data collected was coded with statistical software. All the data from the questionnaires were placed into the Statistical Software called SPSS, which stands for Data Analysis Program, and then confirmed. The reliability of the research was determined through the Data Analysis Program and analyzed the data from the research through the descriptive statistics.



Questions	Cronbach's Alpha If Item Deleted
1. The broth taste is important for you.	.855
2. The broth is also available for vegetarians.	.857
3. The meats are fresh.	.852
4. The vegetables are fresh.	.855
5. The broth is fresh.	.855
6. Less than 15,000 Kyats per person is cheap for consuming hot pot.	.856
7. If the taste is good, then it is worth to pay 15,000 Kyats per person.	.858
8. The restaurant offers a special discount for students.	.849
9 .The restaurant gives special price for the elderly people who are more than 65 years old.	.848
10. The restaurant is easy to access by car.	.855
11. The restaurant is located in the downtown area.	.857
12. The restaurant is near a bus stop.	.854
13. The restaurant is located in a shopping mall.	.854
14. The restaurant has convenient parking lots.	.850
15. The restaurant offers a membership discount.	.851
16. The restaurant is advertised in radio or TV.	.853
17. The restaurant is endorsement by celebrities.	.852
18. The restaurant gives monthly promotion for everyone.	.854
19. Employees are polite to the customers.	.850
20. The restaurant has skilled employees to serve the customers.	.848
21. Employees give good service to the customers.	.848
22. The restaurant supports fast services to the customers.	.852
23. The restaurant supports fast track order taking from the customers.	.856
24. The restaurant supports a fully computerized system for the whole process.	.848
25. The restaurant provides good hospitality to the customers.	.852
26. The restaurant has a nice interior decoration.	.852
27. The restaurant has good facilities (e.g, Parking lot or valet, escort to the tables, restricted smoking area, etc).	.850
28. The restaurant has a relaxed environment.	.854
29. The restaurant area is clean.	.857
30. The restaurant is open-aired.	.853
31. The restaurant has an air condition facility.	.852
32 .Age factors have an influence upon the decision of consumers to consume hot pots in Yangon.	.868
33. Gender factors have an influence upon the decision of consumers to consume hot pots in Yangon.	.857

Questions	Cronbach's Alpha If Item Deleted
34. Income levels factors have an influence upon the decision of consumers to consume hot pots in Yangon.	.854
35 .Size of household has an influence upon the decision of consumers to consume hot pots in Yangon.	.854
36. Product factors have an influence upon the decision of consumers to consume hot pots in Yangon.	.856
37. Price factors have an influence upon the decision of consumers to consume hot pots in Yangon.	.855
38 .Location has an influence upon the decision of consumers to consume hot pots in Yangon.	.854
39. Promotion factors have an influence upon the decision of consumers to consume hot pots in Yangon.	.854
40. Employee performance has an influence upon the decision of consumers to consume hot pots in Yangon.	.857
41. Quality of service has an influence upon the decision of consumers to consume hot pots in Yangon.	.855
42. Physical environmental factors have an influence upon the decision of consumers to consume hot pots in Yangon.	.855

The researcher used four types of statistics:

- 1) Rating scale and mean
- 2) Standard Deviation
- 3) T-test (Independent-Sample) with statistical significant level of 0.05. It is used to compare between two groups of data and
- 4) Multiple Regression respectively.

For the rating scale, the researcher used the Likert scale, which is generally utilized in research that employs questionnaires. Mean is used as the measure of central edition either of probability distribution or of the random variation belonging to that distribution. Standard deviation is the allowance of the amount of variation used to quantify a set of data values to use as one of the statistics in the research. All of these statistics are commonly used. However, the dependent sample of t test is used by the comparing of two

variables in one set of cases or observations. The researcher also uses the correlation coefficient to measure the linear association between two variables. Multiple regression is a simple linear regression that is used when anticipating the amount of a variable dependent on the value of two or more other variables. The variable that the researcher wants to predict is called the dependent variable and is used to predict the value of dependent variables, which are called independent variables.

Conclusion

The three objectives of this study were to identify the demographic and marketing factors influencing the decisions of consumers to consume hot pots in Yangon, Myanmar; to analyze and study the important level of demographic and marketing



factors influencing the decisions of consumers to consume hot pots in Yangon, Myanmar; and to provide recommendations to investors wishing to invest in hot pot restaurants in Yangon, Myanmar.

The study concentrates on consumers consuming hot pots in Yangon and is not generalized to other business fields. As the research was conducted during a specific time of period, it cannot be generalized for all time. The results from this study can guide and help in building a successful organization. On the other hand, the conceptual framework is designed based on research of that topic and includes dependent and independent variables. Therefore, the hypotheses have also been tested.

There are also many variables that involve making meaningful predictions. Dependent variables refer to what will be measured that will be affected during the research. One of the important variables of consumers' decision making is age because it can help to create better understanding how to maintain consumers' satisfaction and high quality across the lifespan. Despite it, it's good to know how to develop a better way of serving existing consumers; because of research on ageing, consumers decision making have been nearly bound to it.

Hot pot is consumed mostly in Asia in its various styles. In China, most of the people like their hot pots spicy but other countries offer different tastes including hot and spicy, tom yum, chicken broth and so on. In Yangon, people especially like to eat hot pots in the winter season since Yangon has three seasons of summer, rainy, and winter.

Researcher asked individual groups of people the standardized questions, following up with questions or exploring the topics that arose

to better understanding the participants. The data was collected from hot pot consumers in Yangon, Myanmar. As the researcher produced 400 sets of questionnaires, the questions were asked about independent variables and factors that influenced the dependent variables.

In conclusion, the results from the research finding, researcher highly recommends that there must be highly opportunities to get profit from opening a new hot pot restaurant in Yangon. The consequences of the hypotheses results on demographics are accepted except for marital status. Multiple regression is used as to conjecture the dependent variable from the assessment of two or more independent variables. The results of the table show the multiple regression analysis influencing promotion factors of consumers to purchase hot pots in Yangon, Myanmar. Result found a Correlation of coefficient (r), and Adjusted R Square (r^2) to explain the price factor of consuming hot pot in Yangon, Myanmar. On the other hand, F-statistics, Sig. = 0.000 < 0.05, was significant at the 0.05 level. Durbin-Watson also found out that greater than 1.5 has no Auto correction between variables except "Place" factor.

Recommendation

A number of recommended topics on further research might be constructed. There are many areas where the information data has lapsed in the literature review. Curiously there is a lack of factual studies of any type in the research and these have been recommended for further research. For future research, the researcher will attempt to utilize qualitative methods, which will not only help the researcher to clarify of how to control the quality of products, but will also

understand the disadvantages of ignoring the service quality of a restaurant.

Quality control is the most important element for a restaurant. Once the restaurant has a name, a lack of control of the quality of a product can lead to spoiling the restaurant's name. For a hot pot restaurant, broth taste is more important than any other factor and yet most restaurants cannot control the quality of their broth. It is said that the broth taste is the main root for a hot pot restaurant; if the taste is acceptable for everyone, it not only can attract new customers but can also ensure the loyalty of existing customers.

At the same time, if the consumers' start lacking trust in quality, then word of mouth will affect the growth of new customers. Because of this, quality control of a product is the most important activity for the restaurant. Similarly, as senior people in the restaurant business say, "if the employees kill you, your name will be dead forever." True to this statement, every restaurant has a manager who has to take responsibility for the whole process of management such as the employees' behaviors, the food's taste, and the service provided. In a restaurant, the manager is fully authorized to tell everything to the employees, and that manager must be a person who always follows the rules or disciplines of a restaurant. The consequence of not doing this is that the restaurant will never be famous and will never make a name within the Food and Beverage industry.

The researcher suggests that future researchers concentrate on the qualitative method on hot pot restaurant's service behaviors and quality control. Doing that will also help build understanding for future investors about how hot

pot restaurants should be controlled with regard to service quality, employees' behaviors on consumers, and how to maintain the restaurant's name. As marketer, it is sure that predictions can be made about the outcome of consumer purchases of hot pots in Yangon. Research can also help determine how to run the business well if we open a new hot pot restaurant in Yangon. However, if you want your restaurant to be famous then there might be some unique tastes to show off to customers to get more attention.

Finally, the researcher would like to suggest that future investors of hot pot restaurants ensure control not only over the quality of service but also over the product quality. Doing so will enable the restaurant to attain profit compared to others. The main target competitor is the Shwe Kaung hot pot restaurant. If we can provide more services and a quality of food with different tastes of broth, there is no doubt that success could be achieved. The last thing is "luck;" if you have luck in the things you do; you will be more likely to be accomplished one day.

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