

Determinants of Consumer Utilization of Coconut Oil in Myanmar: A Quantitative Analysis of the Mya Zin Yaw Business Case

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ABSTRACT

This study examines how perceived safety, product versatility, and continuous availability influence consumer utilization of coconut oil in Myanmar, using Mya Zin Yaw Coconut Oil Business as a bounded case. It responds to limited Myanmar-specific research on coconut oil as a multi-use product used in cooking, hair care, skin care, personal care, and household routines.

A quantitative survey was administered through Google Forms. Of 345 responses, 286 from previous users of Mya Zin Yaw coconut oil were included in the inferential analysis. The constructs were measured with five-point Likert-scale items, and the data were analyzed using reliability tests, descriptive statistics, Pearson correlation, and multiple regression.

All three determinants had positive and significant effects on coconut oil utilization, and the model explained 40.6% of the variance. Perceived safety was the strongest predictor, followed by product versatility and continuous availability. The findings extend consumer-behavior research by treating coconut oil as a multi-use product and suggest that local producers should strengthen safety assurance, communicate practical uses clearly, and maintain reliable distribution.

Keywords: Coconut oil utilization; Perceived safety; Product versatility; Continuous availability; Consumer behavior; Mya Zin Yaw Coconut Oil Business; Myanmar; Quantitative analysis

INTRODUCTION

Coconut oil in Myanmar is used not only for cooking but also for hair care, skin care, personal care, and household routines. This range of applications makes “utilization” a more appropriate concept than “consumption,” because the product’s value is created through repeated and multiple forms of use. Myanmar’s coastal regions, including Ayeyarwady, Rakhine, and Tanintharyi, also provide a local resource base for coconut processing and value-added products (Khin Si Win & Aye Mi San, 2019).

Coconut oil nevertheless occupies a specialized position within Myanmar’s broader edible-oil market. Agriculture remains economically important, and coconut is included in official crop statistics; however, market studies show that groundnut, sesame, sunflower, soybean, vegetable, and palm oils are more visible, while coconut oil is relatively minor and higher-priced (Central Statistical Organization, 2024; Chue Htet Hnin et al., 2021). This contrast makes consumer-level utilization an important topic.

Consumers can choose substitute cooking oils and separate personal-care products such as hair oils, body oils, creams, and lotions. Coconut oil must therefore offer a distinct combination of trust, usefulness, and accessibility to remain part of daily routines. Studying why consumers continue to use it is more informative than examining product presence alone.

The product's multi-use character is well established. Coconut oil has been used as a cooking medium, hair and body oil, cosmetic and soap ingredient, and household lubricant in South and Southeast Asia (Ahuja et al., 2014). Myanmar evidence also documents traditional hair- and skin-related applications (May Oo Khine & Myat Myat Moe, 2020).

Three determinants are especially relevant. Perceived safety reflects confidence that the product is clean, reliable, and suitable for repeated household use; this matters in a market where food-safety controls have faced weaknesses (Wijnands et al., 2014). Product versatility captures the value of multiple practical applications, while continuous availability reflects whether consumers can obtain the product when needed.

Mya Zin Yaw Coconut Oil Business provides a bounded case for examining these relationships. The company is listed as a coconut-oil producer in East Dagon Township, Yangon, and has operated locally since 1996 according to personal communication with the owner; it was formally registered in 2020 (Yangon Directory, 2025; Myanmar Yellow Pages, 2026; Directorate of Investment and Company Administration [DICA], 2026). The case is used as an empirical context rather than as a company performance evaluation.

Accordingly, this study tests the effects of perceived safety, product versatility, and continuous availability on coconut oil utilization among Mya Zin Yaw consumers in Myanmar. It aims to provide a concise, consumer-based explanation of repeated and multi-purpose use and to generate practical guidance for local coconut oil producers.

Problem Statement

Research on edible oils in Myanmar has mainly examined consumption patterns, brand preferences, prices, health concerns, and sector-level food-safety issues (May Ther Htar et al., 2022; Wijnands et al., 2014). These studies provide useful market context but do not explain coconut oil as a product used across food, personal-care, and household settings.

Coconut-related studies have similarly focused on raw-material availability, processing, value-added products, and extraction methods (Khin Si Win & Aye Mi San, 2019; Pwint Hay Marn Aung et al., 2022). As a result, there is limited evidence about the consumer perceptions that support repeated use.

The practical problem is therefore to identify which factors encourage continued utilization. This study proposes that consumers are more likely to use coconut oil when they regard it as safe, useful for several purposes, and consistently obtainable. Testing these relationships within a bounded local case addresses the problem without reducing the research to company-level market analysis.

Research Gap

The literature reveals a conceptual and contextual gap. Myanmar research has addressed edible-oil markets, food safety, coconut processing, and technical production, but has rarely modeled coconut oil utilization as a distinct consumer behavior.

Studies in other coconut-producing markets show that quality, health perceptions, product information, price, and availability shape coconut-oil preferences. Sri Lankan consumers prioritized quality, appearance, and ingredient information for virgin coconut oil, while availability was important for regular coconut oil; a Bangalore study found that health benefits ranked above price and brand in VCO preference (Weerasinghe & Malkanthi, 2022; Dijendragowda et al., 2023). These findings suggest that trust-related and access-related factors matter, but they do not test the combined effects of safety, versatility, and availability on actual utilization in Myanmar.

This study addresses that gap by developing and testing a Myanmar-specific model in which perceived safety, product versatility, and continuous availability predict coconut oil utilization. Mya Zin Yaw is used only to define the empirical setting and respondent experience.

Background and Significance

Coconut oil is relevant to Myanmar because it connects local agricultural resources with everyday household practices. Coconut can be processed into value-added products, and coconut oil serves food, personal-care, and traditional functions (Khin Si Win & Aye Mi San, 2019; May Oo Khine & Myat Myat Moe, 2020).

Its significance lies in its specialized position rather than market dominance. Myanmar produces several major edible oils and continues to import oil, so consumers face many alternatives and may use coconut oil only when it offers clear functional value and dependable access (May Theingi et al., 2021).

Academically, the study extends consumer-behavior research by distinguishing utilization from consumption and by testing a multi-use product framework. Managerially, it identifies which perceptions local producers should prioritize. Socially, it clarifies how a familiar traditional product remains relevant across food, care, and household routines.

LITERATURE REVIEW

Coconut oil differs from many edible oils because it can create value across several usage contexts. In Myanmar and neighboring markets, it is used for cooking, hair care, skin care, personal care, and traditional applications (Ahuja et al., 2014; May Oo Khine & Myat Myat Moe, 2020; Pwint Hay Marn Aung et al., 2022). This supports the dependent variable of coconut oil utilization, defined as repeated, practical, and multi-purpose use.

Consumer studies in comparable Asian markets reinforce the importance of perceived product attributes. Sri Lankan buyers considered quality, appearance, ingredient information, price, and availability when choosing coconut oils, while Bangalore VCO consumers gave the greatest importance to health benefits (Weerasinghe & Malkanthi, 2022; Dijendragowda et al., 2023). In a related Philippine coconut-derived MCT oil market, packaging and certification were also influential, indicating the value of visible assurance cues (Bajacan et al., 2025).

Perceived safety refers to confidence that the product is clean, reliable, and acceptable for repeated use. Food-safety risk can reduce purchase willingness, whereas labels, certifications, origin information, and traceability can strengthen trust (Nardi et al., 2020; Wu et al., 2021; van Rijswijk & Frewer, 2008). The weakness of food-safety controls reported in Myanmar's edible-oil sector makes this construct especially relevant (Wijnands et al., 2014).

Product versatility refers to the perceived ability to use coconut oil in multiple situations. Familiar products are more easily imagined across different uses, and coconut oil's culinary, cosmetic, personal-care, and household applications provide a clear basis for this value (Giacalone & Jaeger, 2016; Ahuja et al., 2014).

The presence of substitutes further strengthens the role of versatility. Consumers can select other edible oils for cooking and specialized products for hair or skin care. Coconut oil is therefore more likely to be retained when one product can serve several practical needs.

Continuous availability refers to consistent and convenient access. Product availability influences purchase feasibility and intention, and food-choice research likewise identifies convenience and access as important (Steinhart et al., 2013; Kamboj et al., 2023). Sri Lankan evidence also shows that availability was a priority in regular coconut-oil purchases (Weerasinghe & Malkanthi, 2022).

Based on this literature, the study proposes that perceived safety and product versatility represent functional value, while continuous availability represents a condition that enables repeated use. These three variables are tested as direct predictors of coconut oil utilization.

Theoretical Framework

This study is grounded primarily in the Theory of Consumption Values (Sheth et al., 1991), which explains consumer choice through functional, conditional, social, emotional, and epistemic value. Perceived safety and

product versatility represent functional value because they concern product reliability and usefulness. Continuous availability represents conditional value because utilization depends on access at the time of need. Coconut oil utilization is defined as regular, multi-purpose, routine, and intended future use. The framework therefore predicts positive direct effects from all three determinants.

Research Objectives

The objectives of this study are:

1. To analyze the effect of perceived safety on coconut oil utilization among Mya Zin Yaw consumers in Myanmar.
2. To analyze the effect of product versatility on coconut oil utilization among Mya Zin Yaw consumers in Myanmar.
3. To analyze the effect of continuous availability on coconut oil utilization among Mya Zin Yaw consumers in Myanmar.
4. To determine the combined explanatory effect of perceived safety, product versatility, and continuous availability on coconut oil utilization among Mya Zin Yaw consumers in Myanmar.

Hypotheses

Based on the literature review and theoretical framework, the following hypotheses are proposed:

H1: Perceived safety has a positive and significant effect on coconut oil utilization among Mya Zin Yaw consumers in Myanmar.

H2: Product versatility has a positive and significant effect on coconut oil utilization among Mya Zin Yaw consumers in Myanmar.

H3: Continuous availability has a positive and significant effect on coconut oil utilization among Mya Zin Yaw consumers in Myanmar.

H4: Perceived safety, product versatility, and continuous availability jointly explain a significant proportion of variance in coconut oil utilization among Mya Zin Yaw consumers in Myanmar.

METHODOLOGY

Research Design

A quantitative, cross-sectional design was used to test the effects of perceived safety, product versatility, and continuous availability on coconut oil utilization. Mya Zin Yaw Coconut Oil Business served as the bounded case context.

The unit of analysis was the individual consumer. The study focused on repeated and multi-purpose use rather than company performance or market share.

Population and Sampling

The target population comprised Myanmar respondents with experience of Mya Zin Yaw coconut oil. A screening question identified previous users so that utilization-related analysis was based on respondents able to evaluate the product from direct experience.

Purposive sampling was used, and the bilingual online questionnaire was distributed through consumer networks. A total of 345 completed responses were collected.

For hypothesis testing, the dataset was restricted to 286 respondents who reported previous use; 59 non-users were excluded from the inferential analysis.

Research Instrument

Data were collected using a structured questionnaire developed from the conceptual framework. It was provided in English and Myanmar to support clear understanding among respondents.

The questionnaire contained three parts: consent and screening; demographic and usage information; and measurement items for perceived safety, product versatility, continuous availability, and coconut oil utilization.

All construct items used a five-point Likert scale from 1 = strongly disagree to 5 = strongly agree.

Operational Definition and Measurement of Variables

Coconut oil utilization is operationally defined as consumers' repeated and practical use of Mya Zin Yaw coconut oil. It includes regular use, multi-purpose use, integration into routines, intention to continue, and relative frequency of use compared with similar products.

Perceived safety refers to consumers' belief that Mya Zin Yaw coconut oil is safe, clean, reliable, and acceptable for regular use by themselves or their families. This construct is relevant because food safety, perceived risk, product assurance, and consumer trust are important in evaluating food and oil products.

Product versatility refers to consumers' perception that Mya Zin Yaw coconut oil can be used for more than one purpose, including cooking, personal care, hair care, skin care, and household routines. This construct is consistent with the usage-based view of coconut oil as a multi-use household product.

Continuous availability refers to consumers' perception that Mya Zin Yaw coconut oil is consistently obtainable when needed, easy to find in shops or online, and accessible enough to support repeated use.

Table 3.4.1. Operational Definition and Measurement of Variables

Variable	Type	Operational Definition	Items
Perceived Safety	Independent Variable	Consumers' belief that Mya Zin Yaw coconut oil is safe, clean, reliable, and acceptable for regular use	Q9–Q13
Product Versatility	Independent Variable	Consumers' perception that the product can be used for multiple practical purposes	Q14–Q18
Continuous Availability	Independent Variable	Consumers' perception that the product is consistently available and easy to obtain when needed	Q19–Q23
Coconut Oil Utilization	Dependent Variable	Consumers' repeated and practical use of the product, including regular use, multiple-purpose use, routine use, future continued use, and relative frequency of use	Q24–Q28

Data Collection Procedure

The Google Forms questionnaire began with information about voluntary participation, anonymity, and academic use of the data. A screening question identified previous users of Mya Zin Yaw coconut oil.

A formal pilot test was not conducted. Before distribution, the questionnaire was reviewed for clarity, relevance, and consistency with the research objectives, and the bilingual wording was kept concise.

The link was shared through online channels and consumer networks. Only complete responses were retained, and the data were checked for completeness and consistency before analysis. Possible non-response bias is acknowledged in the limitations.

Data Analysis Method

The collected data were analyzed using descriptive and inferential statistical methods. First, descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to summarize respondents' demographic characteristics, usage status, frequency of use, and main purpose of use.

Second, reliability analysis was conducted to assess the internal consistency of the measurement items for each construct. Cronbach's alpha was used to evaluate whether the items within each construct consistently measured the same concept.

Third, correlation analysis was applied to examine the relationships among perceived safety, product versatility, continuous availability, and coconut oil utilization. Finally, multiple regression analysis was used to test the proposed hypotheses. The regression model examined the individual effects of perceived safety, product versatility, and continuous availability on coconut oil utilization, as well as their combined explanatory effect.

The regression model is expressed as follows:

$$\text{COU} = \beta_0 + \beta_1\text{PS} + \beta_2\text{PV} + \beta_3\text{CA} + \varepsilon$$

Where:

1. COU = Coconut Oil Utilization
2. PS = Perceived Safety
3. PV = Product Versatility
4. CA = Continuous Availability
5. β_0 = Constant
6. $\beta_1, \beta_2, \beta_3$ = Regression coefficients
7. ε = Error term

The results of the regression analysis were used to determine whether each independent variable had a positive and significant effect on coconut oil utilization and whether the three determinants jointly explained a significant proportion of variance in the dependent variable.

Ethical Considerations

Ethical considerations were observed throughout the research process. Participation in the survey was voluntary, and respondents were informed about the academic purpose of the study before answering the questionnaire. No unnecessary personal identifying information was collected. All responses were kept confidential and used only for academic analysis. The data were reported in aggregate form to protect respondent privacy and ensure research transparency.

FINDINGS AND RESULTS

A total of 345 responses were collected. The inferential analysis used the 286 respondents who reported previous use of Mya Zin Yaw coconut oil; 59 non-users were excluded.

Table 4.1 summarizes the demographic characteristics and usage patterns of the 286 users.

Table 4.1. Respondent Demographic and Usage Profile

Variable	Category	Frequency	Percentage
Gender	Male	162	56.6%
	Female	123	43.0%
	Prefer not to say	1	0.3%
Age	Under 20	14	4.9%
	21–30	119	41.6%
	31–40	90	31.5%
	41–50	35	12.2%
	Above 50	28	9.8%
Education	Secondary school	17	5.9%
	Diploma	57	19.9%
	Bachelor’s degree	197	68.9%
	Master’s degree or above	15	5.2%
Occupation	Student	36	12.6%
	Employee	128	44.8%
	Self-employed	83	29.0%
	Homemaker	29	10.1%
	Other	10	3.5%
Frequency of use	Daily	119	41.6%
	Several times a week	100	35.0%
	Once a week	37	12.9%
	Occasionally	23	8.0%
	Rarely	7	2.4%
Main purpose	Hair care	146	51.0%
	Multiple purposes	114	39.9%
	Skin care	23	8.0%
	Household use	3	1.0%

Note. Percentages are based on 286 respondents who reported previous use of Mya Zin Yaw coconut oil.

The sample was 56.6% male and 43.0% female. Most respondents were aged 21–30 (41.6%) or 31–40 (31.5%), 68.9% held a bachelor’s degree, and employees formed the largest occupational group (44.8%).

Usage was frequent: 41.6% used the product daily and 35.0% several times a week. Hair care was the main purpose for 51.0%, while 39.9% reported multiple purposes, supporting the study’s utilization perspective.

Reliability analysis showed acceptable internal consistency for all final constructs. One Product Versatility item was removed because it reduced the scale’s reliability; the remaining four items produced a Cronbach’s alpha of 0.718.

Table 4.2. Reliability and Descriptive Statistics of Main Constructs

Construct	Initial Items	Final Items Used	Cronbach’s Alpha	Mean	Std. Deviation	Interpretation
Perceived Safety	5	5	0.804	4.44	0.448	Very High
Product Versatility	5	4	0.718	4.46	0.462	Very High
Continuous Availability	5	5	0.859	3.67	0.755	High
Coconut Oil Utilization	5	5	0.853	4.29	0.531	Very High

Note. Product Versatility was measured using four final items after one item was removed during reliability testing. Mean interpretation: 1.00–1.80 = Very Low, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, and 4.21–5.00 = Very High.

As shown in Table 4.2, all final alpha values exceeded 0.70. Perceived Safety ($M = 4.44$), Product Versatility ($M = 4.46$), and Coconut Oil Utilization ($M = 4.29$) were rated very high, while Continuous Availability ($M = 3.67$) was rated high.

Pearson correlation analysis indicated positive and significant relationships between each independent variable and coconut oil utilization, supporting the use of multiple regression.

Multiple regression was then used to test the four hypotheses.

Table 4.3. Regression and Hypothesis Testing Summary

Hypothesis	Predictor / Model	Standardized Beta	t / F Value	Sig.	Decision
H1	Perceived Safety → Coconut Oil Utilization	0.361	5.746	< .001	Supported
H2	Product Versatility → Coconut Oil Utilization	0.228	3.625	< .001	Supported
H3	Continuous Availability → Coconut Oil Utilization	0.193	3.913	< .001	Supported
H4	Overall Regression Model	$R^2 = 0.406$	$F = 64.126$	< .001	Supported

Note. The regression model was tested using the 286 respondents who reported previous use of Mya Zin Yaw coconut oil.

The model was statistically significant, $F(3, 282) = 64.126$, $p < .001$, and explained 40.6% of the variance in coconut oil utilization ($R^2 = 0.406$).

Perceived safety was the strongest predictor ($\beta = 0.361$), followed by product versatility ($\beta = 0.228$) and continuous availability ($\beta = 0.193$). All effects were positive and significant; therefore, H1–H4 were supported.

The results provide a basis for comparing the Myanmar case with consumer evidence from other coconut-producing markets.

DISCUSSION

Discussion of Perceived Safety

Perceived safety had a positive and significant effect on coconut oil utilization and was the strongest predictor. Consumers were more likely to use the product repeatedly when they regarded it as clean, reliable, and suitable for themselves or their families.

This result is consistent with evidence from comparable markets. Sri Lankan consumers gave priority to quality, appearance, and ingredient information when purchasing virgin coconut oil, and Bangalore consumers ranked health benefits above price and brand in their preference for VCO (Weerasinghe & Malkanthi, 2022; Dijendragowda et al., 2023). A related Philippine study also found packaging and certification important for coconut-derived MCT oil, reinforcing the value of visible assurance cues (Bajacan et al., 2025).

For Mya Zin Yaw and similar producers, safety should therefore be communicated through consistent quality, clear labeling, trustworthy packaging, production information, and appropriate certification or traceability cues.

Discussion of Product Versatility

Product versatility had a positive and significant effect on utilization. Consumers who recognized several practical uses were more likely to integrate coconut oil into their routines.

The finding supports the use of “utilization” rather than the narrower term “consumption.” Coconut oil can serve

culinary, hair-care, skin-care, personal-care, and household purposes (Ahuja et al., 2014; May Oo Khine & Myat Myat Moe, 2020). It also complements evidence from the Philippine MCT oil market that product form and consumption method contribute to consumer preference (Bajacan et al., 2025).

The result suggests that consumers may value coconut oil partly because one product can replace several single-purpose alternatives.

Marketing communication should therefore demonstrate credible and safe applications rather than presenting the product only as a cooking oil.

Discussion of Continuous Availability

Continuous availability also had a positive and significant effect, although its standardized coefficient was the smallest of the three. Access appears to support continued use rather than act as the primary driver.

This pattern is plausible for a repeat-use product: even a trusted and versatile oil cannot remain part of a routine if consumers cannot obtain it when needed.

The result aligns with Sri Lankan evidence that availability was a priority when consumers purchased regular coconut oil, as well as broader research linking product availability with purchase feasibility and intention (Weerasinghe & Malkanthi, 2022; Steinhart et al., 2013).

Producers should therefore maintain stable stock and convenient access through retailers, online channels, and regional distribution partners.

Integrated Interpretation and Comparison with Similar Markets

Together, the three predictors explained 40.6% of the variance in utilization. Their ranking—safety, versatility, then availability—suggests that consumers first evaluate whether the product is trustworthy, then whether it is useful across situations, and finally whether access is dependable.

The comparison with Sri Lanka, India, and the Philippines shows a common emphasis on assurance, functional benefits, packaging or information cues, and access. However, the present study differs by explaining repeated multi-purpose use rather than purchase preference alone. Because it is based on one Myanmar business case, the ranking should be tested in other brands and regions before it is generalized.

Managerial Implications

The findings suggest three priorities for Mya Zin Yaw and similar local producers. First, strengthen safety assurance through consistent production standards, clear labels, reliable packaging, and transparent product information.

Second, communicate the product's multi-purpose value with practical guidance for cooking, hair care, skin care, and other appropriate uses.

Third, improve availability through stable inventory, retailer coverage, online ordering, and regional distribution. These actions address the three statistically significant drivers without overstating the generalisability of the case.

LIMITATIONS

This study has several limitations that should guide interpretation and future research.

First, purposive online sampling and the use of one bounded business case limit generalizability. The results represent surveyed Mya Zin Yaw users and should not be assumed to describe all coconut-oil consumers, brands, or regions in Myanmar.

Second, the study relied on self-reported perceptions and utilization at one point in time. These data are

appropriate for consumer-behavior analysis but may differ from verified purchase records or observed behavior, and cross-sectional regression does not establish long-term causality.

Third, the main analysis included only previous users. This was necessary for measuring utilization, but the study did not test awareness, trial barriers, or adoption among non-users.

Fourth, voluntary participation may have produced non-response or interest bias, because consumers who were more familiar with the product may have been more likely to respond.

Finally, no formal pilot test was conducted, and one Product Versatility item was removed during reliability analysis. The final scale was acceptable, but future studies should pilot the instrument, refine the item wording, use probability or multi-stage sampling, compare several brands and regions, and combine surveys with sales, observational, or longitudinal data.

CONCLUSION

This study tested the effects of perceived safety, product versatility, and continuous availability on coconut oil utilization among 286 users of Mya Zin Yaw coconut oil in Myanmar. It addressed a gap in research that has generally treated coconut oil as an edible-oil or production topic rather than as a multi-use consumer product.

All three determinants were positive and significant. Perceived safety was the strongest predictor, followed by product versatility and continuous availability, and the model explained 40.6% of the variance in utilization.

The findings indicate that repeated use depends on a combination of trust, practical usefulness, and access. For local producers, this means prioritizing credible safety assurance, clear communication of multiple uses, and consistent distribution.

The study contributes a utilization-based framework for coconut oil in Myanmar, but its case-based, cross-sectional, and self-reported design requires cautious interpretation. Future research should compare brands and regions, include non-users, and incorporate behavioral or longitudinal data.

DECLARATIONS

Ethical Approval and Informed Consent

This study was conducted as an academic research survey using an anonymous online questionnaire. Respondents were informed about the academic purpose of the study before participation, participation was voluntary, and responses were collected anonymously and used only for academic analysis. Informed consent was obtained from all respondents before they completed the questionnaire.

Conflict of Interest

The author declares a prior professional connection with Mya Zin Yaw Coconut Oil Business. The business was used only as a bounded case context for academic research, and no external sponsor influenced the research design, data collection, analysis, interpretation, or manuscript writing.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request. The data are not publicly available because the survey responses were collected for academic research purposes and contain respondent-level information.

Author Declaration

The author declares that this manuscript is an original academic work, has not been published elsewhere, and has not been submitted simultaneously to another journal. The author confirms responsibility for the content of the manuscript.

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GOOGLE FORMS SURVEY QUESTIONNAIRES

Topic : An Analysis of Three Key Determinants: The Impact of Safety, Versatility, and Continuous Availability on Coconut Oil Utilization in Myanmar: A Case Study of Mya Zin Yaw Coconut Oil Business

ခေါင်းစဉ် : မြန်မာနိုင်ငံတွင် Mya Zin Yaw အုန်းဆီ၏ သုံးစွဲမှုအပေါ် Safety, Versatility နှင့် Continuous Availability တို့၏ သက်ရောက်မှုကို လေ့လာသုံးသပ်ခြင်း

Dear Respondent,

This questionnaire is designed for academic research purposes only. The purpose of this study is to examine the factors influencing the usage of Mya Zin Yaw coconut oil in Myanmar. Your responses will be kept confidential and used only for academic analysis. This survey will take about 5–7 minutes to complete. Thank you for your participation.

လေးစားရပါသော ဖြေဆိုသူခင်ဗျာ/ရှင်၊
ဤမေးခွန်းလွှာသည် ပညာရေးဆိုင်ရာ သုတေသနအတွက်သာ ရည်ရွယ်ထားပါသည်။ ဤသုတေသန၏ ရည်ရွယ်ချက်မှာ မြန်မာနိုင်ငံတွင် Mya Zin Yaw အုန်းဆီ၏ သုံးစွဲမှုအပေါ် သက်ရောက်သည့် အချက်များကို လေ့လာရန်ဖြစ်ပါသည်။ သင်၏အဖြေများကို လျှို့ဝှက်ထားရှိမည်ဖြစ်ပြီး academic analysis အတွက်သာ အသုံးပြုမည်ဖြစ်ပါသည်။ ဤ survey သည် 5–7 မိနစ်ခန့်သာ ကြာမြင့်မည်ဖြစ်ပါသည်။ ပါဝင်ဖြေဆိုပေးမှုအတွက် ကျေးဇူးတင်ပါသည်။

Section 1: Consent and Screening

Q1. English: Do you agree to participate in this survey voluntarily?
မြန်မာ: ဤ survey တွင် သင် စိတ်ဆန္ဒအလျောက် ပါဝင်ဖြေဆိုရန် သဘောတူပါသလား။

Options:

Yes / သဘောတူပါသည်

No / သဘောမတူပါ

Q2. English: Have you ever used Mya Zin Yaw coconut oil?
မြန်မာ: သင်သည် Mya Zin Yaw အုန်းဆီကို အသုံးပြုဖူးပါသလား။

Options:

Yes / အသုံးပြုဖူးပါသည်

No / မအသုံးပြုဖူးပါ

Section 2: Demographic Information

Q3. Gender

English: What is your gender?
မြန်မာ: သင်၏ လိင်အမျိုးအစားမှာ ဘာလဲ။

Options:

Male / ကျား

Female / မ

Prefer not to say / မဖြေလိုပါ

Q4. Age

English: What is your age group?
မြန်မာ: သင်၏ အသက်အုပ်စုမှာ ဘာလဲ။

Options:

Under 20 / ၂၀ နှစ်အောက်

21–30

31–40

41–50

Above 50 / ၅၀ နှစ်အထက်

Q5. Education Level

English: What is your highest education level?
မြန်မာ: သင်၏ အမြင့်ဆုံး ပညာရေးအဆင့်မှာ ဘာလဲ။

Options:

Primary school / မူလတန်း

Secondary school / အလယ်တန်း/အထက်တန်း

Diploma / ဒီပလိုမာ

Bachelor's degree / ဘွဲ့

Master's degree or above / မာစတာနှင့်အထက်

Q6. Occupation

English: What is your occupation?

မြန်မာ: သင်၏ အလုပ်အကိုင်မှာ ဘာလဲ။

Options:

Student / ကျောင်းသား၊ကျောင်းသူ

Employee / ဝန်ထမ်း

Self-employed / ကိုယ်ပိုင်လုပ်ငန်း

Homemaker / အိမ်ထောင်ရှင်

Other / အခြား

Q7. Frequency of Use

English: How often do you use Mya Zin Yaw coconut oil?

မြန်မာ: သင်သည် Mya Zin Yaw အုန်းဆီကို ဘယ်လောက်မကြာခဏ အသုံးပြုပါသလဲ။

Options:

Daily / နေ့စဉ်

Several times a week / တစ်ပတ်အတွင်း အကြိမ်များစွာ

Once a week / တစ်ပတ်တစ်ကြိမ်

Occasionally / အခါအားလျော်စွာ

Rarely / အလွန်နည်းပါး

Q8. Main Purpose of Use

English: What is your main purpose for using Mya Zin Yaw coconut oil?

မြန်မာ: Mya Zin Yaw အုန်းဆီကို သင် အဓိက ဘာအတွက် အသုံးပြုပါသလဲ။

Options:

Cooking / ချက်ပြုတ်ရေး

Hair care / ဆံပင်ထိန်းသိမ်းရေး

Skin care / အရေပြားထိန်းသိမ်းရေး

Household use / အိမ်သုံး

Multiple purposes / အမျိုးမျိုးအသုံးပြုသည်

Section 3: Perceived Safety

Instruction / ညွှန်ကြားချက်
Please indicate your level of agreement with the following statements.
အောက်ဖော်ပြပါ စာကြောင်းများအပေါ် သင်သဘောတူသောအဆင့်ကို ရွေးချယ်ပါ။

Scale	for	all	Section	3–6	items:
1	=	Strongly	Disagree	/	လုံးဝမသဘောတူ
2	=		Disagree	/	မသဘောတူ
3	=		Neutral	/	မသေချာ
4	=		Agree	/	သဘောတူ
5 = Strongly Agree / အလွန်သဘောတူ					

Q9. English: I believe Mya Zin Yaw coconut oil is safe for regular use.
မြန်မာ: Mya Zin Yaw အုန်းဆီကို ပုံမှန်အသုံးပြုရန် လုံခြုံစိတ်ချရသည်ဟု ယုံကြည်ပါသည်။

Q10.English: I trust the quality of Mya Zin Yaw coconut oil.
မြန်မာ: Mya Zin Yaw အုန်းဆီ၏ အရည်အသွေးကို ယုံကြည်ပါသည်။

Q11.English: The packaging and appearance of Mya Zin Yaw coconut oil make me feel confident about its safety.
မြန်မာ: Mya Zin Yaw အုန်းဆီ၏ ထုပ်ပိုးပုံနှင့် အပြင်ပန်းအနေအထားက ၎င်း၏ လုံခြုံစိတ်ချရမှုအပေါ် ယုံကြည်မှု ပေးပါသည်။

Q12.English: I believe Mya Zin Yaw coconut oil is clean and reliable for household use.
မြန်မာ: Mya Zin Yaw အုန်းဆီသည် အိမ်သုံးအတွက် သန့်ရှင်းပြီး ယုံကြည်စိတ်ချရသည်ဟု ယူဆပါသည်။

Q13.English: I feel comfortable using Mya Zin Yaw coconut oil for myself or my family.
မြန်မာ: Mya Zin Yaw အုန်းဆီကို မိမိကိုယ်တိုင် သို့မဟုတ် မိသားစုအတွက် အသုံးပြုရာတွင် စိတ်ချလက်ချရှိပါသည်။

Section 4: product versatility

Q14.English: Mya Zin Yaw coconut oil can be used for more than one purpose.
မြန်မာ: Mya Zin Yaw အုန်းဆီကို ရည်ရွယ်ချက်တစ်ခုထက်ပို၍ အသုံးပြုနိုင်ပါသည်။

Q15.English: I can use Mya Zin Yaw coconut oil in my daily routine in different ways.
မြန်မာ: Mya Zin Yaw အုန်းဆီကို နေ့စဉ်ဘဝအတွင်း နည်းလမ်းအမျိုးမျိုးဖြင့် အသုံးပြုနိုင်ပါသည်။

Q16.English: Mya Zin Yaw coconut oil is useful for both cooking and personal care.
မြန်မာ: Mya Zin Yaw အုန်းဆီသည် ချက်ပြုတ်ရေးနှင့် ကိုယ်ခန္ဓာထိန်းသိမ်းရေး နှစ်မျိုးစလုံးအတွက် အသုံးဝင်ပါသည်။

Q17.English: Using Mya Zin Yaw coconut oil for multiple purposes makes it more valuable to me.
မြန်မာ: Mya Zin Yaw အုန်းဆီကို အမျိုးမျိုးအသုံးပြုနိုင်ခြင်းကြောင့် ၎င်းကို ပိုတန်ဖိုးရှိသည်ဟု ခံစားပါသည်။

Q18.English: I prefer Mya Zin Yaw coconut oil because it fits many practical uses in my life.
မြန်မာ: Mya Zin Yaw အုန်းဆီသည် ကျွန်ုပ်၏ ဘဝအတွင်း လက်တွေ့အသုံးများစွာနှင့် ကိုက်ညီသောကြောင့် ပိုနှစ်သက်ပါသည်။

Section 5: Continuous Availability

Q19.English: Mya Zin Yaw coconut oil is usually available when I need it.
မြန်မာ: ကျွန်ုပ်လိုအပ်သည့်အချိန်တိုင်း Mya Zin Yaw အုန်းဆီကို များသောအားဖြင့် ရရှိနိုင်ပါသည်။

Q20.English: I can easily find Mya Zin Yaw coconut oil in shops or online.
မြန်မာ: Mya Zin Yaw အုန်းဆီကို ဆိုင်များတွင် သို့မဟုတ် online မှတစ်ဆင့် လွယ်ကူစွာ ရှာတွေ့နိုင်ပါသည်။

Q21.English: Mya Zin Yaw coconut oil is consistently available in the market.
မြန်မာ: Mya Zin Yaw အုန်းဆီသည် ဈေးကွက်တွင် အမြဲတမ်း ရရှိနိုင်သော ထုတ်ကုန်ဖြစ်သည်။

Q22.English: I do not face much difficulty in buying Mya Zin Yaw coconut oil regularly.
မြန်မာ: Mya Zin Yaw အုန်းဆီကို ပုံမှန်ဝယ်ယူရာတွင် အခက်အခဲများ များစွာ မကြုံရပါ။

Q23.English: Easy availability encourages me to keep using Mya Zin Yaw coconut oil.
မြန်မာ: လွယ်ကူစွာ ရရှိနိုင်ခြင်းက Mya Zin Yaw အုန်းဆီကို ဆက်လက်အသုံးပြုလိုစေပါသည်။

Section 6: Coconut Oil Usage Behavior

Q24.English: I use Mya Zin Yaw coconut oil regularly in my daily life.
မြန်မာ: ကျွန်ုပ်သည် Mya Zin Yaw အုန်းဆီကို နေ့စဉ်ဘဝတွင် ပုံမှန်အသုံးပြုပါသည်။

Q25.English: I use Mya Zin Yaw coconut oil for multiple activities or purposes.
မြန်မာ: ကျွန်ုပ်သည် Mya Zin Yaw အုန်းဆီကို ရည်ရွယ်ချက်အမျိုးမျိုးအတွက် အသုံးပြုပါသည်။

Q26.English: Mya Zin Yaw coconut oil has become part of my usual routine.
မြန်မာ: Mya Zin Yaw အုန်းဆီသည် ကျွန်ုပ်၏ ပုံမှန်နေ့စဉ် အလေ့အထတစ်ခုဖြစ်လာပါသည်။

Q27.English: I intend to continue using Mya Zin Yaw coconut oil in the future.
မြန်မာ: အနာဂတ်တွင်လည်း Mya Zin Yaw အုန်းဆီကို ဆက်လက်အသုံးပြုရန် ရည်ရွယ်ပါသည်။

Q28.English: Compared with other similar products, I use Mya Zin Yaw coconut oil more often.
မြန်မာ: အလားတူ အခြားထုတ်ကုန်များနှင့် နှိုင်းယှဉ်လျှင် Mya Zin Yaw အုန်းဆီကို ပိုမိုအသုံးပြုပါသည်။

Optional Final Question

Q29. Additional Comment English: Do you have any additional comments about Mya Zin Yaw coconut oil?
မြန်မာ: Mya Zin Yaw အုန်းဆီနှင့်ပတ်သက်၍ ထပ်မံမှတ်ချက်ပေးလိုသည်များ ရှိပါသလား။