

**KEY FACTORS INFLUENCING CONSUMER PURCHASE
DECISION TOWARDS GEMSTONES AND JEWELRY IN LIVE
STREAMING IN MYANMAR**



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Thematic paper
entitled
**KEY FACTORS INFLUENCING CONSUMER PURCHASE
DECISION TOWARDS GEMSTONES AND JEWELRY IN LIVE
STREAMING IN MYANMAR**

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Su Myat Tha Zi

**KEY FACTORS INFLUENCING CONSUMER PURCHASE DECISION
TOWARDS GEMSTONES AND JEWELRY IN LIVE STREAMING IN
MYANMAR**

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ABSTRACT

This paper focuses on the purchase decision towards precious gemstones and jewelry during live streaming in Myanmar. The objectives of this study are to study buyers' behaviors and to examine the factors that influence customer's impulsive purchase decisions towards gemstones and jewelry on social media and live streaming in Myanmar. This research uses both quantitative and qualitative approaches. Quantitative data were collected from 160 respondents by using online survey questionnaires. Qualitative data were collected from 20 customers by using in-depth interviews. The findings revealed that the majority of consumers are significantly influenced by attractive promotions, impulse purchases and external motivations such as unstable political and economic situations in Myanmar. The results also revealed that the key behavioral patterns of the consumers are fear of missing out on good bargains, sense of urgency, bargaining behavior, return policy awareness, and fear of inflation.

KEY WORDS: Consumer purchase decision/ Gemstones and Jewelry/ Impulsive
purchase decision/ Live streaming/ Myanmar

97 pages

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CHAPTER I

INTRODUCTION

1.1 Background

Due to the ongoing political situation since 2021 in Myanmar, Myanmar kyats has been depreciated and the inflation rate has been increased rapidly. (Nikkei Asia, May 24) The World Bank stated that Myanmar's inflation rate would reach 20.1% higher by December 2024. The ongoing civil wars and economic instability weaken the currency even further. Thus, Local people turned to gold to protect their savings from hyperinflation as gold and precious gemstones can be considered as valuable liquid asset that will not lose value over time. (Medium, Apr 23)

1.1.1 Myanmar Gemstones and Jewelry Market

Myanmar is renowned for its famous gemstones such as ruby, sapphires, jade and semi-precious gemstones, and beautiful hand-crafted gold jewelry.

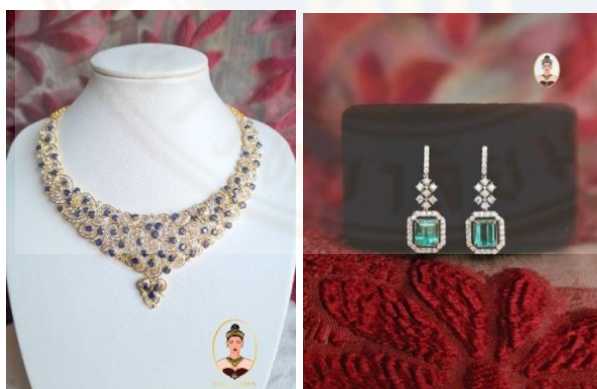
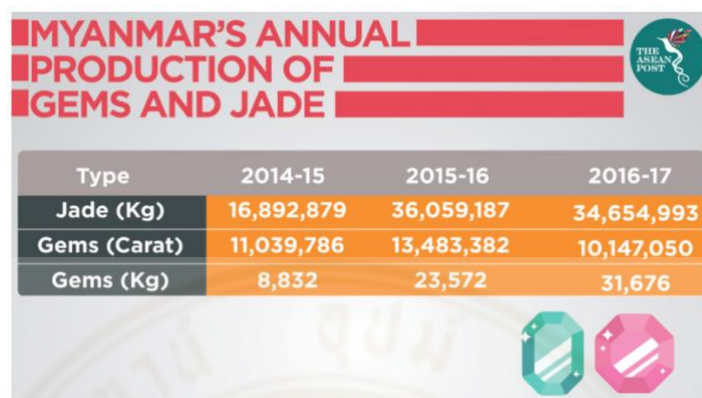


Figure 1.1: Sapphire and Emerald Gold Jewelry (Source: Naga Crown Gems and Jewelry, researcher's own shop)

Gold is a typical investment in Myanmar especially during this current hyperinflation. According to Singapore Bullion Market Association (n.d.), having its own independent gold market, gold prices in Myanmar are not decided by the global

gold price but international gold prices can be used as a benchmark. Instead of stock exchange, retail gold bars can be traded in Myanmar. Thus, people normally purchase gold bars and jewelry to prevent the impacts of inflation.

MYANMAR'S ANNUAL PRODUCTION OF GEMS AND JADE



Type	2014-15	2015-16	2016-17
Jade (Kg)	16,892,879	36,059,187	34,654,993
Gems (Carat)	11,039,786	13,483,382	10,147,050
Gems (Kg)	8,832	23,572	31,676

Figure 1.2: Myanmar's Annual Production of Gems and Jade (Source: The ASEAN Post, 2019)

As per figure 1.2, showed that Myanmar is a major player in global gem industry and the annual production of gems and jade in Myanmar and in 2016-2017, jade was highly produced, followed by gemstones. According to The ASEAN Post (2019), 90 percent of the world's jade come from Myanmar.



Figure 1.3: Revenue in Jewelry Market in Myanmar (Source: Statista Market Insights, 2024)

According to figure 1.3, in 2024, the revenue in Myanmar jewelry market reached US\$ 0.39 billion as the demand for the gold jewelry has risen and it is expected to climb up to US\$ 0.49 billion by 2028. (Statista Market Insights, 2024)

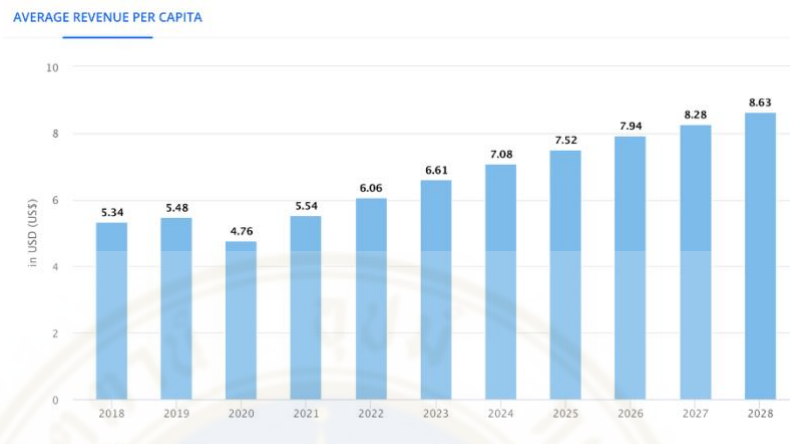


Figure 1.4: Average Revenue Per Capita in Myanmar Jewelry Market (Source: Statista Market Insights, 2024)

Figure 1.4 stated that the revenue received per individual in Myanmar reaches US\$ 7.08 in 2024 in relation to the total population. As per Data Reportal (2024), the total population of Myanmar is 54.78 million as of January 2024, and 50.3% are female and 49.7% are male. (Statista Market Insights, 2024)

According to figure 1.5 (6Wresearch, Jun,2023), Herfindahl-Hirschman index (HHI Index), which measures the competition in the country and common measure of market concentration, stated that Myanmar Jewelry Market in 2023 has significantly increased to HHI of 9443. The HHI index is calculated by squaring the market share of each firm in a market and then summing the results, ranging from zero to 10,000. (Investopedia, 2024) A lower index number means there is much competition in the market and exporting countries. A large index number means less competition and exporting countries. Less than 1500 HHI index indicates that it is highly competitive, the range between 1500-2500 means moderately competitive, 2500-6000 means moderately competitive, and more than 6000 means the market is highly concentrated. The HHI index in the Myanmar jewelry market was only 4415 in 2017.

Thus, the current HHI index 9443 interprets that Myanmar jewelry market is heading towards highly concentrated industry as there are many competitions in the market. (6Wresearch, Jun ,2023).

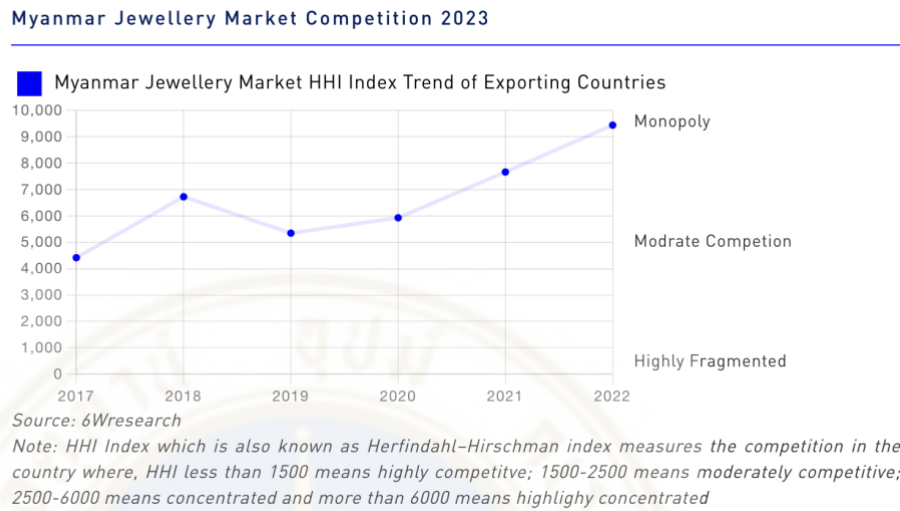


Figure 1.5: Myanmar Jewelry Market Competition 2023. (Source: 6Wresearch, Jun 23)

1.1.2 Growth Opportunities

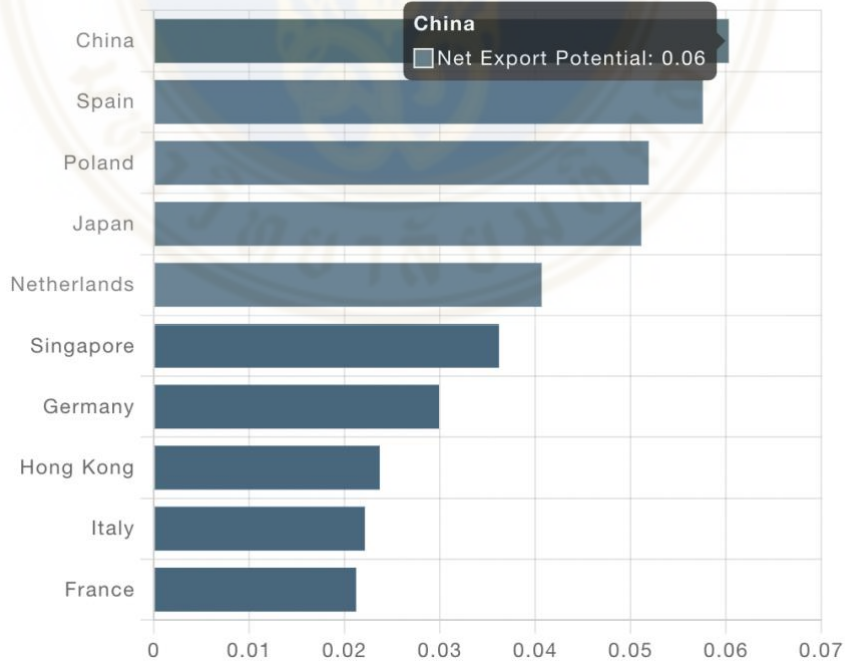


Figure 1.6: Myanmar Export Potential Assessment for Jewellery Market (Values in USD Thousand) (Source: 6wresearch, Jun 23)

According to figure 1.6, for export potential for Myanmar jewelry exporters, China is the most attractive market, followed by Spain, Poland, Japan. Producing many precious gemstones and gold jewelry, Myanmar has a huge potential to grow the industry further.

When the pandemic started, the businesses shifted from traditional retail stores to online which essentially changed the behavior of the consumers. Rather than offline purchases, jewelry live sale on Facebook has been booming in Myanmar since then, and it has been generating revenues and customer engagement. According to Jannik Linder (2024), 44% of the live-stream viewers stated that they watch live shopping and other live-streamed contents instead of watching TV globally. In Southeast Asia alone, the live shopping market is expected to triple in size by 2026, reaching \$25 billion. Moreover, live shopping events are most popular among consumers aged 26-35 years, accounting for 35% of live stream purchasers. Since live streaming can reach to the global customers, this is an opportunity for local jewelry shop in Myanmar and increase their brand presence in a global scale.

1.1.3 Lab-grown Diamonds

According to Welp (2022), the consumers' knowledge regarding lab-grown diamonds are quite low despite the increased sales and the market is still at immature stage. Welp (2022) suggested that the brands should build a strong brand presence to educate the consumers about the benefits of lab-grown diamonds instead of focusing on selling. However, due to the rarity and the high price of natural gemstones, many lab-grown gems and diamonds are accepted by the consumers nowadays. Lab-grown gems and diamonds are being produced in the lab with the same chemical composition as the natural ones. The only differences are the natural inclusions and the price range. As per below figure 1.7, compared to natural diamonds, lab-grown diamonds are relatively lower in price and do not hold any resale value. (Sophia Alvarez, CRM jewelers, 2023)

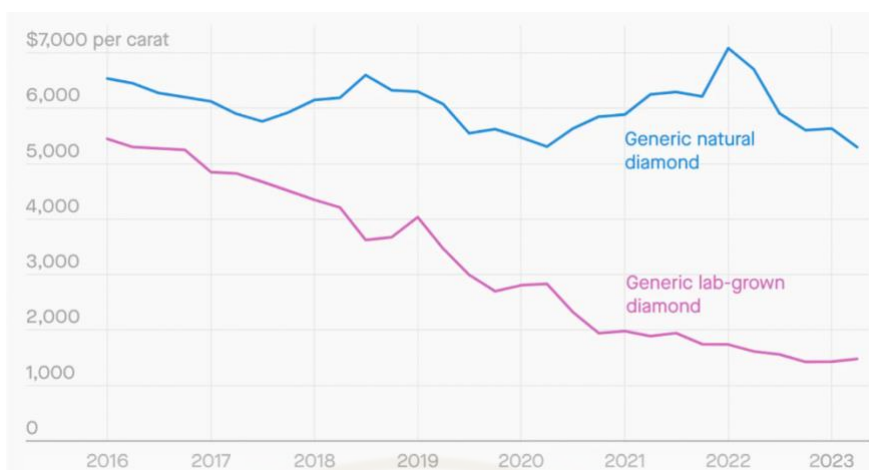


Figure 1.7: Prices of Natural Vs Lab-Grown Diamonds
(Source: CRM Jewelers)

(Source: CRM Jewelers)

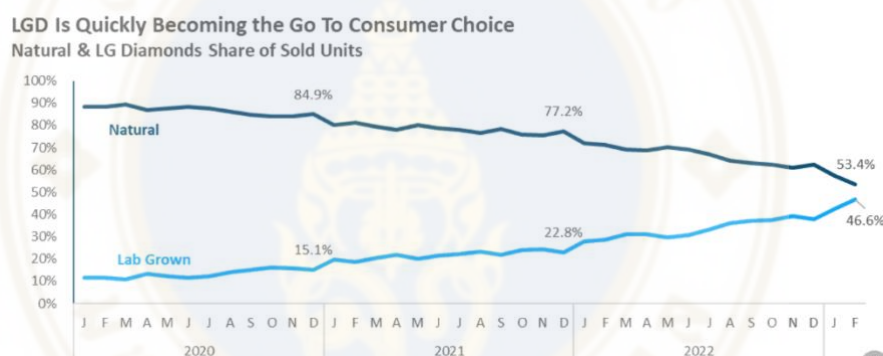


Figure 1.8: Market share of natural and lab-grown diamonds
(Source: Edahn Golan , Mar 23)

As per above figure 1.8, the price of the lab-grown diamonds is falling further which makes the market share of loose lab-grown diamonds increased from 22.8% in 2021 to 46.6% in February 2023 while the market share of the diamonds is decreasing gradually.

There are some retailers who sell Lab-grown gems and diamonds that look identical to the natural ones to cut cost and to attract the customers with affordable jewelry. Many lab-grown diamonds and gemstones and heat-treated gemstones can be found in Myanmar market. There are many cases in which the shop owners did not

disclose the correct information to the customers which resulted in heated arguments across social media.

According to Global New Light of Myanmar (May 2024), a jewelry shop sold a customer lab-grown diamonds jewelry. Lab-grown diamonds are also known as Chemical Vapor Deposition Diamonds (CVD). The customer eventually found out that the diamonds were not natural only when she tested them with another jeweler and the news quickly spread all over Facebook. Moreover, the diamond market is unregulated in Myanmar. Due to many unethical jewelry sellers and lab-grown diamonds, this sector is currently struggling. On the other hand, the demand for precious gemstones has risen. Wholesale buying prices of sapphires have gone up to 12 % , emeralds 13% and rubies 17% on average since 2020. (Harry Dempsey & Chan Ho-him, Jan 24, Financial Times)

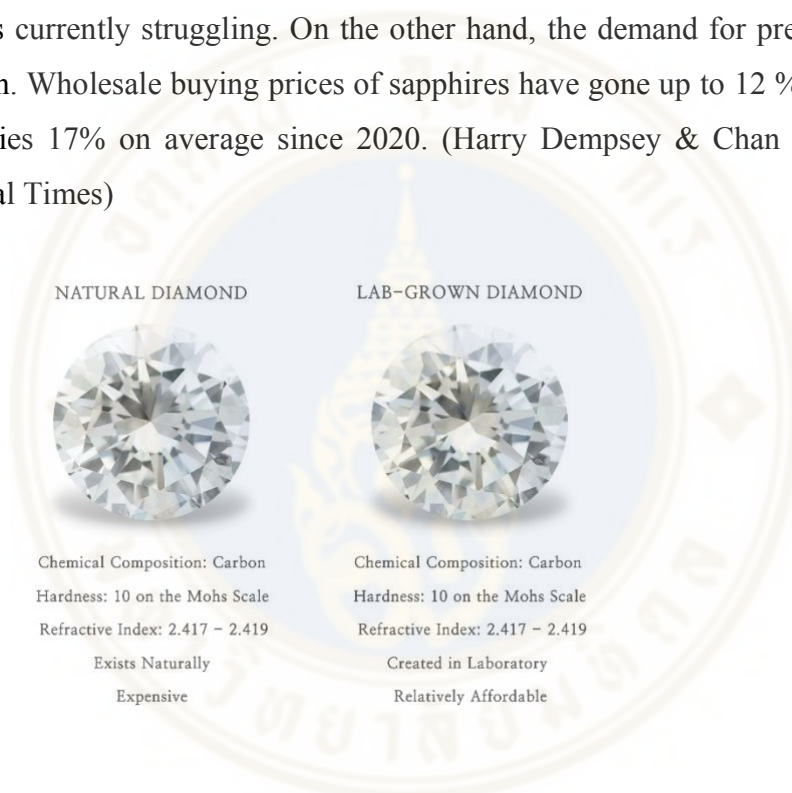


Figure 1.9: Natural Diamond vs Lab Grown Diamond (Source: Diamond Buzz , n.d)

The differences between these two can be seen as per above figure 1.9. It is very hard to distinguish these two with naked eyes. To identify properly and ethically, the proper laboratory equipment, gem testing devices and experienced gemologists are required.

1.1.4 Consumer Behavior

Consumer behavior can be identified as the study of the factors that influence the purchasing decisions of the consumers which includes environmental, psychological, and societal factors. (Mary Ville University, n.d) In this study, the factors of the purchase decisions towards gemstones and jewelry during live sale will be identified and analyzed, starting from the behavior of the consumers.

1.2 Problem Statement

As Covid 19 has shifted consumer buying behavior from brick-and-mortar stores to online, there are challenges between shop owners and customers. Facebook is heavily used in Myanmar, followed by Instagram and TikTok. Hence, many of the consumers purchase jewelry online and in livestreaming on Facebook. As the live sale features on Facebook have generated a lot of customer engagement and brand recognition across social media, consumers tend to buy a lot of jewelry during the live streaming.

In Myanmar, most of the jewelry shops allow the customers to exchange or resell the gold jewelry at a certain percentage. For example, a customer can exchange a sapphire ring for another jewelry piece and the returned sapphire ring will be appraised based on the price written on the receipt. 5% of the receipt price will be deducted upon exchange and 10% will be deducted upon return. The percentage rate depends on the jewelry shops as there is no fixed rule.

During live sale, the customers cannot view the quality and the size of the gemstones and gold jewelry through a phone screen properly. Upon receiving, they may dislike the quality or the size due to the differences in color saturation, clarity, and settings and so on. If they find the quality is not up to their standard, they may return or exchange the items, which results in low profit and a time-consuming process for the jewelry shop owners.

Thus, this study is to determine the behaviors of the consumers on purchasing precious gemstones and jewelry in live streaming and the factors that influence the impulsive purchase decision of the customers on social media and live streaming in Myanmar despite all the risks and extra work involved.

1.3 Research Questions

- What are the key consumers' behavioral patterns on purchasing precious gemstones and jewelry in live streaming?
- What are the driving factors that influence the impulsive purchase decision of the customers towards precious gemstones and jewelry on social media and in live streaming in Myanmar?

1.4 Research objectives

The objectives of this study are as per below:

- To study the key buyers' behavioral patterns on purchasing precious gemstones and jewelry in live streaming
- To examine the factors that influence the impulsive purchase decision of the customers towards gemstones and jewelry on social media and in live streaming in Myanmar

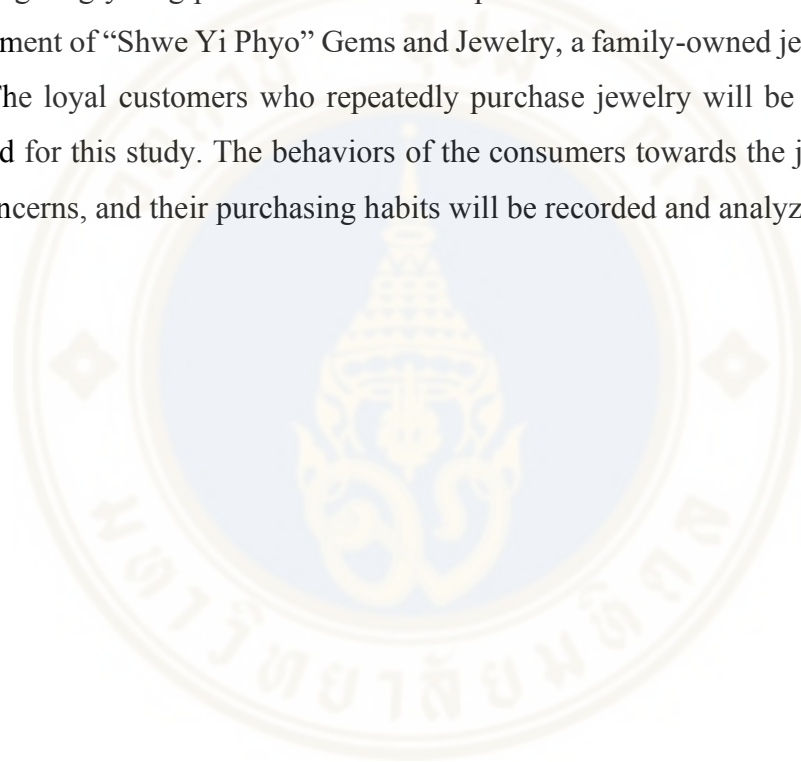
1.5 Scope of the Study

This paper focuses on the factors that determine the impulsive purchase decisions towards precious gems and jewelry on social media and live streaming in Myanmar.

Myanmar is well-known for its natural resources and precious gemstones are one of them. World's famous rubies, sapphires and the finest jades come from Myanmar. There are many semi-precious gemstones found in Myanmar such as aquamarine, topaz, peridot and so on. The price range can be varied depending on the carat weight, clarity, cutting and color of the gemstones. Depending on these factors, for example, one carat red ruby could cost approximately from 1,000,000 kyats (200 USD) to 100,000,000 kyats (20,833 USD). If the gemstones are set in gold jewelry, the price will be much more expensive. In Myanmar, most of the gemstones are handcrafted in gold and silver but gold jewelry is most famous among locals and tourists due to the lower production costs.

In this study, the consumers' purchase decisions towards gemstones ranging from affordable to luxury range and gold jewelry will be analyzed. The research is conducted to study the consumers in Myanmar who frequently purchase jewelry from the age of 25 to 45. Loyal customers will be interviewed for this study and the questionnaires will be distributed to 200 customers who regularly shop on social media pages and in live stream from the researcher's own jewelry shop and other jewelry shops in Yangon.

The researcher's own shop, "Naga Crown" Gems and Jewelry, is a new brand targeting young professionals and couples. It was established in 2021 under the management of "Shwe Yi Phyo" Gems and Jewelry, a family-owned jewelry shop since 1993. The loyal customers who repeatedly purchase jewelry will be interviewed and surveyed for this study. The behaviors of the consumers towards the jewelry live sale, their concerns, and their purchasing habits will be recorded and analyzed accordingly.



CHAPTER II

LITERATURE REVIEW

In this chapter, the social media landscape, especially the live stream commerce will be discussed in detail. Next, the consumer behavior theory will be explained and other factors that could potentially impact the consumer purchase decisions towards gemstones and jewelry in live stream in Myanmar.

2.1 Digital Landscape in Myanmar

2.1.1 Social Media Usage in Myanmar

According to Nan Oo (2024), 18.50 million Myanmar people, which is 33.8% of the total population, used social media in January 2024. Nan Oo (2024) mentioned that the users in Myanmar grew by 4 million or 27.6%, considering some people may have multiple accounts.

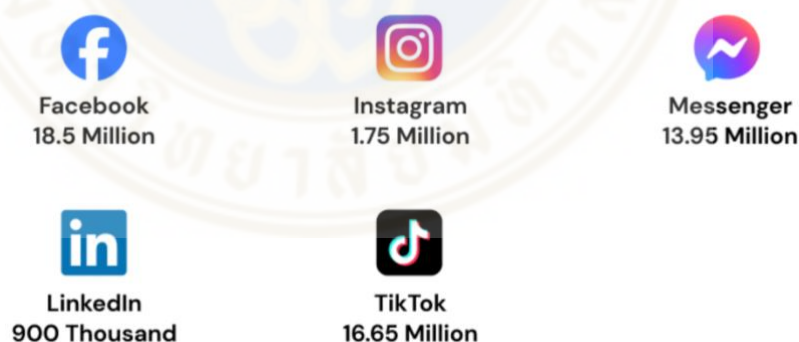


Figure 2.1: Myanmar Social Media Landscape (Source: Nan Oo, 2024)

As per above figure 2.1, Facebook and Tik Tok are the leading social media platforms in Myanmar, with 18.5 million users in Facebook and 16.65 million users in TikTok respectively. According to Data Reportal (2024) , Facebook’s ad reach in Myanmar is 33.8 % of the total population in the beginning of 2024.

Although the data for other countries regarding live stream usage are readily accessible, the data for Myanmar is hard to attain due to the data discrepancy. Based on the above statistics, currently Facebook Live stream is the one where businesses operate. Hence, Myanmar people use mainly Facebook live stream as a medium to build interactive relationships with the buyers.

According to Reuters (2021), even though Facebook and other social media platforms owned by Meta are currently banned by military junta in Myanmar since 2021, people use VPN to gain access all those social media platforms. Moreover, on 22nd Feb 2021, three local news livestreamed the biggest protests on that day on Facebook and one news outlet, Khit Thit Media got 185,000 views which was one of the most watched livestream clips. All the above evidence portrays that Facebook is dominating in Myanmar and livestream are the major source of updated news and entertainment in Myanmar.

2.1.2 Live Streaming Commerce

Live shopping provides real time engagement between sellers and the buyers, and the buyers can experience the products through live streaming realistically and visually. The sellers and the buyers can interact openly by commenting and replying on live stream which could lead to long-term relationships. In addition, being able to access livestream in real time just on their mobile phones enhances its conveniences further.

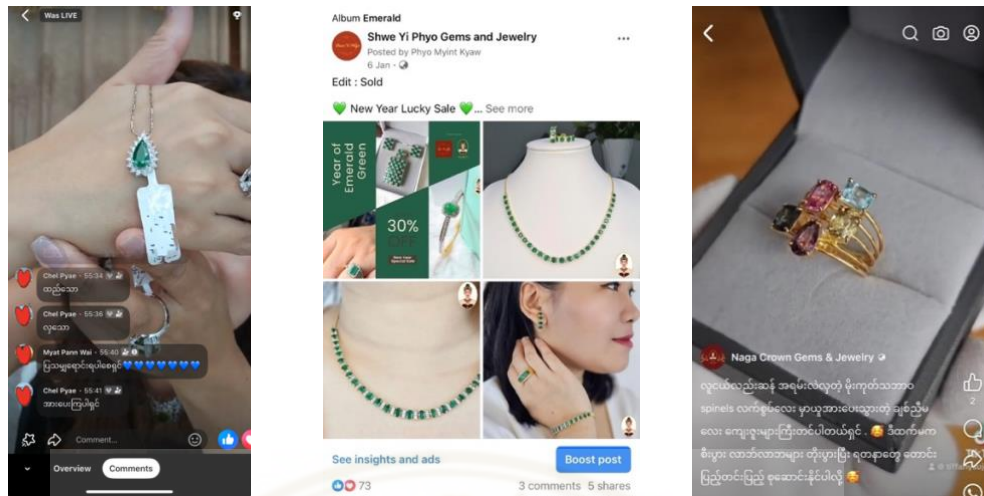


Figure 2.2: Myanmar Live Streaming and Social Media Posts (Source : Facebook page of the researcher’s shop , 2024)

Live streaming creates an atmosphere of liveliness and promotes instant purchases. According to Tik Tok (2023), TikTok is a fun platform, a shopper-tainment where 15 million businesses actively create videos on TikTok, Live commerce can be considered as a mixture of influencer marketing and live shopping which attract more views and engagement. According to Meta (n.d), consumers in Southeast Asia regions enjoy live shopping as they find it innovative and authentic. Moreover, in Singapore, Philippines, Vietnam and Thailand, live social media helped to increase the gross merchandise value to 306%. Additionally, 83% of live shopping audiences return monthly, and 86% of shoppers in Southeast Asia enjoy entertaining and fun shopping experiences.



Figure 2.3: Asia Pacific Region Live Commerce Platforms Market Share in 2023
(Source : The brainy insights, 2024)

As per above figure 2.3, Asia Pacific is leading the live commerce platforms market share with 48% in 2023 (The brainy insights, 2024). According to the brainy insight (2024), the live commerce market globally was valued at USD 1 billion globally, and it is expected to reach USD 6.19 billion by 2033. The Apparel and fashion segment has the largest market share at 40% in 2023.

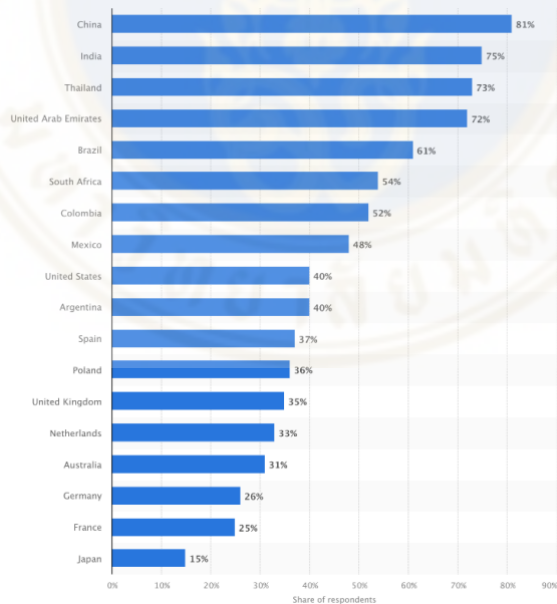


Figure 2.4: Consumers having already purchased via live commerce 2023 by country (Source: Statista)

As per figure 2.4, many consumers turn to livestream purchase now, and based on the data gained from above figure, 81% Chinese consumers had already used livestream commerce, followed by India, Thailand and so on. Compared to Asian countries, some European countries reportedly spent less in livestream due to the unfamiliarity and with only 25% of French customers used livestream for purchases.

2.1.3 Challenges

According to The ASEAN Post (2019), precious gemstones and jade are mainly selling online, bypassing Myanmar tax and these stones are often smuggled across border, mainly to China due to poor regulations and taxation system. Payment via online platform is hard to trace for Myanmar government, resulting in revenue loss for government. The ASEAN Post (2019) also reported that jade and gemstone company data submitted was incomplete and not aligned with the government data and the government reportedly collected revenue on two to five percent of product value. Hence, data discrepancies impacted the whole industry negatively.

The military government currently bans social media platforms owned by Meta such as Facebook, Instagram, WhatsApp and Messenger. People are currently using VPN to gain access to these platforms. However, most of the business owners and individuals have moved their businesses to Tik Tok and Telegram. Thus, future live streams are predicted to be mostly on Tik Tok.

2.2 Factors Influencing Consumer Purchase Decision in live streaming

2.2.1 Impulse Purchase

As Wayne D et.al (2013), it can be defined as purchasing something unexpectedly without planning to buy beforehand based on a strong feeling. Triggered by exposure to an external stimulus such as social media ads, consumers purchase items on a whim to satisfy their feelings. Moreover, they lack self-control. “Researchers estimate that anywhere from 27 to 62 percent of consumer purchases can be considered impulse buys.” (Wayne D et.al, 2013). In addition, buying on impulse may depend on other characteristics such as materialism, the presence of peers, sensation seeking and a

liking for recreational shopping. There are four categories in impulse purchase behaviors. (Amond, Nov 23)

Pure Impulse Buying: It comes from the strong desire and craving to purchase without prior intention, e.g., buying a ruby necklace while watching a live sale without any initial intention to buy.

Reminder Impulse Buying: The sight of an item reminds the customer to buy certain items which are related to the previous items, e.g., when a consumer passes by bread, he remembers to buy butter.

Suggestion Impulse Buying: This comes from the desires of the consumers that they need a certain item, but it is more rational than emotional, e.g., Trying Yakult as the customers saw in the ad, stating that it is good for gut health.

Planned Impulse Buying: This buying behavior derives from marketing activities such as social media ads, discounts and perceived scarcity, e.g., 40% discounts for all sapphire jewelry until end of July 2024.

2.2.2 Consumer Perception

Definition of luxury can be influenced by the perception of consumers. (Bilge 2015) Psychological factors such as success, status and motivation to impress other people are also linked to the perception on luxury. (Wiedmann et al. 2009: 627) The consumers' perceptions of luxury can be identified as status symbol regardless of the social statuses and income level. (Husic and Cicic, 2009)

Consumer perception is a process of receiving, selecting, and interpreting environmental stimuli involving the five senses. (Kardes et.al, 2011) Kardes et.al (2011) also stated that perception is essential as it is how the products were perceived by the consumers. Sensory exposure, attention, and comprehension are involved in the perceptual process as per below figure 2.1.

2.2.2.1 Perceptual Process

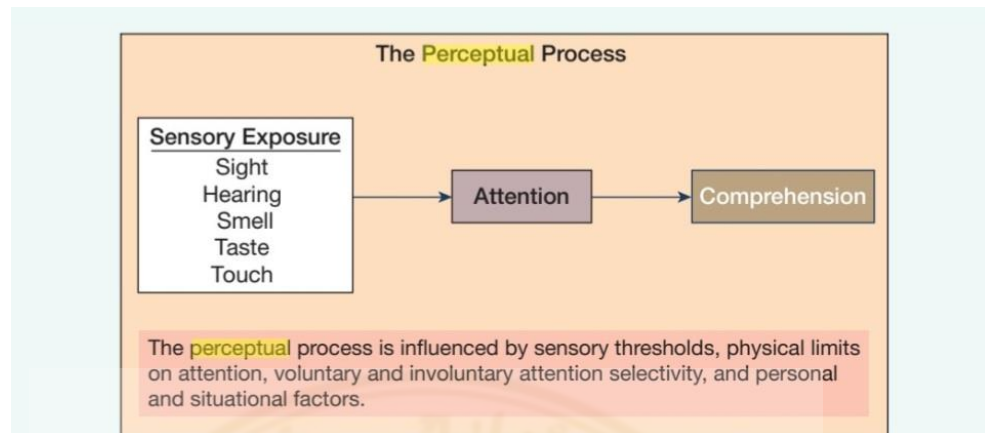


Figure 2.5: The Perceptual Process (Source: Kardes et.al, 2011)

As per figure 2.5, In stage one, sensory exposure, a stimulus such as perfume smell, social media ads and so on are detected by the physical senses of the human beings such as sight, hearing, smell, taste and touch. This sensation gathers data and sends it to the brain to process and interpret. Consumers are selective about the stimuli and only select the data they wish to process and interpret further. In the attention stage, the consumers focus on one stimulus and ignore the rest as they cannot attend to every stimulus that they are exposed to. Thus, it is crucial for marketers to stimulate the senses of the consumers to grab their full attention.

In the last stage of the perceptual process, comprehension, the consumers can interpret and load the memory in their brain based on the information and knowledge that they have received. After this stage, preferences and choices follow. (Kardes et.al, 2011) Live streaming allows the multisensorial communication as the customers are exposed to the sights, voice and the actions of the live streamer which grab the attention of the consumers. As a result, the customers may gain positive perception and learn about the shop. It may lead to impulse purchase eventually. (Wang, Lu, Cao et al, 2022)

2.2.2.2 Hedonic Consumption

The responses by the customers are part of hedonic consumption. Sensory experiences influence the customers and base on these experiences which can provide fun, pleasure and excitement, the customers can compare the products and choose whichever that they desire. (Solomon, 2018)The sensory experiences of visually pleasing jewelry and gemstones during live sale stimulates can stimulate interests of the consumers and hedonic consumption. The impacts of these sensory exposure can grab the attention of the consumers which could lead to focus on the products that are most appealing to their hedonic desires among competitors. As the hedonic consumption is heavily influenced by the desires, personal preferences or excitement, luxury brands or jewelry can meet their hedonic needs when the brands offer the satisfactions or pleasures from purchasing their products. (Solomon, 2018)

2.2.3 Motivation

Motivation can be identified as the force that allows the customers to act, and motivation and emotions are linked as the consumers can feel positive emotions if the motivations are satisfied but feel negative when their motivations are not met. (Kardes et.al, 2011).

2.2.3.1 Maslow's Hierarchy of Needs

According to Kardes et.al (2011), there are five hierarchies of needs in Maslow's Hierarchy of Needs as per below to understand the consumer motivations and personal growth better. People seek certain types of product benefits based on their motivation, development or economic situation. (Solomon, 2018)

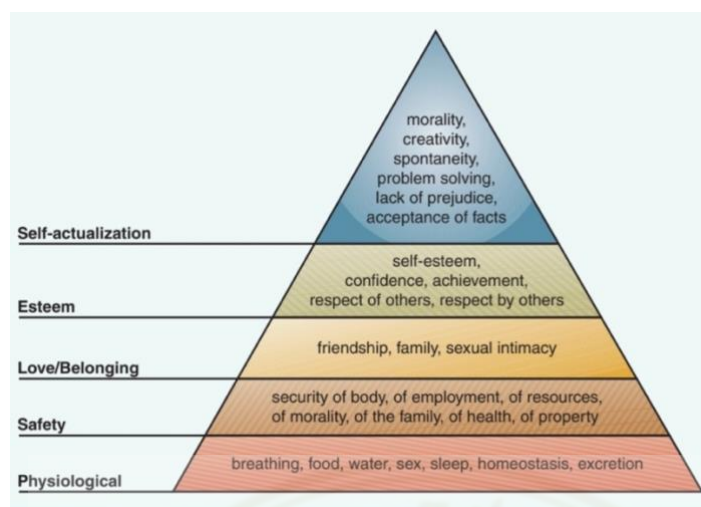


Figure 2.6: Maslow's Hierarchy of Needs (Source: Kardes et.al, 2011)

Physiological Needs are the most basic needs required for human beings such as food, water, and sleep. Medicines and groceries are perfect examples of these needs. In Safety Needs include security, employment, health, and shelter. Products such as insurance are needed at this level. For Love/Belonging Needs include love, social, friendship, family, and belongingness. Products such as clothing, drinks, and beauty products are in demand. Next, Esteem includes self-esteem, confidence, achievement, respect, status. For convenience and to gain status, cars and furniture are required at this level. At the last need, Self-actualization, people need acceptance, creativity, and self-fulfillment. To attain self-actualization, the consumers seek personal development, travel, education and so on. Once the lower-level needs are met, the consumers normally advance to the higher level. (Kardes et.al, 2011)

The gemstones and jewelry are usually needed at belonging level, as the couples exchange their wedding vows or establish their relationship, the couple rings are demanded to show commitment and love to each other. At esteem needs, gemstones and jewelry are a symbol of wealth. The customers are driven by this need to wear jewelry and gemstones to showcase their collections and success. Moreover, it is interesting with current economic situation in Myanmar with the possible bank run cases and hyperinflation, safety need could be one of the reasons why Myanmar consumers buy gemstones and jewelry online.

2.2.3.2 Intrinsic Motivation

2.2.3.2.1 Enjoyment

One of the motivations of the consumers is enjoyment. Most of the consumers watch live stream for entertainment purposes and if they enjoy some items that catch their eyes, they can effortlessly purchase during the live streaming. According to Zou and Fu (2024), e-commerce live streaming may be considered by some audience as enjoyment instead of purchasing channels but transparency requirements on live streaming platforms for the sponsorship and advertisements significantly reduces the misleading information. The live streamers try to engage and maintain responsiveness during the livestream to interact and connect with the audience to provide enjoyment for the audience. (Zou and Fu 2024). According to Chen and Lin (2018), considering live streaming as an enjoyable interactions, the e-commerce live streamers keep the engagement going during product showings. E-commerce live streaming has started becoming well-received during pandemic as a safer and more effective shopping. (Zou and Fu 2024).

2.2.3.2.2 Emotional Value

Luxury can provide emotional benefits such as pleasure and happiness to the consumers. (Bilge 2015) There are certain customers who wish to buy gemstones and jewelry for emotional purposes. These precious gemstones and jewelry can last long for decades and pass down for future generation as family heirlooms. Purchasing beautiful gemstones and jewelry can also bring sentimental value.

2.2.3.2.3 Personal Style

The self-identity of the consumers is closely linked to the personal style. According to Özgüngör (2013), to achieve intrinsic satisfaction, people purchase luxury products to attain symbolic value in terms of self-identity value and the decision to buy luxury goods depends on the image of the products that could reflect the personal image of the consumer. Generally, the personal style of the consumers reflects a lot on their motivation to buy gems and jewelry on impulse, especially gemstones and jewelry. Depending on one's own preference, the designs and the style of the person

differ accordingly. The customers who prefer modern and chic style will choose modern design jewelry but some customers who prefer ancient designs will choose accordingly.

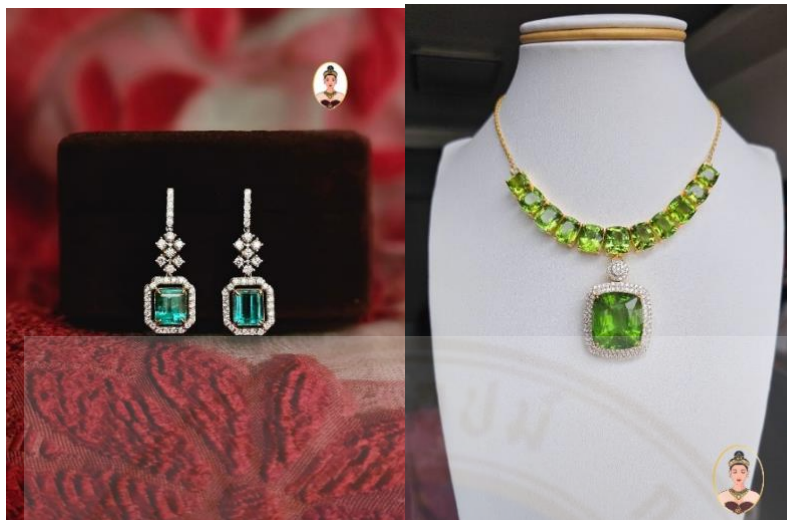


Figure 2.7: Modern Emerald and Diamonds Earring and Classic Peridot and Diamonds Necklace (Source: Naga Crown Gems and Jewelry)

2.2.3.2.4 Quality

The quality perception is one of the most important factors for customers to purchase luxury goods and hand-made luxury goods are better than non-luxury brands. (Bilge 2015) Most of the customers are motivated by the quality of the gemstones and the craftsmanship of the jewelry as quality is what they are looking for in purchasing gemstones and jewelry.

2.2.3.3 Extrinsic Motivation

2.2.3.3.1 Economic Situation and Investment

The external environment such as economic situation has impact on the customer experience and can create positive or negative effects on them. (Lemon & Verhoef, 2016) This is one of the reasons why Myanmar consumers are buying gemstones and jewelry impulsively. Gemstones and gold jewelry have resale value and some gemstones can be passed down from generation to generation. With that in mind, some people invest in gemstones and jewelry to invest in them. Recently, the amount of daily cash withdrawal at local banks are restricted as the customers can only

withdraw ranging from 1,000,000 kyats (about US\$ 208) to 2,000,000 (US\$ 416) per day, Myanmar kyats losing its value about 28% against US Dollars. (Radio Free Asia, 2024) Thus, the consumers have started to collect all these gemstones and gold jewelry to prevent hyperinflation.

2.2.3.3.2 Convenience

According to Lu (2021), most consumers prefer shopping during live streaming to traditional shopping due to convenience and time-saving benefits. In the olden days, to buy jewelry, the customers had to drop by personally to the store. However, with the help of social media and live streaming, the sellers can just put on the jewelry items to demonstrate and portray the quality of the gemstones through social media. Just by viewing the livestream, the customers can check if the jewelry design would be suitable for them or not at the comfort of their home and receive upon delivery to their doorsteps.

2.2.3.3.3 Trend

A new trend, live streaming is popular around the world nowadays, having all the benefits of convenience, real time interaction between the seller and the audience. In addition, the technology advancement such as 5G, VR and AI technology makes live streaming more popular and developed. (Lu 2021)The evolution of livestreaming trends is one of the main reasons why consumers are motivated to purchase impulsively. Due to the rising trend of buying gemstones and jewelry during live streaming in Myanmar, the consumers are motivated to join the trends. Buying jewelry online also creates a sense of urgency as the sellers promote the jewelry to grab the items before it becomes sold out.

2.3 Social Influences

Social value of the product is important to take note since some of the consumers tend to show off the branded products to their social circles to gain status. (Bilge 2015) In their reference group, the luxury goods may allow the consumers to get accepted and gain social value. (Srinivasan et al. 2014: 101) Hence, the social influence can be considered in affecting consumer purchasing behaviors. Social influences can

be identified as the pressures from an individual, groups, and the mass media can impact on a consumer's purchase behavior. (Hoyer et.al, 2012)

2.3.1 Marketing and Non-marketing Sources

There are marketing sources and non-marketing sources. Marketing sources comes from the marketing agents such as advertising while non-marketing sources are influenced by the family, friends or the social media. (Hoyer et.al, 2012) According to Hoyer et.al (2012), the marketing sources are mostly delivered through mass media such as advertising, sales promotion, events, and social media posts. Sales people, customer service agents and service representatives can deliver personally at the shops, offices or even on online such as live streaming to promote the items. Some companies hire social media officers to promote the products or services on social media or on website to deliver the messages to the customers personally and to create buzz. (Hoyer et.al, 2012)

Non-marketing sources refers to the information received from mass media such as TV coverage, blogs, review websites, social influencers even online community. (Hoyer et.al, 2012) Some media sources such as Trip Advisor for hotels and restaurants reviews and IMDb for movie reviews are influential and most of the customers decide based on those reviews. (Hoyer et.al, 2012) If delivered personally, non-marketing sources can be obtained via word of mouth, and information from friends, families, colleagues or even outsiders.

Both marketing and non-marketing sources can be obtained from social media sites such as Facebook, Instagram, Tik Tok, by the consumers as the customers can access the desired information selectively and social media allows the audience to feel the personal touch. The role of social media influencers as a marketing source is essential nowadays. The consumers' attitudes towards purchase behavior can be affected by the social media influencers as they have built positive relationships with the consumers, allowing them to trust their perspectives (Long, Zaidin, Mai et al. 2024). Hence, many jewelry shops in Myanmar collaborate with the influencers in live streaming to gain the market share and to increase the brand recognition.

2.4 Marketing Mix

With the use of marketing mix strategically, the brands can influence the consumers and it involves **Product, Price, Place, and Promotion**.

2.4.1 Product

According to Dibb et al. (2019), a good, a service or an idea can be a product. A product includes product features, packaging, brand names, quality and service. The goods or services or combination of that the firms offer to the customers. The products offered include quality, design, services, packaging and so on. The quality of the gemstones, the jewelry design, the customer service provided and even packaging are products.

2.4.2 Price

The customers mostly care about the value of the product based on the price. According to Sally et.al (2019), businesses can determine product prices based on the price variable. It is a competitive tool as it allows the customers to access and compare the price of the products. Moreover, it allows the businesses to establish the product's image. For example, the consumers will not purchase a red ruby ring if it costs them only a few hundred dollars, getting suspicious of the authenticity of the items. The price varies based on the 4Cs of gemstones; Cut, Clarity, Carat, and Color but out of all the gemstones mined from Myanmar, Ruby and Sapphire are the most expensive due to rarity.

2.4.3 Place

This can be referred to as distribution as the products must be delivered to the customers at the right time and at the right location. (Sally et.al, 2019) The products must be available to the customers in the desired quantities in many convenient locations to satisfy the customers. The usages of channels and the choices are different depending on consumer characteristics and due to the lock-in effects, the choice of the channels in the purchase funnel can affect the decision making of the consumers. (Lemon & Verhoef, 2016) For example, a customer may feel convenient or become habitual to use certain website or shopping platforms as they save their payment information and

delivery address there. Thus, it is essential for the businesses to allow the customers to enjoy seamless customer journey across channels through channel integration. (Lemon & Verhoef, 2016)

In Yangon, most of the jewelry shops can be seen at popular Bogyoke Market, Times City, and downtown Shwe Bone Thar Street. Many stores operate on their own and they all have their own social media channels to sell through. Due to rising demand, most of the jewelry shops are selling through social media and live streaming.

2.4.4 Promotion

These communication activities are used to inform the target customers and increase awareness of the products. Moreover, promotion allows the customers to learn more about the products. (Sally et.al, 2019)

Most of the promotion for gems and jewelry in Myanmar are through social media, mainly Facebook, and billboards. Facebook video ad campaigns and short videos in the videos are popular as well. Facebook livestreaming is the best promotional activity for gemstones and jewelry brands. Tik Tok is another medium for gems and jewelry business in Myanmar, serving as a creative platform for the brands to showcase their jewelry in video format.

2.5 Conceptual Framework

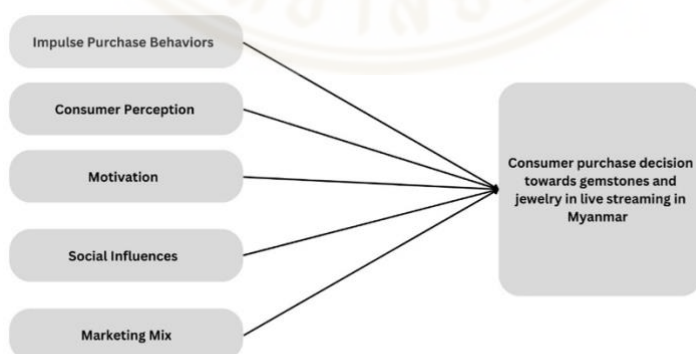


Figure 2.8: The Factors affecting the consumer purchase decision towards gemstones and jewelry live streaming in Myanmar

CHAPTER III

RESEARCH METHODOLOGY

To determine the impulsive purchase decisions towards precious gems and jewelry in live streaming in Myanmar, both quantitative and qualitative research will be used because it is essential to understand the data and both methods can be used to improve the validity of the data collected. The data from interviews as a qualitative approach can be used to validate the questionnaire primarily used to collect quantitative data.

“Naga Crown Gems and Jewelry” by the researcher's shop is selected for the sample population for qualitative purposes and other Myanmar gems and jewelry consumers who have purchased during live streaming will also be included for quantitative purposes.

3.1 Research Method

A combination of both qualitative and quantitative research will be used to collect the data. The research is conducted to study the consumers in Myanmar who frequently purchase jewelry via livestreaming and social media. The mixture of both methods was adapted from the work of Xu et al. (2020).

For quantitative purposes, a five-point Likert scale is used, from 5 (Strongly agree), 4 (Agree), 3 (Neutral), 2 (Disagree), and 1 (Strongly Disagree). Since most of the respondents are Myanmar, 5-point Likert scale would be simple and easy for the respondents to answer as it takes less time and effort to fill in. Likert scales were referenced from the work of Chaisuriyathavikun (2014) and Kei (2022). The research questions will be sent to the respondents in both English and Myanmar languages. (Appendix B and C) In addition, the in-depth interviews will be conducted in English as per appendix A.

3.2 Sample Population and Data Collection

The target population is Myanmar shoppers who frequently purchase jewelry aged 20 to 59 on social media or live streaming. 200 Customers who regularly shop from the researcher's shop "Naga Crown Gems and Jewelry" and Myanmar consumers who actively purchase during live streaming are the respondents for surveys for quantitative research. The loyal customers of the researcher's shop "Naga Crown Gems and Jewelry" will be interviewed for qualitative research purposes. Google form will be used mainly to collect data efficiently and effortlessly.

For qualitative purposes, 20 customers of Naga Crown Gems and Jewelry, including the customers from overseas will be invited for in-depth interviews. The selection of the interviewees will be based on their repeated purchase behavior. The interview with the customers, residing in Yangon will be conducted face to face and the customers from overseas will be interviewed via Zoom for their convenience.

3.3 Variables

Based on below variables, the research questionnaires will be developed accordingly.

Table 3.1: Independent and Dependent Variables

<i>Independent Variables</i>	<i>Dependent Variables</i>
Impulse Purchase Behaviors <ul style="list-style-type: none"> • Pure Impulse Buying • Reminder Impulse Buying • Suggestion Impulse Buying • Planned Impulse Buying 	Consumer purchase decision towards gemstones and jewelry in live streaming in Myanmar
Consumer Perception <ul style="list-style-type: none"> • Perceptual Process • Hedonic Consumption 	

Table 3.1: Independent and Dependent Variables (cont.)

<i>Independent Variables</i>	<i>Dependent Variables</i>
Motivation <ul style="list-style-type: none"> • Hierarchy of needs • Intrinsic Motivation • Extrinsic Motivation 	
Social Influences <ul style="list-style-type: none"> • Marketing and non-marketing sources 	
Marketing Mix <ul style="list-style-type: none"> • Product • Price • Place • Promotion 	

3.4 Data Analysis

For quantitative approach, the primary data collected via Google Form were analyzed thoroughly. As the questionnaires were in both English and Myanmar language, the data gathered from both would be combined and analyzed together. The descriptive analysis would be used to describe the information of the respondents. To analyze quantitative data, Statistical Package for Social Sciences (SPSS) program software to test and analyze the factors influencing consumer purchase decision towards gemstones and jewelry in live streaming in Myanmar. In order to capture the data accurately, the multiple regression was used to analyze the Likert scales (1-5), and the descriptive statistics were used to analyze the product details section.

For the qualitative purposes, the interview clips would be analyzed. The coding for the interviews was done by the researcher manually to gain more understandings of the respondents as well as learn new insights about the findings. The data collected from qualitative in-depth interviews were analyzed with the content analysis.

CHAPTER IV

RESEARCH FINDINGS

In this chapter, the findings from both quantitative questionnaires and qualitative interviews were discussed. The first section of the chapter began with the findings of demographic profile of the respondents from quantitative research questionnaires. Next, the Likert scales were analyzed accordingly by using both descriptive analysis and multiple linear regression analysis. For the multiple-choice questions related to products, descriptive analysis was used to examine. Lastly, the data from qualitative research were described for in-depth analysis. Both of these data from the research findings were analyzed to find out the research questions and objectives of this study in details.

4.1 Quantitative Research

Total of 200 questionnaires in both English and Myanmar language had been sent out to the respondents via Google Form through Facebook messenger and emails and a total of 172 responses were received. Data from the questionnaires in both languages were combined and analyzed in details.

4.1.1 Screening Question

Out of all the respondents, there were customers who bought upon encountering the Facebook ad campaigns. Thus, the screening question was used to collect only the data of the customers who have purchased jewelry and gemstones in Myanmar during live streaming. The data of the respondents who are not valid to the research objectives and questions will not be used further.

Out of all 172 respondents, 12 people (7%) have not tried purchasing gemstones and jewelry during live streaming as per Figure 18 below. Due to their

purchase behavior, these respondents were not suitable for this research. Thus, the data of the remaining 160 respondents (93%) were analyzed in this study.

Screening Question

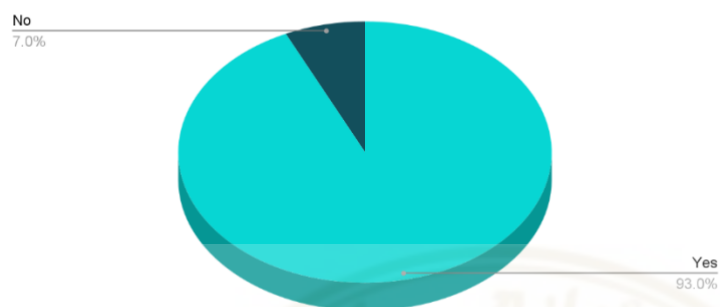


Figure 4.1: Purchase History in Live streaming (Source: Research findings)

4.1.2 Respondent's Demographic Profile

In the first section, the demographic profile of the respondents in this questionnaire including age, highest education, employment status, monthly income and marital status were analyzed and discussed based on the findings.

4.1.2.1 Age

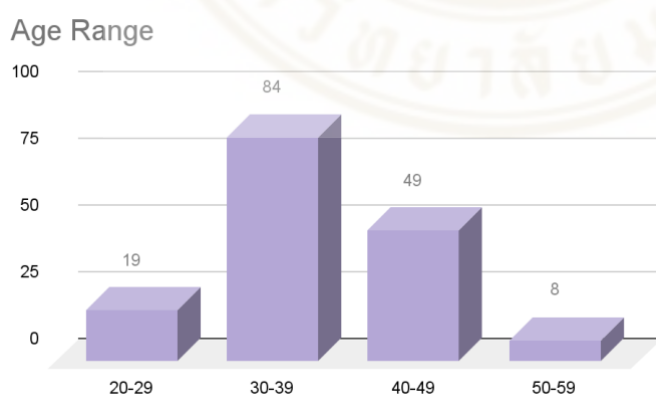


Figure 4.2: Respondent's Age Range (Source: Research findings)

The total number and percentage of the respondents by age were illustrated as per above Figure 4.2. The respondents were divided into four groups and the majority of the respondents, 84 people (52.5%) are in between 30 to 39 years old, followed by 49 respondents (30.6%) in the group of 40 to 49 years old, 19 respondents (11.9%) in the age group of 20 to 29 and lastly, only 8 respondents (5%) in the age group of 50 to 59. Thus, the result showed that people between age between 30 to 39 purchase gems and jewelry during live stream most.

4.1.2.2 Highest Education, Monthly Income and Marital Status

Table 4.1: Highest education, Monthly Income and Marital Status (Source: SPSS)

Highest education				
	Frequency	Percent	Valid Percent	Cumulative Percent
High School	2	1.3	1.3	1.3
Diploma	10	6.3	6.3	7.5
Bachelor's Degree	93	58.1	58.1	65.6
Master's Degree	48	30	30	95.6
PhD	7	4.4	4.4	100

**Table 4.1: Highest education, Monthly Income and Marital Status (Source: SPSS)
(cont.)**

Monthly Income (Myanmar Kyats)				
	Frequency	Percent	Valid Percent	Cumulative Percent
1,000,000 - 3,000,000	14	8.8	8.8	8.8
3,000,001 - 5,000,000	22	13.8	13.8	22.5
5,000,001 - 7,000,000	28	17.5	17.5	40
7,000,001 - 10,000,000	44	27.5	27.5	67.5
More than 10,000,000	52	32.5	32.5	100
Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Single	55	34.4	34.4	34.4
Married	95	59.4	59.4	93.8
Divorced/Widowed	4	2.5	2.5	96.3
Separated	6	3.8	3.8	100
Total	160	100	100	

The data of the highest education, monthly income and marital status received by the respondents were depicted in Table 4.1. Out of 160 respondents, 93 respondents (58.1%) have a bachelor's degree, 48 respondents (30%) have a master's degree, 10 respondents (6.3%) finished Diploma, and 7 respondents (4.4%) hold PhD degree. Only 2 respondents (1.3%) reportedly finished High School. Based on these data, the consumers who have purchased gemstones and jewelry during live streaming in Myanmar are mostly educated and majority of them are bachelor's degree holders.

Next, based on the data findings from figure 4.1, 95 respondents are married (59.4%), followed by 55 respondents (34.4%) in the single group, 6 respondents (3.8%) in the separated group, and in the group of divorced or widowed, only 4 respondents (2.5%) are recorded accordingly.

For the monthly income profile, the majority of the respondents, 52 in total, earn more than 10,000,000 Myanmar kyats monthly (around 4770 USD/ 158,421 THB) at 32.5%, followed by 44 respondents (27.5%) earned between 7,000,001 - 10,000,000 Myanmar kyats monthly (around 3339 to 4700 USD/ 110,864 to 158,421 THB). Next, 28 respondents (17.5%) earned between 5,000,001 – 7,000,000 MMK (around 2385 to 3339 USD/ 79,210 to 110,864 THB), 22 respondents (13.8%) earned between 3,000,001 – 5,000,000 MMK (around 1432 to 2385 USD/ 47,526 to 79,210 THB), and last, 14 respondents (8.8%) earned 1,000,000 - 3,000,000 MMK (around 480 to 1432 USD/ 15,842 to 47,526 THB) respectively. All of the above-mentioned exchange rate is converted based on the rate of xe.com on 5th October 2024. (XE,2024). As there will be fluctuations in currencies, the exchange rate will vary daily. According to Husic and Cicic (2009), the rich people consumed luxury goods as they can afford and the consumers with lower income consumed less on luxury with the motivations to enjoy the brands or seek the social acceptance by the rich.

4.1.2.3 Employment Status

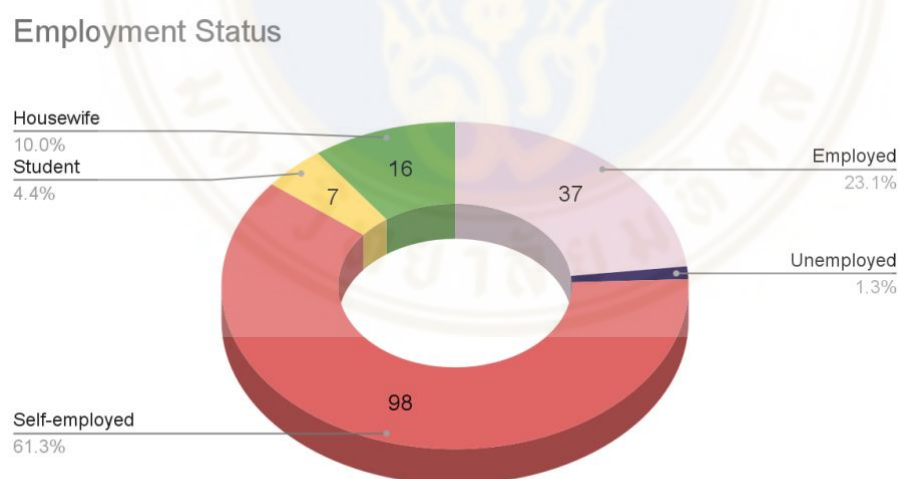


Figure 4.3: Employment Status (Source: Research findings)

According to Figure 4.3, the majority of the respondents, a total of 98 people (61.3%) are self-employed, followed by 37 respondents (23.1%) in the employed group,

and 16 respondents (10%) are in the group of housewives. Next, the group of the student accounts for 7 respondents (4.4%), and lastly, 2 respondents are in unemployed group at 1.3% accordingly.

To conclude the respondents' profiles, out of 160 respondents, the majority of the consumers who have purchased gemstones and jewelry during live streaming are between 30 to 39 years old of age. Most of them holds bachelor's degree, earning more than 10,000,000 Myanmar kyats (around 4770 USD/ 158,421 THB) which can be considered as the highest earners in Myanmar. In addition, most of the consumers are married and majority of them are self-employed.

4.1.3 Purchasing Channels

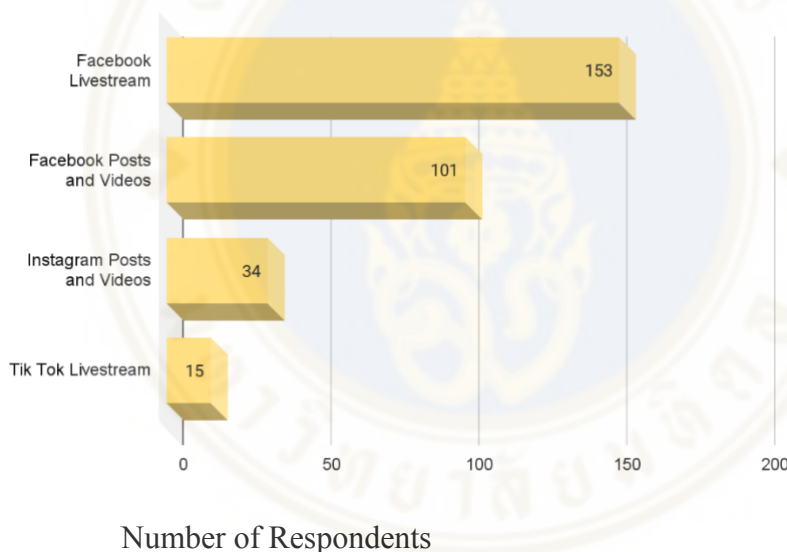


Figure 4.4: Channels of purchase (Source: Research findings)

To understand the consumers' purchase decision better, the chosen purchasing channels were selected by the respondents as a multiple-choice question and the respondents were allowed to choose more than one channel. This is to determine the broader range of the consumers' preferences in purchasing gemstones and jewelry in Myanmar. Thus, the total frequency of responses surpassed the respondent count for this section.

According to the figure 4.4, majority of the respondents have purchased gemstones and jewelry via Facebook livestream, followed by Facebook posts and videos. And Instagram posts and videos. As Tik Tok livestream is fairly new in Myanmar, only a few handfuls of respondents have participated in this channel.

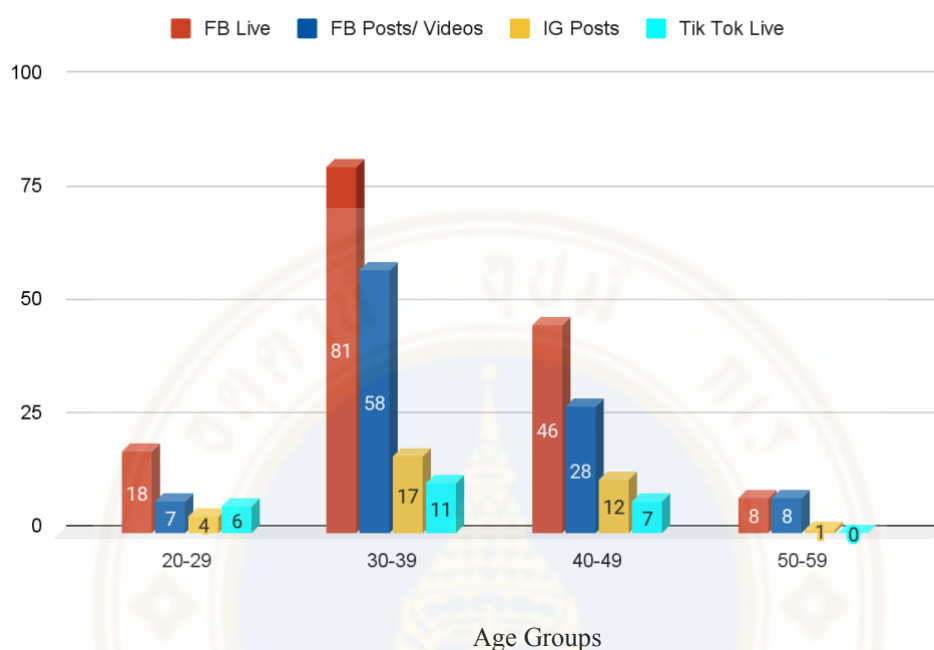


Figure 4.5: Purchasing channels by age (Source: Research findings)

To capture the preferences in selecting the purchasing channels vividly, these were categorized by age of the respondents as per above figure 4.5. Figure 4.5 illustrated that most of the respondents purchased through Facebook Livestream are in the group of age 30 to 39 and this age group have purchased actively across all four purchasing channels. 81 responses were collected for Facebook livestreaming, followed by 58 responses for Facebook posts and videos. The responses collected for Instagram posts and Tik Tok were pretty low even for this age group as Facebook is currently dominating as a main social media channel in Myanmar as mentioned in literature review previously. There are 18.5 million people are using Facebook in Myanmar at the moment, followed closely by Tik Tok at 16.65 million. (Nan Oo, 2024) It showed that there are many Tik Tok users in Myanmar but the consumers may still be reluctant to purchase via Tik Tok livestream due to the low responses as per above figure 4.5.

Table 4.2: Descriptive Analysis of Purchasing Channels (Source: SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Percentage	Std. Deviation
Facebook Livestream	160	0	1	96 %	0.205
Facebook Posts and Videos	160	0	1	63%	0.484
Instagram Posts and Videos	160	0	1	21%	0.41
Tik Tok Livestream	160	0	1	15%	0.358
Valid N (listwise)	160				

As per Table 4.2, the mean value of 0.96 suggests that 96% of the respondents use Facebook livestream to purchase gemstones and jewelry and it is the most popular platform among the respondents. It has low variation since many respondents have answered similarly and they either frequently use it or do not use Facebook livestreaming at all. 63% of respondents engage with Facebook posts and videos at moderate level and 21% respondents purchase through Instagram posts and videos, indicating that Instagram is not common among the jewelry consumers. The mean value of 0.15 shows that only 15% uses Tik Tok livestream and it has more variability in standard deviation, indicating that the respondents fairly use Tik Tok livestream to purchase gemstones and jewelry. Based on all these results, Facebook livestream is the most popular purchasing channels for the consumers in Myanmar regardless of the age group.

4.1.4 Descriptive analysis of Independent Variables

In this section, the mean and standard deviations of the independent variables will be discussed and analyzed. The independent variables for this research

are Impulse Purchase Behavior, Consumer Perception, Motivation, Social influences and Marketing mix: Product, Price, Promotion and Place. Likert scales, ranging from 1 to 5, were used to collect the data of the independent variables.

Table 4.3: Descriptive Statistics of Impulse Purchase (Source: SPSS)

Descriptive Statistics				
Impulse Purchase	N	Mean	Std. Deviation	Result
I would watch jewelry live streaming to purchase some jewelry that will match with my existing items.	160	3.66	1.165	Moderately Agree
I am comfortable with purchasing gemstones and jewelry impulsively during live streaming as I trust the quality and the brand.	160	4.04	1.009	Highly Agree
I would purchase gemstones and jewelry, fearing that I might miss out on discount or promotion that are only available during the live streaming.	160	3.38	1.218	Somewhat Neutral
Valid N (listwise)	160			

According to Table 4.3, the mean score 3.66 indicates that the respondents only moderately agree in watching live streaming to match the existing jewelry and the standard deviation is 1.165, showing that there are varying attitudes towards this factor.

The highest mean 4.04 shows that the respondents highly agree and feel comfortable in purchasing gemstones and jewelry during live streaming as they trust the quality and the brand and lower standard deviation implies that the responses are consistent. The lowest mean 3.38 states that the respondents feel somewhat neutral and shows only a moderate level of concern about this factor in missing out on discounts during live streaming. However, the highest standard deviation 1.218 within this impulse purchase factor can be translated as there are higher variability as some

respondents are heavily drawn towards the promotions during live stream but others are less concerned about it.

Based on these results, out of four impulse buying categories as previously mentioned in literature review, some of the respondents mostly fall into the category of reminder impulse buying. (Amond, Nov 23) As the decision to buy gemstones and jewelry can be triggered by their existing jewelry item with the desire to complete the matching set but mostly purchase as they trust the quality and brand. The qualitative interview will be used to find out more about this impulse purchase factor in details.

Table 4.4: Descriptive Statistics of Consumer Perception (Source: SPSS)

Descriptive Statistics				
Consumer Perception	N	Mean	Std. Deviation	Result
I would buy gemstones and jewelry just for fun and excitement.	160	3.23	1.117	Neutral
I would purchase gems and jewelry if the social media ads are eye catching and stimulating my interest.	160	3.97	1.066	Agree
I would select the jewelry brands based on the brand image., e.g. Well-established brands with lots of reviews.	160	4.27	0.909	Highly Agree
Livestreaming jewelry makes it more trustworthy and attractive.	160	3.76	1.135	Moderately Agree
I would only watch the live streams of jewelry brands if my favorite influencers are promoting them.	160	3.34	1.445	Neutral

Table 4.4: Descriptive Statistics of Consumer Perception (Source: SPSS) (cont.)

Descriptive Statistics				
Consumer Perception	N	Mean	Std. Deviation	Result
I am positive about the perceived quality upon receiving the gemstones and jewelry.	160	3.93	1.076	Agree
Valid N (listwise)	160			

Based on Table 4.4, the highest mean 4.27 indicates that the respondents highly agree with that statement as their purchase decisions may be heavily influenced by the brand reputations and good reviews. Moreover, the standard variation 0.909 is the lowest for this factor, implying that the responses are consistent and the consumers prefer the well-established brands.

The second highest mean 3.97 portrays that the consumers agree that the social media ads can stimulate their interests, eventually leading them to purchase the gems and jewelry. Low standard deviation 1.066 means that most of the customers agree. The mean 3.93 shows that the respondents mostly have a positive perception towards the quality of gemstones and jewelry bought during live streaming and the responses are moderately consistent about the product quality at 1.076 standard deviation.

The respondents feel moderately positive regarding the trustworthiness and attractiveness of the jewelry through livestreaming as the mean value 3.76 and there are certain variability depending on the individual respondents. The lower mean 3.34 indicates that the respondents feel somewhat neutral regarding the influencers promoting the jewelry during livestreaming and higher standard deviation 1.445, meaning there is greater variability and different opinions for this statement. The lowest mean 3.23 in buying gemstones and jewelry for fun and excitement indicates that the respondents only show that the consumers only feels only slightly positive regarding this factor and also the standard deviation 1.117 indicates that the responses portrays some variability.

As Kardes et.al (2011) stated that perception is essential as it is how the products were perceived by the consumers, it is critical to grab the attention of the consumers with brand reputation and positive reviews in “Attention” stage of perceptual process. These facts are followed closely by the stimulating social media ads which are in “Attention” stage as well. Thus, this aligns well with the results which indicate that the consumers highly agree that the brand reputations and reviews are important factor as well as the stimulating social media ads.

Table 4.5: Descriptive Statistics of Motivation (Source: SPSS)

Descriptive Statistics				
Motivation	N	Mean	Std. Deviation	Result
Hierarchy of Needs				
Purchasing gems and jewelry impulsively in live streaming is fulfilling my self-esteem needs.	160	3.73	1.321	Moderately Agree
I buy the jewelry just to belong in the group of my family or friends who like jewelry.	160	3.11	1.488	Neutral
I would buy gemstones and jewelry to prevent from hyperinflation and Myanmar kyats depreciation for safety needs.	160	3.81	1.339	Moderately Agree

Table 4.5: Descriptive Statistics of Motivation (Source: SPSS) (cont.)

Descriptive Statistics				
Motivation	N	Mean	Std. Deviation	Result
Internal Motivation				
I would normally watch live streaming for enjoyment and entertainment purposes only.	160	3.31	1.149	Neutral
I would purchase gemstones and jewelry to pass down to the next generation as a family heirloom.	160	3.94	1.28	Agree
I would only purchase jewelry pieces that complement my personal style.	160	4.32	1.054	Highly Agree
I would only buy high quality gemstones.	160	3.91	1.315	Agree
External Motivation				
I would only buy gemstones and jewelry due to my country's unstable economic situation.	160	3.53	1.471	Moderately Agree
I would only buy gemstones and jewelry in live stream as it is very convenient for me to buy at the comfort of my home.	160	3.98	1.087	Moderately Agree
I would buy jewelry just to enhance my social status and to show my success and wealth.	160	3.94	1.372	Agree
Valid N (listwise)	160			

The motivation factor was categorized into three groups: Hierarchy of needs, Internal Motivation and External Motivation. Firstly, in Hierarchy of needs, the highest mean 3.81 is for the statement of preventing hyperinflation and Myanmar kyats depreciation, interpreting that the respondents are mostly agree purchasing gems and jewelry as a way to beat unpredictable economic situation in Myanmar. This shows that the Safety Need from Maslow's Hierarchy of Needs which has been mentioned in the literature review, is the most critical need for the respondents in Myanmar. This is closely followed by the mean of 3.73, indicating that the respondents moderately agree with purchasing jewelry during livestreaming impulsively fulfilling the self-esteem needs from Hierarchy of needs.

Secondly, in internal motivation, the highest mean score 4.32 and low standard deviation 1.054 indicates that the respondents highly agree that personal style is a critical factor in purchasing jewelry and the responses are consistent. The respondents mostly agree that the sentimental value in passing down the jewelry as family heirloom at the mean of 3.94 and buying high-quality gemstones are important at the mean of 3.91.

Lastly, the highest mean score 3.98 indicates that convenience is a major motivation for the consumers and second highest mean score 3.94 shows that the respondents mostly agree that social status and success influence the consumers in purchasing jewelry. The low mean scores 3.53 can be translated as the consumers moderately agree that Myanmar's economic situation motivates them to purchase but it displays greater variability, indicating that it depends on the individuals.

However, in hierarchy of needs, most of the respondents strongly agree in buying jewelry to prevent hyperinflation as it has the highest mean score. These data show that consumer motivations vary greatly depending on the individual perceptions. Thus, in-depth interviews were conducted to analyze the motivation factor of consumers in Myanmar better.

Table 4.6: Descriptive Statistics of Social Influences (Source: SPSS)

Descriptive Statistics				
Social Influences	N	Mean	Std. Deviation	Result
I would normally buy gemstones and jewelry if the well-known influencer is live streaming and promoting, regardless of the brand.	160	2.99	1.542	Disagree
I would only watch live stream if I spot a social media ad of the brand on my newsfeed.	160	3.81	1.041	Moderately Agree
I would normally seek advice from my friends or families before I purchase.	160	2.79	1.392	Disagree
Valid N (listwise)	160			

Table 4.6 illustrates that the respondents moderately agree that the social media ads on their social newsfeeds have high influence on their purchase behavior and consistent in responses. (Highest mean= 3.81, St. Deviation = 1.042) Next, the respondents may slightly disagree as they are less motivated about the livestreaming with the influencer but there may be diverse opinions due to high variability. (Mean= 2.99, St. Deviation= 1.542). The peer influences from friends or families do not have an impact in purchasing gemstones and jewelry due to the lowest mean score based on the result. (Mean= 2.79, St. Deviation= 1.392)

As a result, the consumers can be influenced heavily by the marketing sources such as advertising, social media ads, promotion compared to non-marketing sources such as families, friends, colleagues and so on. The social media ads have positive impact on the consumer purchase decision and this aligns well with the previous finding which is the social media impact on the consumers and the attention stage of the perceptual process.

Table 4.7: Descriptive Statistics of Price (Source: SPSS)

Descriptive Statistics				
Price	N	Mean	Std. Deviation	Result
Price is very important in purchasing gemstones and jewelry in livestreaming.	160	3.85	1.106	Agree
I would compare the prices from different shops before purchasing.	160	4.15	0.985	Highly Agree
I believe the more expensive the product, the higher the quality is.	160	4.1	1.172	Highly Agree
Valid N (listwise)	160			

The factor marketing mix are divided into four categories: Product, Price, Promotion and Place. To gain more insights regarding the preference of the consumers and behaviors on purchasing precious gemstones and jewelry in livestreaming, the multiple-choice questions were used to collect data about the products and Likert scales for the remaining factors.

Table 4.7 showcased that the respondents highly agree in comparing the price from different shops before final purchase decision and most of the respondents agree on this consistently. (Mean=4.15, St. Deviation=0.985) Next, the consumers feel that the higher quality gemstones or jewelry are more expensive and most of them agree on this statement. (Mean=4.1, St. Deviation=1.172) Next, the consumers mostly agree that price is a crucial factor in purchasing during live streaming. (Mean=3.85, St. Deviation=1.106).

The responses of all of these statements are consistent and most of the respondents agree with these. Thus, this result indicates that the consumers are more price conscious and tend to compare the price before purchase and possess the perception of the higher quality product equate to higher price. As price is a major factor in purchasing gemstones and jewelry during live streaming, the competitive pricing is essential in live streaming to attract more consumers and boost the sales. As previously

mentioned above, the price varies based on the 4Cs of gemstones; Cut, Clarity, Carat, and Color. According to Sally et.al (2019), product price is competitive tool as it allows the customers to access and compare the price of the products. This aligns well with the findings as the jewelry brands need to be aware of the price factor in branding and promoting their jewelry to build the strong brand image and be transparent in pricing of the products based on the quality.

Table 4.8: Descriptive Statistics of Promotion (Source: SPSS)

Descriptive Statistics				
Promotion	N	Mean	Std. Deviation	Result
Promotions and discounts can influence me to buy jewelry during live streaming.	160	3.7	1.233	Agree
I follow the social media pages of the jewelry shops to get updates about the promotion.	160	4.22	0.874	Highly Agree
I would select jewelry brands based on their discount campaigns, regardless of their brand image and reputation.	160	3.53	1.355	Somewhat Agree
Valid N (listwise)	160			

As per table 4.8, the majority of the respondents agree on following the social media accounts of the jewelry shops to get the newest updates and promotions alerts. (Mean=4.22, St. Deviation=0.874) The respondents agree with the influence of the promotions and discounts factor in live streaming but since there are some variations, there might be other factors that can influence some consumers in their purchasing decisions. (Mean=3.7, St. Deviation=1.233)

Consumers slightly agree that discount campaigns can influence them to buy regardless of the branding but higher standard deviation indicates there is high variability. Thus, the opinions vary across all the respondents as some consumers may not get influenced by the discount campaigns alone and they may consider brand image and reputation in purchasing the gemstones and jewelry during live streaming. (Mean=3.53, St. Deviation=1.355)

As mentioned previously, Facebook livestreaming is the best promotional activity and also based on the respondents' profile, it is the top purchasing channel that the consumers buy products from. The right promotional strategy plays can attract the attention of the consumers through the brands' social media Facebook pages and boost the image of the brands.

Table 4.9: Descriptive Statistics of Place (Source: SPSS)

Descriptive Statistics				
Place	N	Mean	Std. Deviation	Result
I prefer purchasing gemstones and jewelry in live streaming.	160	3.62	1.228	Agree
I prefer purchasing at the physical stores. (Reverse question)	160	3.72	1.229	Agree
I prefer buying online but through the jewelry stores social media sites by contacting the stores, not in live streaming.	160	3.81	1.079	Agree
Valid N (listwise)	160			

Table 4.9 indicates that the majority of the respondents prefer connecting directly with the jewelry stores via social media. (Mean=3.81, St. Deviation=1.079)

Next, instead of buying personally at the physical store, they lean more towards buying online or live streaming as this is the reverse statement. There is some moderate variability. Hence, some consumers may prefer shopping at the shop personally. (Mean=3.72, St. Deviation=1.229) Most of the respondents indicate only slight interest in purchasing during live streaming but there is moderate variability as some of the consumers may prefer live streaming. (Mean=3.62, St. Deviation=1.228)

As per table 4.9, live streaming is popular and most of the respondents prefer live streaming but majority of the respondents prefer direct contact with the shops through social media accounts or chat box. There may be certain factors influencing some of the consumers in shopping through direct online contact. The details of these variabilities in consumers will be discussed in qualitative analysis. According to Sally et.al (2019), the products must be delivered to the customers at the right time and at the right location. Thus, it is crucial for the jewelry brands to offer variety of purchasing channels to the consumers.

4.1.5 Descriptive analysis of Product

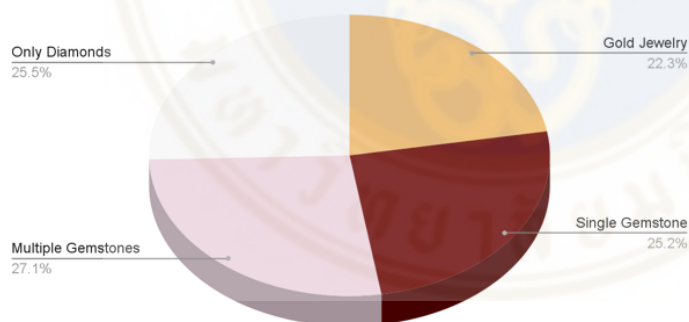


Figure 4.6: Preference on Product (Source: Research findings)

The questions to understand the preference on products were multiple-choice questions and the respondents were allowed to choose more than one. According to figure 4.6, the preference on the types of products does not vary greatly. The majority of the respondents are most likely to purchase the jewelry with multiple gemstones as total of 101 responses (27.1%) were collected, followed closely by diamonds jewelry

with 95 responses (25.5%) , jewelry with single gemstone with 94 responses (25.2%) and gold jewelry with 83 responses (22.3%) respectively. This indicates that the respondents are more likely to purchase different types of jewelry depending on their preferences.

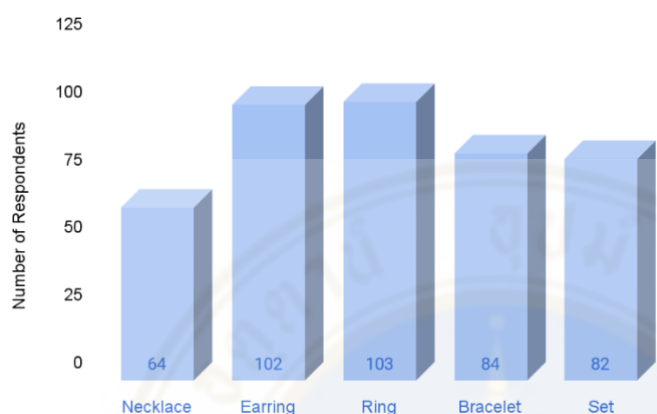


Figure 4.7: Preference on Jewelry Type (Source: Research findings)

Figure 4.7 shows that 103 and 102 responses were collected for ring and earring respectively and 84 and 82 responses for bracelet and the whole matching set of the jewelry respectively. Last, 64 responses were collected for necklace. Therefore, the majority of the respondents prefer ring and earring the most and many of them are least interested in purchasing necklace.

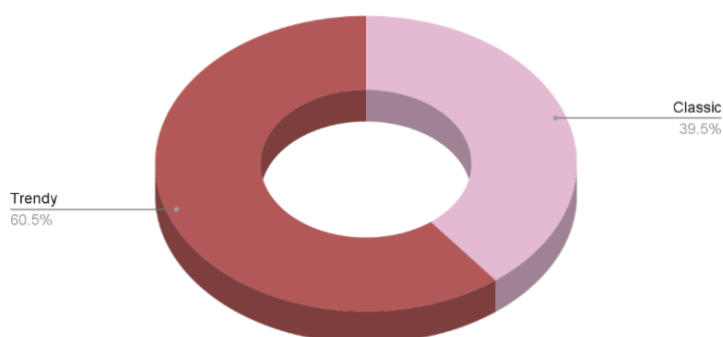


Figure 4.8: Preference on Jewelry Style (Source: Research findings)

Figure 4.8 indicates that many respondents are most likely to purchase trendy jewelry designs rather than classic designs as 138 responses (60.5%) were collected for trendy one while 90 responses (39.5%) were collected for classic designs. As the respondents were allowed to choose more than one answer, there were some respondents who appreciated both classic and trendy designs.

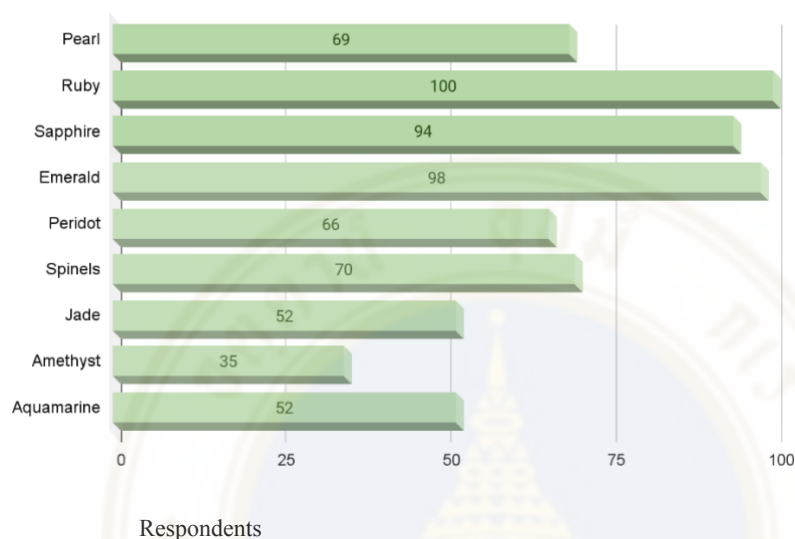


Figure 4.9: Preference on Gemstones (Source: Research findings)

According to figure 4.9, ruby is the most preferred gemstones as 100 responses were collected. Following closely, 98 responses were for emerald and 94 for sapphire. The respondents are least likely to purchase amethyst as it received fewest responses at only 35. It clarifies that the consumers are highly interested in purchasing popular and high-priced gemstones: ruby, emerald and sapphire.

4.1.6 Descriptive analysis of Dependent Variable

Table 4.10: Descriptive Statistics of Dependent Variable (Source: Research findings)

Descriptive Statistics				
	N	Mean	Std. Deviation	Result
After watching a livestreaming, I intend to purchase gemstones and jewelry from that shop in the future.	160	3.66	1.192	Agree
I feel positive towards purchasing gemstones and jewelry during live streaming.	160	3.76	1.008	Agree
During live streaming, I often make impulsive purchases of gemstones and jewelry without thinking too much.	160	3.09	1.297	Neutral
I would be more likely to purchase gemstones and jewelry in live streaming if I have sufficient information about the products.	160	3.86	1.027	Agree

Table 4.10 indicates that majority of the respondents agree that they need sufficient information about the products before purchasing. (Mean=3.86, St. Deviation=1.027) Many of the respondents feel positive in purchasing during live streaming (Mean=3.76, St. Deviation=1.008) and if they encounter a livestreaming, they have the tendency to watch live streaming and buy from that shop next time. (Mean=3.66, St. Deviation=1.192) Most of the consumers feel neutral about the impulse purchase without thinking too much during live streaming (Mean=3.09, St. Deviation=1.297) but there is greater variability, indicating that some consumers tend to buy impulsively during live streaming, most likely due to the price or the attractive

promotions. In the next part of this section, the qualitative analysis will be analyzed in details to find out the different opinions and perceptions regarding this result.

4.1.7 Multiple Linear Regression Analysis

Table 4.11: The Multiple Regression Analysis (Source: SPSS)

Model Summary						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
dimension0	1	.801a	0.642	0.621	0.58355	
a. Predictors: (Constant), Place, Price, ImpulsePurchase, InternalMotivation, SocialInfluence, ExternalMotivation, Promotion, HierarchyofNeeds, ConsumerPerception						
ANOVA(b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
	1 Regression	91.623	9	10.18	29.896	.000a
	Residual	51.079	150	0.341		
	Total	142.703	159			
a. Predictors: (Constant), Place, Price, ImpulsePurchase, InternalMotivation, SocialInfluence, ExternalMotivation, Promotion, HierarchyofNeeds, ConsumerPerception						
b. Dependent Variable: ConsumerPurchaseDecision						

Table 4.11: The Multiple Regression Analysis (Source: SPSS) (cont.)

Coefficients(a)						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	0.38	0.312		1.217	0.225
	ImpulsePurchase	0.26	0.083	0.245	3.147	0.002
	ConsumerPerception	-0.011	0.133	-0.009	-0.083	0.934
	HierarchyofNeeds	0.084	0.089	0.102	0.943	0.347
	InternalMotivation	-0.167	0.09	-0.154	-1.855	0.066
	ExternalMotivation	0.276	0.085	0.3	3.247	0.001
	SocialInfluence	0.051	0.068	0.053	0.746	0.457
	Price	-0.059	0.091	-0.051	-0.642	0.522
	Promotion	0.323	0.09	0.332	3.593	0.0001
	Place	0.116	0.089	0.098	1.304	0.194
a. Dependent Variable: ConsumerPurchaseDecision						

According to table 4.11, as R value (Correlation Coefficient) is 0.081 and it is close to 1, indicating that the independent variables and dependent variable are closely related. R square (Coefficient of determination) suggests that there is certain variability in the dependent variable at 64.2%. The standard error of 0.58355 presents a moderate level of error in the predictions and the level of accuracy in the prediction can be improved but the regression model fits the data and can provide the insights to determine the factors to fulfill the research objectives of this study.

As per the Analysis of variance (ANOVA) table, High F-value at 29.896, which is to determine the significance of the model, shows that the independent variables have significant impact on the dependent variable which is purchase decision. On the other hand, Sig. (Significance), which is p-value, is at .000a. This indicates that the results are significant and the independent variables have strong influence on the dependent variable due to the very low probability which is less than 0.1%. Next, the

coefficient table in table 4.9 explains the impact of the independent variables on the dependent variable in this model. As per table 4.9, the result shows that there are three factors with strong significance and one factor with marginal significance on consumer purchase decision. These strong significant factors are Impulse purchase, External Motivation and Promotion and the other less strong significant factor is Internal Motivation.

Promotion factor also plays a highly significant role in consumer purchase decision as the significant level is at 0.0001, which is incredibly low and less than 0.1%. It shows that promotion is an extremely important factor, impacting on the consumer purchase decision towards gemstones and jewelry. With the positive B value (0.323) indicates that promotions have positive impact on consumer purchase decision. The consumers are most likely to purchase if there are deals or discounts offer during live streaming. Promotion has the strongest Beta value of 0.332 as well, indicating that it is the strongest and major factor influencing the consumer purchase decision towards gemstones and jewelry during live streaming.

Next, for External Motivation, the significant level is 0.001, indicating that external motivation can heavily influence the purchase decisions of the consumers in live streaming. With the B value of 0.276, external motivation has direct and strong impact as the consumers are most likely to purchase if any external situations arise in Myanmar. e.g., sudden currency fluctuation. In addition to that, the consumers find the convenience of buying the items at the comfort of their home is very appealing. Hence, the external motivation placed as the second significant factor in purchase decision making during live streaming.

Impulse purchase shows 0.002 significant level which the result is less than 0.05, indicating that it has strong impact on consumer purchase decision during live streaming and positive unstandardized coefficient (B value) at 0.026 means that the more the consumers have the urge to buy during live streaming, the more likely they will make a purchase.

As for Internal Motivation, the significant level is at 0.066, indicating that it is slightly significant but with the Beta value of -0.154 and B value of -0.167, it has negative influence on the consumer purchase decision during live streaming. The result suggests that the consumers who are driven by internal motivation may not be swayed

by external factors and they may be more selective in purchasing especially luxury items such as gemstones and jewelry.

To sum up, Promotion, External Motivation, and Impulse purchase, are the most influential factor in consumer purchase decision and Internal Motivation is the slight significant factor. Based on these findings, this research can meet its research objectives and research questions. The repeated behavior can be found in the next section from the data gathered from in-depth interviews.

4.2 Qualitative Analysis: In-depth Interview

In-depth interviews were conducted with 20 loyal customers of the researcher's shop. These respondents were selected based on their frequent purchases during live streaming and through Facebook messenger. Due to the privacy concern, their names were not disclosed in this research but the voice recording were taken with their permission. The data were coded in Microsoft excel to analyze the findings efficiently, to support the research findings of quantitative analysis and to fulfill the research objectives and questions of this study. The interviews were conducted in person and through zoom meetings and thematic analysis was used. The factors are described below from the most influential factors to the least influential ones.

4.2.1 Marketing Mix: Promotion

According to the data collected through the interviews, the first influential factor that is heavily influenced on consumer purchase decision towards gemstones and jewelry is **Promotion** from Marketing Mix. There are four categories in marketing mix: Product, Price, Promotion and Place.

Out of these four, all respondents chose promotion as the major factor which heavily influence their purchase decision during live streaming and on social media. All the respondents share the same opinions as they find the offer during the live stream are worth their while. They would **wait for the promotion** to buy the jewelry that they want. One particular respondent commented as per below.

“The reasonable price and the solid promotional campaigns attract me and normally live streamers gave promotion to the customers who buy during the live. But

sometimes I would check the previous offered price and promotions first before purchasing through the live streaming.”

The respondents agree that they all follow the social media accounts of the jewelry shops to get updates about promotions and discounts. This aligns well with the result from the quantitative data. In addition to promotion, they also stated that the brand reputation of the jewelry shop was important too. One respondent specifically mentioned as per below.

“I usually follow Facebook and Tik Tok of the jewelry shops to get notified about the promotional campaigns and discounts and browse through the shop’s page to check if they engage with the customers positively and if they have any good or bad reviews before watching the live stream and purchase.”

Most of the respondents agree that product is not very important in purchase decision making. They essentially choose the product designs depending on their personal style or mood or sometimes choose to match their existing products. Majority of the respondents stated that Ruby, Sapphire and Emerald are their top three gemstones. The findings from the interviews are consistent with the survey result in terms of product selection. One respondent described the decision on product designs as per below.

“I would normally buy the jewelry based on my current collection or personal style to match. I believe the jewelry can tell a person’s individual style but for me I love all gemstones so it’s not my concern.”

For the place, some of the respondents preferred live stream and some preferred purchasing through Facebook messenger which allows them to inquire about the products first before purchasing and connect more with the shop personally. Only after building the relationship and trust, they would purchase from that jewelry shop through live streaming. Some respondents even stated that they tried not to watch live streaming frequently due to the tendency to overspend impulsively. However, the respondents highlighted that sometimes they got stimulated by the promotion or discounts during live streaming. Hence, they ended up watching and it can be said that the price and place factors are significantly depending on the promotion as well.

The above findings confirmed that the price also plays an important role in consumer decision. The promotional price must be attractive for the consumers to purchase confidently through live streaming as the consumers are very price conscious

and they prefer competitive pricing. One respondent commented regarding these as per below.

“Personally, I would try not to buy during livestreaming but sometimes I could not resist certain promotions or gifts or discounts which are given only during the live streaming.”

4.2.2 Motivation

Majority of the customers answered that they enjoyed purchasing gemstones and jewelry during live streaming as it is interactive, allowing the live streamer and the viewers to engage in real time at the comfort of their home. Buying gemstones and jewelry through live streaming ensures that the viewers can check the jewelry how it would look on people. Moreover, the unstable political and economic conditions in Myanmar urged all Myanmar citizens to save their money with precious gemstones or gold jewelry. Thus, the reason that the majority of the customers buy gemstones and jewelry is to prevent against hyperinflation and currency fluctuations. It clearly demonstrated that external motivation is highly influential. One customer clearly stated as per below.

“The gold price fluctuates almost every week and everything is getting too expensive. I believe gemstones and jewelry could help me prevent inflation. Anyway, I just enjoy watching live streaming to kill time at night so sometimes I tend to purchase impulsively but you can pass down your valuable jewelry to next generation as family heirlooms.”

As mentioned above this respondent mentioned about jewelry as family heirloom alongside her comment about the inflation. Moreover, the sentimental value was also mentioned by a few respondents and it was important to note that these respondents clearly portrayed the emotional value from internal motivation. Hence, the mixture of both external and internal motivation was evident in this qualitative interview.

However, some of the respondents mentioned repeatedly that they enjoyed watching live streaming too. Thus, it clearly indicated that the sentimental value and the enjoyment derived from internal motivation can moderately influence the purchase decision but it still depends on the consumer’s perspectives. Compared to quantitative

data in which the respondents agreed moderately that Myanmar's economic situation influence them but the findings from qualitative revealed that economic situation and hyperinflation are the major concern for them.

Although the internal motivation showed slight significance in quantitative surveys, the qualitative findings summarized that both external and internal motivation are influential for the consumers in buying luxury items such as gemstones and jewelry. In addition, the inflation stress was one of the motivation factors and it seemed to impact a lot of the consumers.

4.2.3 Impulse Purchase

Many respondents admitted that the longer they watched the live streaming, the more likely they were to buy gemstones and jewelry impulsively. They admitted that being aware of the return policy which allows them to return if the quality is inferior will further enhance their impulsive desire. They also mentioned that they experienced the fear of missing out on good deals if they did not buy during live streaming. One respondent answered evidently as per below.

“If the live streamer modeled the jewelry, it makes the products more appealing and it makes me want to buy it impulsively. Even if I am not satisfied with the products, I can just return. I am just afraid that if I don't buy today, I will miss a chance to buy jewelry at a good price and I feel a sense of urgency.”

Moreover, some respondents explained that they sometimes bought impulsively during live streaming as they enjoyed bargaining and dealing with the live streamer. One respondent stated as per below.

“I love bargaining during live streaming. It is a fun experience but of course, if the seller agrees with my price, I have to purchase the products”.

From this factor, the behaviors such as fear of missing out on good deals, the return policy awareness, a sense of urgency and the bargaining behavior were evident.

4.2.4 Social Influence

This factor was not very significant compared to the other factors mentioned above. Many of the respondents felt that they did not have the leisure to discuss with

peers as the time was limited for them. The sense of urgency was spotted a few times for this factor and one respondent explained as per below.

“I rarely seek my peer’s advice during live streaming because the jewelry I want to buy might get snatched easily by other viewers. It actually created a sense of urgency. I only discuss with my peers for only custom-made jewelry pieces”

4.2.5 Consumer Perception

For this factor, most of the respondents stated that they would watch live stream only if they saw the social media posts or ads about the live stream and they would purchase only if the products were attractive to them. This indicated that the sensory stimuli from the perceptual process (Source: Kardes et.al, 2011) is the most important factor in influencing the consumers to watch the live stream and convert to purchasing. Hence, this consumer perception is directly linked to how well the promotion strategy of social media ads perform well for a jewelry shop.

“Normally I watch the live stream of the shops if I encounter their social media posts or ads on my newsfeeds and if the product looks beautiful, I would buy.”

CHAPTER V

DISCUSSION, CONCLUSION, RECOMMENDATIONS, LIMITATIONS AND FUTURE RESEARCH

5.1 Discussion

To discuss the findings further, the three influential factors; promotion, motivation, and impulse purchase, which resulted from quantitative findings are surprisingly similar to the findings from qualitative research. In quantitative research, the external motivation showed major significance but the internal motivation showed only slight significance. On the other hand, the findings from in-depth interviews revealed that both external and internal motivation are influential for the consumers in buying luxury items such as gemstones and jewelry. For internal motivation, the respondents agreed that they purchased gemstones and jewelry as family heirlooms. Hence, there are no major differences between quantitative and qualitative research but the qualitative findings further support the quantitative results in details.

For purchase behaviors, quantitative findings portrayed that social status is the most important part in external motivation and most of the respondents answered neutral to fear of missing out on good deals. However, in qualitative research, it is evident that the results revealed the behavior patterns of consumers such as inflation stress, fear of missing out on good deals, a sense of urgency, bargaining behavior, and return policy awareness. Many respondents expressed that watching live streaming is an exciting experience that allowed them to bargain with the shop owners in real-time.

On top of that, they highlighted that it created a sense of urgency, intensifying the fear of missing out on good bargains. As there is a return policy which allows them to return if the quality is inferior, they just purchased jewelry items during live streaming confidently. It is important to note that the above-mentioned behavior patterns were clearly revealed during the qualitative interview sessions. Thus, the qualitative findings analyzed more about the consumers' purchase behaviors in depth and focused more on patterns.

Next, this research would be compared with previous research and discussed with theoretical concepts from literature review. The prior research "*Key factors influencing Thai customers purchasing behavior toward purchase intention in gold ornament*" by Navarwan (2014) mentioned that the research was done in Thailand with 370 respondents, using quantitative approach.

Myanmar consumers who earned more than 10,000,000 Myanmar kyats monthly (around 4770 USD/ 158,421 THB) purchased gem and jewelry the most while Thai consumers with higher income had higher purchase intention towards gold ornaments. Thus, it can be concluded that the consumers with higher income shows higher purchase behavior for both nationalities.

The difference between prior research and this research was the current study was conducted after pandemic with the advancement in technology and e-commerce and live streaming boom. Hence, it focused and analyzed only on purchasing during live streaming. On contrary, the previous research stated that 174 respondents shopped at shopping mall, 169 respondents shopped at traditional stores, and the other 14 shopped at other channels but for online channels, only 13 people responded. This clearly indicated that the consumers were not willing to purchase gold ornaments or gold jewelry before pandemic through online channels. Thus, the behaviors of the consumers clearly adapt depending on the circumstances and the new shift in technology which prioritizes the comfort and convenience.

Next, the influencing factors of Myanmar consumers are Promotion, External Motivation and Impulse Purchase and also Internal Motivation which is the slight significance factor and the previous research stated that the key factors influencing the purchase behavior of Thai consumers are Buyer's Preferences, Self-Image, Product Design, Trust, Expected Future Value, and Price Discount but the most significant factors that greatly influenced the Thai consumers were Buyer's Preferences that included reference group, buying on occasion, self-gift, and gift giving and Expected Future Value.

Comparing with this study, there are differences between Thai consumers and Myanmar consumers in terms of key factors influencing purchase decision. Myanmar consumers are not affected by the buyer's preferences including reference group as social influence was not a significant factor for them. They tend to splurge

impulsively as a sense of urgency was vividly portrayed during qualitative interviews. As for buying on occasion and self-gift, Myanmar consumers have the tendency to purchase gemstones and jewelry impulsively as impulse purchase behavior is one of the major influential factors due to the awareness of the return policy and other purchase behaviors such as fear of missing out on good deals and the experience of bargaining and dealing during live streaming.

However, the expected future value in terms of increased value and investment is consistent with the result from this research as Myanmar consumers are purchasing gemstones and jewelry to prevent against inflation and economic instability. Just like Thai consumers consider gold ornaments as investment, Myanmar consumers purchase gemstones for investment purposes as well as family heirloom to pass down from one generation to the next.

Despite the differences between two papers, the prior research was conducted in 2014 before the social media has not been widely popular and the live streaming has yet to be developed. Thus, there are certain differences between these two. In addition, it is important to note that different nationalities portray different types of purchase behaviors and intentions.

5.2 Conclusion

The results from the qualitative method strongly support the results gained from the quantitative survey questionnaires and they can answer the research questions of this study. The key factors influencing consumer purchase decision towards gemstones and jewelry in live streaming in Myanmar **are Promotion, External Motivation and Impulse Purchase behavior** and the less significant factor which is **Internal Motivation**. In addition, the buying behavior patterns of the consumers which were also identified during in-depth interviews are inflation stress, fear of missing out on good deals, a sense of urgency, bargaining behavior, and return policy awareness.

The jewelry shop owners from Myanmar, including the researcher, can get advantages from the findings of this research to understand consumers' purchase behaviors better and create more effective marketing campaigns to attract target segments that align well with their values and products.

5.3 Recommendations

Out of all the major factors, which are **promotion, the external motivation and the impulse purchase behavior**, the last one was quite unexpected to the researcher. The complexity of human purchase behavior evidently showcased in this research despite the unpredictable circumstances in Myanmar. Thus, the findings of this research are beneficial for the researcher and other gems and jewelry businesses as a good digital marketing strategy and live sale campaigns can enhance the performance of the overall industry.

Understanding that most of the consumers are between 30 to 39 years with high income as self-employed individuals and purchase mostly through Facebook live stream, it is essential for the business owners to utilize this knowledge to craft digital marketing strategies to attract new consumers and build brand loyalty to retain the existing customers.

To ensure that the digital marketing strategy is successful, the consumer buying decision process can be used to plan the effective digital marketing campaigns for each stage of buyers' decision-making process. There are five stages of consumer buying decision process : problem recognition, information search, evaluation of alternatives, purchase and post-purchase evaluation. (Dibb, Simkin et al. 2019). (Mishra 2018) stated that need recognition starts the journey of consumer decision making process and it is mostly because of the offers, deals and discounts. By utilizing these alongside the findings from this study, the business owners can actually attract the customers in every stage.

Hence, for problem recognition stage, create the social media campaigns across Facebook, Instagram and Tik Tok that could provoke the sensory stimuli of the consumers by using eye-catching visuals to increase the brand awareness. In order to recognize the needs, post educational contents about the high-quality gemstones and jewelry as long-term investment, unique characteristics of gemstones, choosing the right gemstones and the role of jewelry in special occasions such as engagement, weddings, and celebrating milestones. Additionally, run the social media ads about discounts and special promotions and create quizzes and polls about gemstones knowledge across all

social media. Launching an e-commerce website to build brand reputation will also be beneficial in the long run to further boost the sales and to tap into the different target audience. Having an official website can enhance the brand recognition and also increase the visibility across borders.

For information search stage, include customer reviews and testimonials on the website and social media pages to ensure the trustworthiness of the brand. Moreover, live stream every week to showcase real time product demonstration and run ads campaigns to retarget the potential customers who have browsed the website or social media pages but have yet to purchase.

In evaluation of alternatives stage, produce social media posts, highlighting lifetime maintenance services such as polishing, adjusting ring size and so on to add value points. In addition, live stream Q&A sessions and share updated knowledge regarding gemstones and jewelry industry. As the above findings stated that the longer the consumers watch the live stream, the more they have the desire to purchase impulsively, offer limited-time discounts for live stream viewers and highlight the unique quality of the brand's products. The live stream must be entertaining and knowledgeable to attract more consumers and also create a sense of urgency. Ensure that every product focused social media posts include certifications of the gemstones or diamonds such as GIA certificates to emphasize the quality and the service offered to the consumers. Next, it is important to create limited collections for jewelry enthusiasts and form partnerships with local businesses to offer unique jewelry piece.

During purchase stage, offer seasonal promotions such as 11:11 sale, Christmas sale, Valentine's Day Special and exclusive live sale events during the holiday seasons to promote a sense of urgency. Provide instant cash back or free gifts items during live streaming. Next, the brands can develop omnichannel business strategy to provide seamless customer buying experience across all channels such as e-commerce website, social media live streaming and physical store. For example, a customer can view the live streaming on social media and can drop by the physical store next day to try it on to ensure the quality. Moreover, the findings from questions in terms of products, majority of the respondents prefer rings and earrings to necklaces. Offering bundle pricing for matching set and more discounts for buying more than certain limits will allow the business owners to upsell and reduce the inventory.

Next, the businesses should create more unique and modern designs rather than classic designs as the customers prefer trendy designs. To further expand the brand product range, customizing jewelry based on the customers' desires can be offered. In addition, based on the findings, consumers are more interested in big three gemstones: ruby, emerald and sapphire. Thus, creating unique designs with these gemstones that cater to the needs of customers will be more favorable in tight competitions.

In the final stage, post-purchase evaluation, it is important to gather feedback from the customers and start loyalty programs to retain the customers. The loyalty members can be invited to exclusive events or private viewings of new collections. Next, create user-generated posts by encouraging the customers to write reviews or posts videos or photos of them wearing the jewelry. The selected customers will be rewarded with cash back or coupons or small gifts. Moreover, the value-added services such as free jewelry cleaning, resizing and maintenance services can be provided to ensure that customers are loyal to the brand.

In conclusion, the above-mentioned recommendations are crucial in building the sustainable jewelry brand in the long term. As a brand owner, the key factors influencing the consumer buying behavior are complicated and hard to predict but due to the algorithms provided by the digital platforms, it becomes easier to retarget and promote the brands. Thus, out of all the above-mentioned recommendations, the top three for jewelry brands owners are as per below. Firstly, start adopting omni channel strategy to attract the potential who watch live stream but still want to try the jewelry at the physical store or find out more information at the official website. Second, to attract more consumers based on the three main findings; promotion, external motivation and impulse purchase, upload value-added posts regularly and live stream weekly to share jewelry knowledge and live sale events. For example, a live stream about investing in gold jewelry and precious gemstones with the audience to get more engagement and offer limited-time only discounts during live streaming. Last, as a jewelry brand owner in very tight competition, it is essential to constantly gather feedbacks and improve upon it, and offer value-added services such as customization, free polishing and size adjustment and loyalty program to retain the current consumer base.

5.4 Limitations

First, this research needs further historical data and reliable articles in terms of social media usage such as Tik Tok usage and live streaming commerce, detailed annual revenues of different types of gemstones and jewelry, and limited previous research about consumer purchase decision regarding gemstones and jewelry and live streaming.

Second, due to the time constraint and small sample size, this study only sent the questionnaires and conducted in-depth interviews with the consumers from Yangon and Mandalay and Myanmar consumers who live in US, UK and Singapore and it did not cover all the Myanmar consumers. Additionally, some of the respondents submitted the questionnaires very late. Hence, their data was not added in this report due to the short time limitation.

At last, this research did not analyze the relationships between the factors and other factors such as attitudes towards purchase decision, the customer journey, and impacts of detailed social media ads, the detailed buying behavior analysis and the challenges of live streaming need to be further studied.

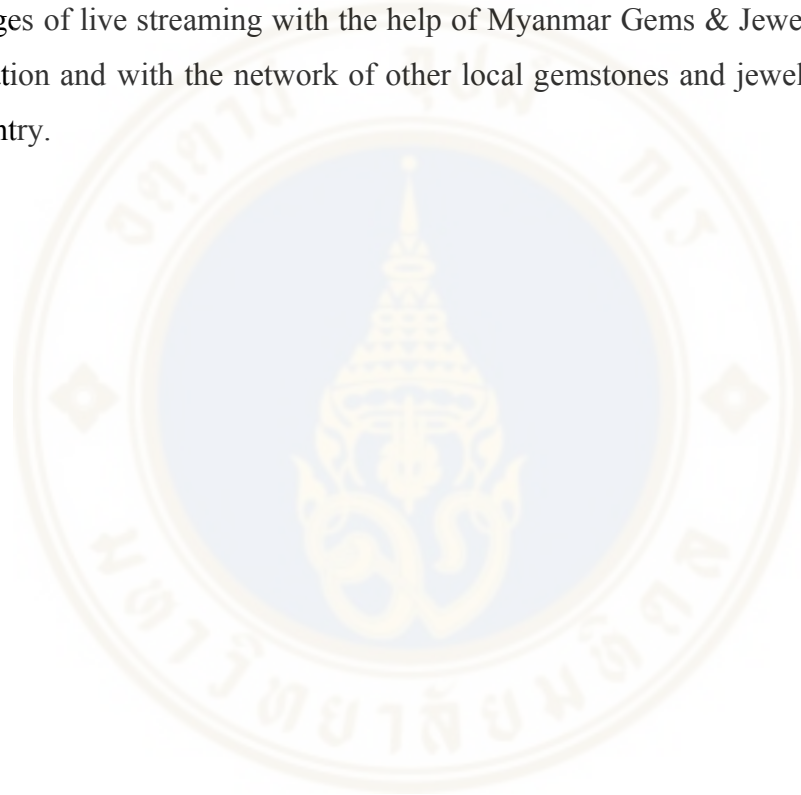
5.5 Future Research

Further studies should be conducted to address the limitations above. First of all, the solid and factual historical and reliable data are required for social media usage especially Facebook and Tik Tok in Myanmar and live streaming commerce for jewelry industry. Thus, the future research can partner up with social media agencies in Myanmar and South East Asia to retrieve the actual data from these agencies and to conduct more researches regarding live streaming commerce to further supplement this study.

Second, the future study needs to conduct both qualitative and quantitative research methods with different types of consumers. In this study, majority of the consumers earn higher than average Myanmar. In addition, the findings from both methods were surprisingly quite similar due to the small sample size of respondents. Hence, in the future study, larger sample size that includes all types of consumers must be involved to retrieve more concrete data rather than the selected consumers with high

income. Moreover, due to the time constraint in this study, the longer time will be needed for the future ones to give ample amount of time for each respondent to answer carefully and to avoid late submissions.

Lastly, this research used mixed method to find out about the key factors and the buying behaviors but the next study can research more about the other factors and explore the relationships between the factors to understand the complexity of the consumers purchase decisions. In order to do so, the future research can conduct the study and also address the issues in terms of service quality trustworthiness and challenges of live streaming with the help of Myanmar Gems & Jewelry Entrepreneur Association and with the network of other local gemstones and jewelry sellers across the country.



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Appendix

Appendix A: Qualitative Interview Questions

Demographic Information	<ol style="list-style-type: none"> 1. What is your age and occupation? 2. What is your monthly income? 3. How often do you purchase jewelry during live streaming? 	
Impulse Purchase	<ol style="list-style-type: none"> 1. Have you ever purchased gems and jewelry impulsively online without any initial intention of buying it? 2. If yes, please elaborate further what attracts you to buy impulsively online. 3. What kind of factors could potentially stop you from purchasing gems and jewelry online impulsively? 4. How do you feel about missing out on a certain promotion during a live sale? 	Wayne D et.al (2013)
Consumer Perception	<ol style="list-style-type: none"> 1. What makes you purchase gems and jewelry online? For example, the visuals of jewelry or social media ads. 2. How do you normally select which brands or shops of jewelry before purchasing? 3. What factors grab your attention to choose your selective brands? 4. Are you satisfied with the products purchased upon delivery? 	Kardes et.al (2011)
Motivation	<ol style="list-style-type: none"> 1. What do you think about buying gems and jewelry for investment purposes? 2. How do you think about owning gems and jewelry will bring you enjoyment, emotional value and enhance your personal style? 	Solomon (2018)

	<ol style="list-style-type: none"> 3. Is quality an important factor for you in purchasing gems and jewelry or is trend an important factor? 4. What do you think about buying jewelry to enhance your social status? 	<p>& Kardes et.al, (2011)</p>
<p>Social Influences</p>	<ol style="list-style-type: none"> 1. Before purchasing gems and jewelry, how do you search for information? Online or word of mouth? 2. How do you feel about purchasing gems and jewelry from a certain brand due to their good reviews and attractive social media campaigns? 3. What do you think about buying gems and jewelry if a well-known influencer is selling in live streaming even if you do not know the brand? 4. Do you normally discuss with your friends or families before you purchase gems and jewelry during livestreaming? 	<p>Hoyer et.al, (2012)</p>
<p>Marketing Mix</p>	<ol style="list-style-type: none"> 1. What are the most important factors for you to buy during livestreaming impulsively? Product design or Price or Convenience as you can buy from the comfort of your home or Promotion? Please elaborate your choice further. 2. What do you think jewelry product design should reflect on you as an individual? 3. Would you purchase from a jewelry brand which offers products that are unbelievably low-price range? 4. In your opinion, do you think buying gems and jewelry during live streaming is very convenient? 5. What do you think about learning more about the jewelry brand through their promotional activities are important before impulse purchase? 	<p>Sally et.al (2019)</p>

Appendix B : Quantitative Questionnaire in English

Demographic Questionnaires

Factors	Questions
Screening	Have you ever bought precious gemstones and jewelry in livestream? <ul style="list-style-type: none">▫ Yes▫ No (End of the survey) If yes, please choose where you have purchased your jewelry from. <ul style="list-style-type: none">▫ Facebook Livestream▫ Facebook Posts and videos▫ Instagram Posts and videos▫ Tik Tok Livestream
Age	What is your age range? <ul style="list-style-type: none">▫ 25-30▫ 30-35▫ 35-45▫ 45-55
Education	What is your highest education? <ul style="list-style-type: none">▫ High school▫ Diploma▫ Bachelor's Degree▫ Master's Degree▫ PhD
Employment Status	Please specify your employment status? <ul style="list-style-type: none">▫ Employed▫ Unemployed▫ Self-Employed▫ Student

	<ul style="list-style-type: none"> ▫ Housewife
Income	<p>Please state your monthly income?</p> <ul style="list-style-type: none"> ▫ 5,000,000 – 1,000,000 ▫ 1,000,001 – 5,000,000 ▫ 5,000,001 – 10,000,000 ▫ More than 10,000,000
Marital Status	<p>What is your marital status?</p> <ul style="list-style-type: none"> ▫ Single ▫ Married ▫ Divorced/ Widowed ▫ Separated

Survey Questionnaires

The survey is a part of independent study for Master of Management (International program in General management), College of Management, Mahidol University. This research focuses on the factors that determine the impulsive purchase decisions towards precious gems and jewelry on social media and live streaming in Myanmar. The research is to study the buyers' behaviors on purchasing precious gemstones and jewelry in live streaming and to examine the factors that influence the impulsive purchase decision of the customers towards gemstones and jewelry on social media and in live streaming in Myanmar. This will take only 5-10 minutes of your time to answer the questions. The questionnaire is divided into 5 sections and please provide the most accurate answer. Your provided answer and information will be kept anonymous and confidential. Thank you.

Instructions: Please rate the following statements by placing a check in the box using the following scales.

1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree


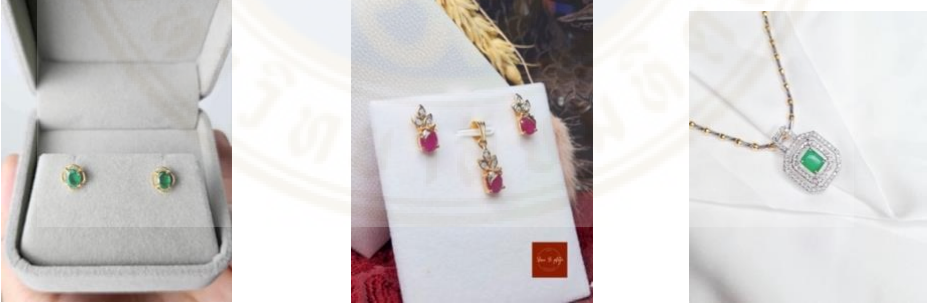
No.	Statements	Scales					References
Factor 1	Impulse Purchase						
1	I would watch jewelry live streaming to purchase some jewelry that will match with my existing items. (Reverse question)	5	4	3	2	1	Wayne D et.al (2013)
2	I am comfortable with purchasing gemstones and jewelry impulsively during live streaming as I trust the quality and the brand.	5	4	3	2	1	
3	I would purchase gemstones and jewelry, fearing that I might miss out on discount or promotion that are only available during the live streaming.	5	4	3	2	1	
Factor 2	Consumer Perception						
4	I would buy gemstones and jewelry just for fun and excitement.	5	4	3	2	1	Kardes et.al (2011)
5	I would purchase gems and jewelry if the social media ads are eye catching and stimulating my interest.	5	4	3	2	1	
6	I would select the jewelry brands based on the brand image., e.g. Well-established brands with lots of reviews.	5	4	3	2	1	
7	Livestreaming jewelry makes it more trustworthy and attractive.	5	4	3	2	1	
8	I would only watch the live streams of jewelry brands if my favorite influencers are promoting them.	5	4	3	2	1	
9	I am positive about the perceived quality upon receiving the gemstones and jewelry.	5	4	3	2	1	
Factor 3	Motivation						
3.1	Hierarchy of Needs						
10	Purchasing gems and jewelry impulsively in live streaming is fulfilling my self-esteem needs.	5	4	3	2	1	

11	I buy the jewelry just to belong in the group of my family or friends who like jewelry.	5	4	3	2	1	Solomon (2018) & Kardes et.al, (2011)
12	I would buy gemstones and jewelry to prevent from hyperinflation and Myanmar kyats depreciation for safety needs.	5	4	3	2	1	
3.2	Internal Motivation						
13	I would normally watch live streaming for enjoyment and entertainment purposes only.	5	4	3	2	1	
14	I would purchase gemstones and jewelry to pass down to the next generation as a family heirloom.	5	4	3	2	1	
15	I would only purchase jewelry pieces that complement my personal style.	5	4	3	2	1	
16	I would only buy high quality gemstones .						Solomon (2018) & Kardes et.al, (2011)
3.3	External Motivation						
17	I would only buy gemstones and jewelry due to my country's unstable economic situation.	5	4	3	2	1	
18	I would only buy gemstones and jewelry in live stream as it is very convenient for me to buy at the comfort of my home.	5	4	3	2	1	
19	I would buy jewelry just to enhance my social status and to show my success and wealth.	5	4	3	2	1	

Factor 4	Social Influences						Hoyer et.al, (2012)
20	I would normally buy gemstones and jewelry if the well-known influencer is live streaming and promoting, regardless of the brand.	5	4	3	2	1	
21	I would only watch live stream if I spot a social media ad of the brand on my newsfeed.	5	4	3	2	1	
22	I would normally seek advice from my friends or families before I purchase.	5	4	3	2	1	

Factor 5 Marketing Mix







5.1 Product

5.1	Product	
23	Please select your most preferred jewelry product that influence Your purchase decision towards gemstones and jewelry in live streaming.	
□	Gold Jewelry (Without Any Gemstones) 	Sally et.al (2019)
□	Simple design with only one gemstone 	

<p>More than a few gemstones</p>			
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<p>Only diamonds jewelry</p>			
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23. Please select your most preferred jewelry products that influence your purchase decision towards gemstones and jewelry in live streaming.

<p>Necklace</p>			
<p>Earring</p>			

□	<p>Ring</p> 	
□	<p>Bracelet/ Hand Chain</p> 	
□	<p>The Whole Set</p> 	

24. Please select your most preferred jewelry design that influence your purchase decision towards gemstones and jewelry in live streaming.

<p>Classic</p> 	
<p>Trendy</p>	



25. Please select your most preferred gemstones that influence your purchase decision towards gemstones in live streaming.



5.2	Price						
27	Price is very important in purchasing gemstones and jewelry in livestreaming.	5	4	3	2	1	Sally et.al (2019)
28	I would compare the prices from different shops before purchasing.	5	4	3	2	1	
29	I believe the more expensive the product, the higher the quality is.	5	4	3	2	1	
5.3	Promotion						Sally et.al (2019)
30	Promotions and discounts can influence me to buy jewelry during live streaming.	5	4	3	2	1	
31	I follow the social media pages of the jewelry shops to get updates about the promotion.	5	4	3	2	1	
32	I would select jewelry brands based on their discount campaigns, regardless of their brand image and reputation.	5	4	3	2	1	
5.4	Place						
33	I prefer purchasing gemstones and jewelry in live streaming.	5	4	3	2	1	
34	I prefer purchasing at the physical stores. (Reverse question)	5	4	3	2	1	
35	I prefer buying online but through the jewelry stores social media sites by contacting the stores, not in live streaming.	5	4	3	2	1	

Dependent Variable

Consumer purchase decision towards gemstones and jewelry in live streaming in Myanmar

Instructions: Please rate the following statements by placing a check in the box.

1- Strongly Disagree, **2-** Disagree, **3-** Neutral, **4-** Agree, **5-** Strongly Agree

	Statements					
36	After watching a livestreaming, I intend to purchase gemstones and jewelry from that shop in the future.	5	4	3	2	1
37	I feel positive towards purchasing gemstones and jewelry during live streaming.	5	4	3	2	1
38	During live streaming, I often make impulsive purchases of gemstones and jewelry without thinking too much.	5	4	3	2	1

39	I would be more likely to purchase gemstones and jewelry in live streaming if I have sufficient information about the products.	5	4	3	2	1
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Appendix C: Quantitative Questionnaire in Myanmar

ဤသုတေသန မေးခွန်းလွှာသည် မဟီဒေါတက္ကသိုလ်မှ စီးပွားစီမံခန့်ခွဲမှု မဟာဘွဲ့အတွက် ဖြစ်ပါသည်။ မေးခွန်းများသည် မြန်မာပြည်ဈေးကွက်အတွင်း တွင်းထွက်ကျောက်မျက်များနှင့် လက်ဝတ်ရတနာများ ကို live sale များအတွင်း ဝယ်ယူမှုအပေါ် လွှမ်းမိုးသက်ရောက်သော အချက်အလက်များကို လေ့လာရန် အတွက်ဖြစ်ပါသည်။

ဤမေးခွန်းများကိုဖြေဆိုရန် အချိန် ၅ မိနစ်မှ ၁၀ မိနစ်ခန့်သာကြာမည်ဖြစ်ပြီး ဖြေဆိုသူ ၏ ကိုယ်ရေးအချက်အလက်များကို မပေါက်ကြားစေရန် အာမခံပါသည်။ မေးခွန်းများကို ကဏ္ဍ ၅ ခန်းခွဲထားပြီး မှန်ကန်သော အဖြေများကိုသာ ဖြေဆိုပေးရန် မေတ္တာရပ်ခံပါသည်။ ကျေးဇူးတင်ပါသည်ရှင်။

Part 1: Quantitative Survey Questionnaires

Demographic Questionnaires

Questions
1. Live sale အတွင်း ကျောက်မျက်ရတနာများ ဝယ်ယူဖူးပါသလား။ ဝယ်ယူဖူးပါက Yes ကို နှိပ်ပြီး မေးခွန်းများအား ဆက်လက်ဖြေဆိုပေးပါ။ <ul style="list-style-type: none"> ▫ Yes ▫ No (End of the survey)

ကျောက်မျက်ရတနာများအား ဝယ်ယူခဲ့သော နေရာများအား ရွေးချယ်ပေးပါ။

- Facebook Livestream
- Facebook Posts and videos
- Instagram Posts and videos
- Tik Tok Livestream

2. အသက်

- 25-30
- 30-35
- 35-45
- 45-55

3. အမြင့်ဆုံး ပညာအရည်အချင်း

- High school
- Diploma
- Bachelor's Degree
- Master's Degree
- PhD

4. အလုပ်အကိုင်

- Employed
- Unemployed
- Self-Employed
- Student
- Housewife

5. လစဉ်ဝင်ငွေ (မြန်မာကျပ်)

- 5,000,000 – 1,000,000
- 1,000,001 – 5,000,000
- 5,000,001 – 10,000,000
- More than 10,000,000

<p>6. အိမ်ထောင်ရှိ/မရှိ</p> <ul style="list-style-type: none"> ▫ Single ▫ Married ▫ Divorced/ Widowed ▫ Separated

Survey Questionnaire

Instructions: အောက်ပါ အချက်အလက်များကို 1 မှ 5 အတွင်း သင် ၏ ထင်မြင်ချက်နှင့် အနီးစပ်ဆုံးရွေးချယ်ပေးပါ။

- 1- လုံးဝသဘောမတူပါ, 2- သဘောမတူပါ, 3- အလယ်အလတ် ,
 4- သဘောတူပါသည်, 5- လုံးဝသဘောတူပါသည်

No.	Statements	Scales					References
Factor 1	Impulse Purchase						
7	ယခင်ဝယ်ယူထားသော ရတနာပစ္စည်းများနှင့် လိုက်ဖက်ညီသော ရတနာများကိုသာ ဝယ်ယူရန် live saleများ ကို ကြည့်ရှုလေ့ရှိပါသည်။ (Reverse question)	5	4	3	2	1	Wayne D et.al (2013)
8	အရည်အသွေးနှင့် ရတနာဆိုင် brand ကို ယုံကြည်သည့် အတွက် ကျောက်မျက် ရတနာများကို live sale အတွင်းဝယ်ယူရသည်မှာ အဆင်ပြေပါသည်။	5	4	3	2	1	
9	Live sale အတွင်းသာ ပေးသည့် လျှော့စျေးကို လက်လွှတ်ရမည်စိုး၍ live sale အတွင်းချက်ချင်း ဝယ်ယူလေ့ရှိပါသည်။	5	4	3	2	1	

Factor 2	Consumer Perception							
10	ကျောက်မျက်ရတနာများကို live sale အတွင်း ဝယ်ယူရသည်မှာ ပျော်ရွှင် စိတ်လှုပ်ရှားစရာ ကောင်းသောကြောင့် ဝယ်ယူလေ့ရှိပါသည်။	5	4	3	2	1	Kardes et.al (2011)	
11	လှပသော ကျောက်မျက်ရတနာကြော်ငြာများကို social media မှတစ်ဆင့် စိတ်ဝင်စားအောင် ဆွဲဆောင်နိုင်ပါက ဝယ်ယူလေ့ရှိပါသည်။	5	4	3	2	1		
12	ရတနာဆိုင်များကို brand ပုံရိပ်ပေါ်မူတည်၍ သာရွေးချယ်ပါသည်။ ဥပမာအားဖြင့် Customer Reviews များနှင့်နာမည်ကောင်းရှိပြီးသား ရတနာဆိုင်များသာ။	5	4	3	2	1		
13	ရတနာများကို Live sale မှတစ်ဆင့်ရောင်းချခြင်းသည် ပိုမိုယုံကြည်ရပြီး ဆွဲဆောင်မှုပိုရှိစေသည်။	5	4	3	2	1		
14	ကြိုက်နှစ်သက်သော နာမည်ကြီးသူများ (influencers) ရောင်းချသော live sale များ ကိုသာ ဝင်ရောက်ကြည့်ရှုလေ့ရှိပါသည်။	5	4	3	2	1		
15	ကျောက်မျက်ရတနာများမှာ မျှော်လင့်ထားသော အရည်အသွေးကို လက်ခံရရှိမည်ဟု ယုံကြည်ပါသည်။	5	4	3	2	1		
Factor 3	Motivation							
	Hierarchy of Needs							

16	live sale အတွင်း ရတနာများ ဝယ်ယူရသည်မှာ မိမိကိုယ်ကို ပိုမိုတန်ဖိုးထားရန် အထောက်အကူဖြစ်စေသည်။ (self- esteem needs)	5	4	3	2	1	Solomon (2018) & Kardes et.al, (2011)
17	မိသားစုဝင်များနှင့် သူငယ်ချင်းများဝယ်ယူ၍ သူတို့နှင့် ပိုမိုဝင်ဆုံနိုင်ရန် အတွက်သာ ရတနာများကို ဝယ်ယူဖြစ်ပါသည်။	5	4	3	2	1	
18	ကျောက်မျက်ရတနာများကို ငွေကြေးဟောင်းပွမှုနှင့် ကျပ်ငွေ တန်ဖိုးကျဆင်းမှုကို ကာကွယ်ရန်အတွက်သာ ဝယ်ယူဖြစ်ပါသည်။	5	4	3	2	1	
	Internal Motivation						Solomon (2018) & Kardes et.al, (2011)
19	Live sale များကို ဖျော်ဖြေရေးနှင့် အပျင်းပြေရန် အတွက်သာ ကြည့်ရှုလေ့ရှိပါသည်။	5	4	3	2	1	
20	ကျောက်မျက်ရတနာများကို မိမိ ၏ မျိုးရိုး အစဉ်အဆက် လက်ဆင့်ကမ်း အမွေပေး နိုင်ရန် အတွက် ဝယ်ယူစုဆောင်းလေ့ရှိပါသည်။	5	4	3	2	1	
21	မိမိ ၏ ကိုယ်ပိုင် style နှင့်သာ ကိုက်ညီသော ကျောက်မျက် ရတနာ ဒီဇိုင်းများကိုသာ ဝယ်ယူ လေ့ရှိပါသည်။	5	4	3	2	1	
22	အရည်အသွေးအကောင်းဆုံး အမြင့်ဆုံး ကျောက်မျက်ရတနာများကိုသာ ဝယ်ယူလေ့ရှိပါသည်။						

	External Motivation					
23	ကျောက်မျက်ရတနာများကို ခန့်မှန်းမရသော နိုင်ငံ ၏ စီးပွားရေးအခြေအနေများကြောင့်သာ ဝယ်ယူပါသည်။	5	4	3	2	1
24	ကျောက်မျက်ရတနာများကို နေအိမ်မှ နေပြီး အေးအေးဆေးဆေး ဝယ်ယူနိုင်၍ live sale အတွင်းဝယ်ယူခြင်းဖြစ်ပါသည်။	5	4	3	2	1
25	ကျောက်မျက်ရတနာများကို မိမိ ၏ လူမှုအဆင့်အတန်း ၊ အောင်မြင်မှု နှင့် ကြွယ်ဝမှုများကို ဖော်ပြနိုင်ရန် ဝယ်ယူဝတ်ဆင်လေ့ရှိပါသည်။	5	4	3	2	1


Factor 4	Social Influences					
26	နာမည်ကြီးသောသူများ၊ Celebrity များ live sale ရောင်းချလျှင်မည်သည့် ရတနာဆိုင်မှ ဖြစ်စေ ဝယ်ယူအားပေးဖြစ်ပါသည်။	5	4	3	2	1
27	မိမိ social media news feed တွင် live လွှင့်နေသော ရတနာဆိုင်ကို မြင်မိမှသာ ဝင်ကြည့်ဖြစ်ပါသည်။	5	4	3	2	1
28	ကျောက်မျက်ရတနာများမဝယ်ယူမှီ မိသားစုနှင့် သူငယ်ချင်းများကို အကြံညှုတ်တောင်းလေ့ရှိပါသည်။	5	4	3	2	1

Hoyer et.al, (2012)

Factor 5 Marketing Mix

	Product	
29	<p>အောက်ပါ ရတနာပစ္စည်းများမှ နှစ်သက်ရာကို ရွေးချယ်ပေးပါ။ တစ်ခုထပ်ပို၍ ရွေးချယ်နိုင်ပါသည်။</p>	Sally et.al (2019)
□	<p>ရွှေထည် (ကျောက်မပါ)</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>	
□	<p>ရိုးရှင်းသော ကျောက်တစ်လုံးတည်း ဦးစားပေး အထည်</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>	

<p>□</p>	<p>ကျောက်မျက် အထည်</p> 	
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<p>□</p>	<p>စိန်ထည်</p> 	
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30. အောက်ပါ ရတနာပစ္စည်းများမှ နှစ်သက်ရာကို ရွေးချယ်ပေးပါ။ တစ်ခုထပ်ပို၍ ရွေးချယ်နိုင်ပါသည်။

<p>□</p>	<p>ဆွဲကြိုး</p> 	
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နားကပ်

□



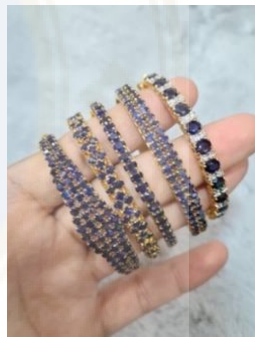
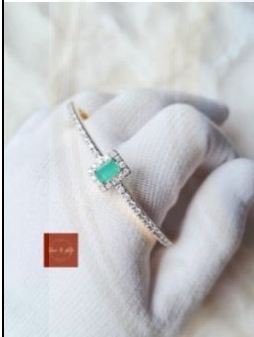
လက်စွပ်

□



လက်ကောက်/ဟန်းချိန်း

□






တစ်ဆက်စာ

□

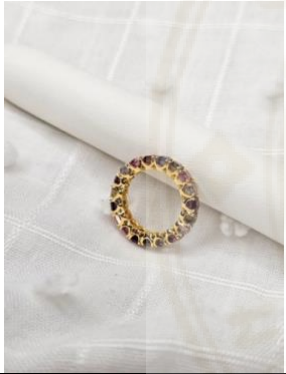




31. အောက်ပါ ရတနာပစ္စည်းများမှ နှစ်သက်ရာကို ရွေးချယ်ပေးပါ။ တစ်ခုထပ်ပို၍ ရွေးချယ်နိုင်ပါသည်။

အမြဲလှပနေသာ၊ မရိုးသော ဒီဇိုင်း

		
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လှူငယ်ဆန်ဆန်၊ ခေတ်မှီသောဒီဇိုင်း

		
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32. အောက်ပါ ရတနာပစ္စည်းများမှ နှစ်သက်ရာကို ရွေးချယ်ပေးပါ။ တစ်ခုထပ်ပို၍ ရွေးချယ်နိုင်ပါသည်။

		
<p>▫ ပုလဲ</p>	<p>▫ ပတ္တမြား</p>	<p>▫ နီလာ</p>

 <p>▫ မြ</p>	 <p>▫ ပြောင်ခေါင်းစိမ်း</p>	 <p>▫ မိုးကုတ်အညံ့ရောင်စုံပန်း</p>	
 <p>▫ ကျောက်စိမ်း</p>	 <p>▫ ခရမ်းဆွဲ</p>	 <p>▫ မြပြာ</p>	

		Price					
33	ပစ္စည်းတန်ဖိုး (ဈေးသက်သာခြင်း) သည် live sale အတွင်း ဝယ်ယူမှုအတွက် လွန်စွာအရေးပါသည်။	5	4	3	2	1	Sally et.al (2019)
34	မဝယ်ယူမှီ ပစ္စည်းများ ၏ တန်ဖိုးကို အခြားရတနာဆိုင်များနှင့် ယှဉ်ကြည့်လေ့ရှိသည်။	5	4	3	2	1	
35	ရတနာပစ္စည်းသည်အရည်အသွေးကောင်းလျှင် ဈေးကြီးသည်ဟု ယုံကြည်ပါသည်။	5	4	3	2	1	
		Promotion					
36	ကြော်ငြာများနှင့်လျှော့ဈေးများသည် live sale အတွင်း ရတနာပစ္စည်းများဝယ်ယူချင်လာအောင် လွှမ်းမိုးနိုင်သည်။	5	4	3	2	1	

37	ရတနာဆိုင်များ ၏ social media page များကို လျှော့ဈေး များနှင့် အသစ်ထွက်သော ပစ္စည်းများ အကြောင်းသိနိုင်ရန်အတွက် follow လုပ်ထားပါသည်။	5	4	3	2	1	Sally et.al (2019)
38	လျှော့ဈေးနှင့် promotion များပေးသော ရတနာဆိုင်များမှသာ ရွေးချယ်ဝယ်ယူလေ့ရှိသည်။ Brand ကို ကြည့်လေ့ကြည့်ထမရှိပါ။	5	4	3	2	1	
	Place						
39	Live sale မှ ရတနာများဝယ်ယူခြင်းကိုသာ နှစ်သက်ပါသည်။	5	4	3	2	1	
40	ပြင်ပမှာဆိုင်ရှိပြီး ရတနာများသေချာပြသထားသောဆိုင်များမှ ကိုယ်တိုင် ကိုင်တွယ်ကြည့်ရှုပြီး ဝယ်ယူရသည်ကိုသာ ပိုနှစ်သက်ပါသည်။ (Reverse question)	5	4	3	2	1	
41	Online မှ ရတနာများဝယ်ယူရသည်ကို နှစ်သက်သော်လည်း live sale မှမဟုတ်ပဲ ရတနာဆိုင်များ ၏ social media messenger မှတစ်ဆင့် ဆက်သွယ်ဝယ်ယူပါသည်။	5	4	3	2	1	

Dependent Variable

Consumer purchase decision towards gemstones and jewelry in live streaming in Myanmar

Instructions: အောက်ပါ အချက်အလက်များမှ 1 မှ 5 အတွင်း သင် ၏ ထင်မြင်ချက်နှင့် အနီးစပ်ဆုံးရွေးချယ်ပေးပါ။

- 1- လုံးဝသဘောမတူပါ၊ 2- သဘောမတူပါ၊ 3- အလယ်အလတ် ,
- 4- သဘောတူပါသည်, 5- လုံးဝသဘောတူပါသည်

	Statements					
42	ရတနာဆိုင်တစ်ဆိုင် ၏ Live sale ကိုကြည့်ရှုပြီး မှသာလျှင်ထိုဆိုင်တွင် ဝယ်ယူရန်ရည်ရွယ်ထားပါသည်။	5	4	3	2	1
43	Live sale မှတစ်ဆင့် ကျောက်မျက်ရတနာများ ဝယ်ယူခြင်းကို ယုံကြည်မှုရှိပါသည်။	5	4	3	2	1

44	Live sale အတွင်း ကျောက်မျက်ရတနာများကို မကြာခဏစိတ်လိုက်မာန်ပါ သေချာမစဉ်းစားပဲ ဝယ်ယူလေ့ရှိပါသည်။	5	4	3	2	1
45	ရတနာပစ္စည်းများ ၏ လုံလောက်သော အချက် အလက်များ သိရပါက live sale အတွင်း ပို၍ ဝယ်ယူနိုင်ခြေများပါသည်။	5	4	3	2	1

