

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
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EFFECT OF DIGITAL MARKETING PRACTICES ON
CONSUMER BUYING BEHAVIOUR IN BREADTALK
PRODUCTS

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PRODUCTS**

A Thesis submitted as a partial fulfilment towards the requirements for the degree of
Master of Marketing Management (MMM)

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ABSTRACT

This study aims to investigate the effect of digital marketing practices on consumer buying behaviour toward BreadTalk products. In this study, digital marketing practices include email marketing, social media marketing, content marketing, and website marketing. A quantitative research method is employed to achieve the objective. A sample of 385 respondents, who are consumer of BreadTalk and also the followers of the BreadTalk page, is selected using the systematic sampling method. According to the multiple regression results, digital marketing practices affect consumer buying behaviour toward BreadTalk products. Among the digital marketing practices, website effectiveness shows the highest positive effect on consumer buying behaviour, followed by social media marketing, content marketing, and email marketing. BreadTalk Myanmar should enhance its website's functionality and content. Moreover, the website should integrate engaging multimedia content, such as virtual bakery tours, chef stories, or baking process demonstrations, to complement content marketing efforts and encourage repeat visits. According to objectives two, it is found that independent variables of Email Marketing, Social Media Marketing, Content Marketing and Website Marketing have above the moderate level of effects on Consumer Buying Behaviours of BreadTalk Myanmar Products.

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CHAPTER I

INTRODUCTION

When it comes to the digital era, the majority of businesses are constantly adapting to the changing behaviors of their customers, which are formed by the progression of technology and the widespread use of digital media. In Myanmar, the proliferation of digital platforms and the greater availability of internet access have brought about a substantial transformation in the manner in which customers engage with companies and make decisions on their purchases. When it comes to sustaining competitiveness and promoting consumer engagement, digital marketing has become a crucial approach for businesses that are involved in retail and food service, particularly those that are located in metropolitan regions.

In Myanmar, BreadTalk Myanmar, a prominent bakery and lifestyle food brand, competes in a market that is both extremely competitive and driven by the needs of consumers. BreadTalk has implemented a variety of digital marketing methods, like as social media campaigns, influencer partnerships, online promos, and interactive content, in order to attract and keep clients. This is in response to the company's rising presence in Yangon and other major cities.

The strategic actions and tools that are utilized by firms in order to promote their products and services through digital marketing are referred to as digital marketing practices. These practices include social media marketing, email marketing, content marketing, and advertising on websites. Creating value for consumers, increasing engagement, and driving purchase behavior through communication that is targeted, quantifiable, and interactive are the goals of these marketing strategies (Kotler, Keller, Hoon, & Wee, 2021).

The term "social media marketing" (SMM) refers to the practice of utilizing well-known social networking sites like Facebook, Instagram, LinkedIn, and Twitter in order to increase brand exposure, engage audiences, and encourage community participation. Through the use of this method, businesses are able to provide individualized content and conduct targeted advertising campaigns that are directed toward particular demographic groups. For the purpose of delivering targeted messages, newsletters, promotions, and updates to both existing and prospective consumers, email marketing is the practice of leveraging direct email contact via email. Through the use of segmented lists and automated workflows, this channel

provides an efficient means of cultivating connections with customers and enticing them to return for more purchases.

Information marketing is a strategic marketing technique that focuses on generating, publishing, and distributing information that is quality, relevant, and consistent. The goal of content marketing is to attract and keep a clearly defined audience, and eventually to generate lucrative consumer action (Content Marketing Institute, 2020). According to Chaffey and Ellis-Chadwick (2019), the website serves as the central hub of digital marketing. The ultimate goal of every other channel is to direct potential consumers to the website, where they may be converted into paying customers.

Website marketing is the systematic process of advertising a business, brand, product, or service using a website in order to attract visitors, engage users, and convert them into customers. Website marketing is also associated with the term "website marketing." It includes a variety of digital marketing strategies, including as search engine optimization (SEO), content marketing, email campaigns, social media integration, and paid advertising, with the goal of increasing online exposure and driving visitors to a website. 2019 publication by Chaffey, D., and Ellis-Chadwick, F.

According to Kotler and Keller (2016), the term "consumer buying behaviour" describes the decision-making processes and behaviours that individuals engage in when they make purchases of specific products and services for their own personal consumption. Digital material has a greater impact on consumers than it ever has before, as well as increased their level of knowledge and connectivity. According to Solomon (2020), consumers actively seek out product information online, rely on evaluations written by their peers, and follow digital influencers who serve to Mold their preferences and decisions. places with the greatest percentage of people using the internet (Huda & Hussain, 2023).

The digital In light of the fact that digital marketing continues to exert an influence on views, attitudes, and trust, it plays an essential part in the process of consumer decision-making. In particular, marketing methods enable BreadTalk to successfully reach and engage customers in metropolitan regions. With a better understanding of consumer purchasing patterns, BreadTalk is better able to tailor promotions, product offerings, and online experiences to meet customer preferences. This helps the company increase sales and strengthen customer loyalty in a market that is highly competitive in the bakery industry. The purpose of this study is to

investigate the impact that digital marketing practices have on consumer product purchasing patterns.

1.1 Rationale of the Study

For the purpose of satisfying the day-to-day requirements of consumers, the bakery business plays a significant role in the food sector by providing goods that are fresh, convenient, and variety. Through artisanal design, taste, and innovation, bakeries are able to satisfy both utilitarian and emotional demands. As a result, they make a substantial contribution to the economies of local communities and to the culture of food.

Because of the level of competition in the market, bakeries are under pressure to differentiate their products and establish a strong brand awareness. Digital marketing strategies, like as social media promotion, influencer alliances, and online delivery platforms, are utilized by the majority of bakeries in order to achieve success. These strategies allow bakeries to successfully reach and engage their target audience. By utilizing these digital technologies, bakeries are able to not only broaden their market reach but also engage directly with customers, promote the distinctive products and services they provide, and adapt to the preferences of their customers.

Over the course of the past few years, digital marketing has emerged as a dominant force in shaping consumer behaviour. It provides businesses with an effective means of engaging with their target audiences by utilizing tools such as social media, content marketing, email campaigns, and search engine optimization (Myint & Lwin, 2022).

Through the use of email marketing, bakeries are able to directly communicate with their consumers and provide them with promotions, product updates, and unique deals that encourage them to make more purchases. In addition, social media marketing plays a significant part in the process of the creation of brand awareness and the promotion of engagement through the use of visually appealing content and influencer partnerships through targeted advertisements. This helps to improve exposure among particular customer categories. On the other hand, website marketing provides a platform that is simple to use, allowing users to browse product catalogs, verify shop locations, and place orders online. The use of content marketing strategies, such as narrating stories about new goods or providing a glimpse behind the scenes of baking processes, assists in developing a more profound emotional

connection with the brand. Additionally, content marketing, which includes blog posts and recipe videos, assists bakeries in establishing more robust connections with customers by delivering relevant information. Collectively, these digital marketing tactics contribute to the construction of consumer perceptions and the influence they have on their purchasing decisions.

For bakeries, it is vital to have a thorough understanding of customer purchasing behavior, including preferences on taste, health consciousness, and brand loyalty, in order to design marketing messages and promotions that are specifically targeted. When bakery businesses in Myanmar combine insights into consumer behavior with efficient digital marketing, they are able to attract a greater number of consumers, maintain their competitive edge, and establish long-lasting partnerships in a market that is always shifting.

In recent years, the bakery business in Myanmar has experienced tremendous growth as a result of the growing demand from consumers for baked items that are both fresh and of high quality. As a consequence of this, the rivalry among bakeries has become increasingly severe, particularly in metropolitan regions like as Yangon and Mandalay, where a large number of local and foreign brands are fighting for the attention of customers.

BreadTalk, a well-known bakery chain located in Singapore, entered the Myanmar market in the beginning of 2017 by entering into a master franchise agreement with Myanmar Bakery Co., Ltd., which is a subsidiary of the Shwe Taung Group. BreadTalk Myanmar Bakery Co., Ltd. makes use of a wide variety of digital marketing strategies in order to interact and influence the purchasing behaviour of customers in a market that is becoming increasingly digital. Therefore, the purpose of this study is to investigate how the digital marketing strategies employed by BreadTalk Myanmar Bakery Co.; Ltd. influence the purchasing decisions of consumers with regard to BreadTalk goods.

1.2 Objectives of the Study

In this study, the specific objectives are as follow:

- (a) To identify the digital marketing practices conducted by BreadTalk Myanmar Bakery Co., Ltd. and
- (b) To analyze the effect of digital marketing practices on consumer buying behavior at BradTalk products.

1.3 Scope and Method of the Study

This study examined how internet marketing affects BreadTalk product purchases. BreadTalk Myanmar Bakery Co., Ltd. uses content, social media, email, and internet marketing in this research.

We use quantitative research. BreadTalk product buyers and Facebook fans are the target audience. Given the unknown target population size, the study used Cochran (1977) sample size determination formula to compute the sample size. For a population of unknown size with 95% confidence and 5% margin of error, 384 respondents are needed.

This study uses primary and secondary data. Systematic sampling selects 384 BreadTalk consumers for primary data. Marketing textbooks, research papers, theses, journals, and reliable websites provide secondary data. A five-point Likert scale will be used to analyse respondents' opinions of the company's digital marketing techniques and purchase behaviour. Data analysis uses descriptive statistics, correlation analysis, and regression analysis.

1.4 Organization of the Study

The study has five chapters. Chapter one introduces the study's motivation, objectives, scope, methodology, and structure. Chapter two covers customer buying decision, digital marketing theory and practises, a review of three prior research, and conceptual framework construction. Chapter three showcases BreadTalk Myanmar Co., Ltd.'s digital marketing. Chapter four examines how digital marketing affects BreadTalk product purchases. Chapter five concludes the study by summarizing the main findings, evaluating their ramifications, addressing the study's shortcomings, and making practical recommendations for further research.

CHAPTER II

THEORETICAL BACKGROUND

Digital marketing methods and customer buying behaviour are covered in this chapter. This chapter also covers significant literature and ideas that enrich the study's framework and shed light on digital marketing and client buying behaviour.

2.1 Concept of Digital Marketing

Digital marketing promotes products, services, and brands via websites, social media, search engines, email, and mobile apps. Digital marketing uses internet tools and technology to communicate with target consumers in real time, unlike conventional marketing, which focuses on print, television, and radio. It enables cost-effective and measurable client engagement across many touchpoints, enabling highly targeted campaigns based on user behavior, preferences, and demographics (Chaffey, D., & Ellis-Chadwick, F, 2019).

Digital marketing excels at real-time analytics. Marketing analytics include impressions, click-through rates, conversion rates, and customer involvement. This data-driven strategy lets companies refine their marketing tactics and improve outcomes. Digital marketing involves “achieving marketing objectives through applying digital technologies and media,” such as online platforms, social networks, email, and mobile applications, according to Chaffey and Ellis-Chadwick (2019). Marketers may personalize and communicate with consumers using these techniques.

Digital marketing also includes search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing (SMM), and content marketing, which involves creating and distributing valuable content to attract a specific audience. Each strategy may be customized to match corporate goals, from brand exposure to sales and client loyalty (Chaffey & Ellis-Chadwick, 2019).

As consumer behaviour continues to shift toward online engagement, digital marketing has become an essential component of modern business strategy. Companies that effectively utilize digital marketing can not only reach a wider audience but also build stronger relationships with customers through ongoing digital interactions. In a competitive and rapidly evolving marketplace, digital marketing provides the tools and insights necessary for businesses to remain agile, relevant, and customer focused.

2.2 Digital Marketing Practices

Companies use numerous digital marketing approaches to promote their products and services. These strategies use digital technology and data-driven decision-making to attract, engage, and keep online consumers. "The application of digital technologies which form online channels to market a company's products and services in order to reach consumers in a timely, relevant, personal, and cost-effective manner." These strategies include content marketing, SEO, SMM, email marketing, PPC advertising, influencer marketing, affiliate marketing, and mobile marketing.

2.2.1 Content Marketing

Content marketing is a key digital marketing strategy. It entails generating and delivering relevant, consistent information to attract and maintain a certain audience. Pulizzi (2014) defines content marketing as generating quality material to promote lucrative consumer action. Examples include blogs, videos, infographics, e-books, and podcasts. This strategy builds brand credibility, fosters customer loyalty, and supports lead generation efforts (Kotler, Kartajaya & Setiawan, 2017).

2.2.2 Social Media Marketing

Social media marketing (SMM) promotes companies and engages users on Facebook, Instagram, LinkedIn, and Twitter. According to Tuten and Solomon (2017), SMM uses social media for marketing and community building. Influencer marketing, where companies use internet celebrities to promote their products, uses their trust and reach to influence buyers (Brown, D., & Fiorella, S., 2013). Internet marketing, often known as social media marketing, uses digital technology to promote products and services to customers. It includes email marketing, social media, search engine marketing, and websites, which are the heart of most online marketing efforts (Chaffey & Ellis-Chadwick, 2019).

2.2.3 Email Marketing

Email marketing is still effective for digital marketers. It entails delivering subscribers tailored messages, newsletters, promotions, or product updates. Chaffey (2015) highlighted email marketing as a cost-effective and measurable method for building direct relationships with consumers, offering high return on investment when executed correctly (Chaffey, D., 2015).

2.2.4 Websites Marketing

Websites are fundamental component of online marketing. They act as the digital storefront for a business, providing information about products, services, and brand values, and often serving as the primary platform for customer interaction and sales transactions. According to Ryan,D (2016), a website is “the most important marketing asset for a company in the digital era, offering a 24/7 point of contact where customers can learn, engage, and purchase.”

Effective websites generate organic traffic by being user-friendly, mobile-responsive, and SEO-optimized. They often integrate with other social media marketing tools such as blogs, e-commerce platforms, social media links, and analytics software, enabling businesses to track visitor behavior, capture leads, and personalize user experiences (Kotler, Kartajaya & Setiawan, 2021)

2.3 Consumer Buying Behavior

Consumer buying behaviour is how people choose, buy, use, and discard goods and services to meet their needs and wants (Schiffman & Kanuk, 2014). Marketers must understand customer buying behaviour to modify their efforts to suit consumer expectations and influence purchases.

Problem recognition, information search, alternative appraisal, purchase choice, and post-purchase conduct are typical buying behaviour stages (Kotler & Keller, 2016). Problem recognition involves customers identifying a need or wish to satisfy. They hunt for information from personal experience, word of mouth, ads, and internet reviews. Alternative evaluation compares price, quality, and features of different items or brands. Consumers make final purchases based on things including peer views and situational situations. After purchase, consumer happiness or discontent affects future purchase intentions and brand loyalty (Kotler & Keller, 2016).

Cultural, social, personal, and psychological aspects affect consumer buying behavior. Family and social values, beliefs, and rituals are cultural elements. Family, friends, social groupings, and status influenced social interaction. Personal characteristics include age, employment, lifestyle, and finances. Mental variables include motivation, perception, learning, beliefs, and attitudes (Kotler & Keller, 2016). By analyzing these behaviours and underlying influences, marketers can

develop targeted strategies such as product positioning, pricing, promotion, and distribution to effectively reach and satisfy consumers.

2.4 Related Theory

Key ideas relevant to the research aims include the effects of social media, email, website, and content marketing on customer buying behaviour. These theories collectively offer insights into the psychological and behavioural mechanisms that influenced on the consumer buying behaviour.

2.4.1 Consumer Decision-Making Process Model

Engel, Blackwell, and Miniard (1995) introduced the Consumer Decision-Making Process Model, based on classic consumer behaviour frameworks, to describe consumers' step-by-step decision-making process (Mehrabian & Russell , 1974).

This model includes five distinct stages:

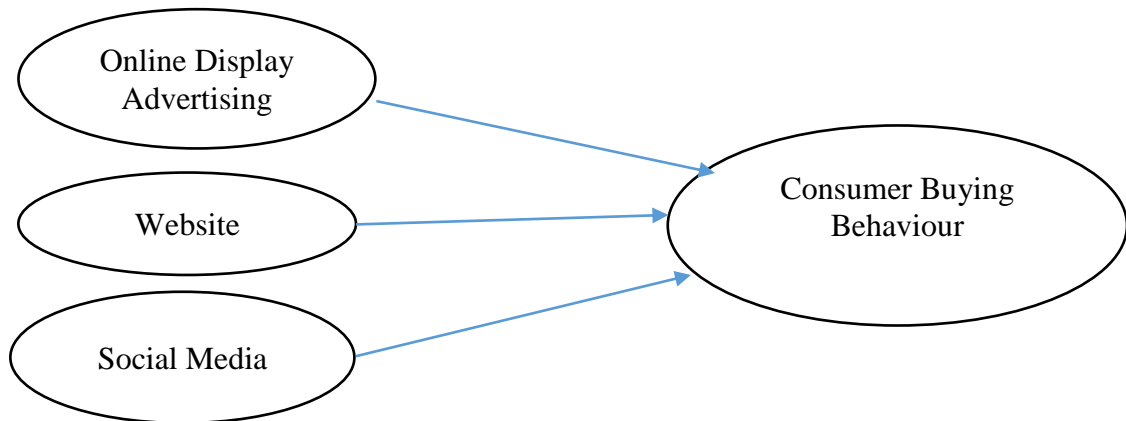
- (1) Problem recognition – The consumer identifies a need or problem that requires a solution
- (2) Information search – The consumer actively seeks information to address the identified need or problem
- (3) Evaluation of alternatives – The consumer compares different products, services, or brands to find the best option
- (4) Purchase decision – The consumer makes a final decision and proceeds with the purchase.
- (5) Post-purchase behaviour – The consumer evaluates the product or service after use, which may lead to satisfaction, repeat purchases, or brand advocacy.

2.5 Previous Studies

This section presents two earlier digital marketing and consumer buying behaviour studies to construct the study's conceptual model.

Studied how digital marketing affects consumer buying behaviour for Coca-Cola Ethiopia. The study examined how digital marketing channels affect customer purchases. Tadele (2019)'s conceptual model (Figure 2.1) shows how digital marketing strategies affect customer buying behaviour.

Figure (2.1) Effect of Digital Marketing on Consumer Buying Behaviour in Case of COCA-COLA Ethiopia

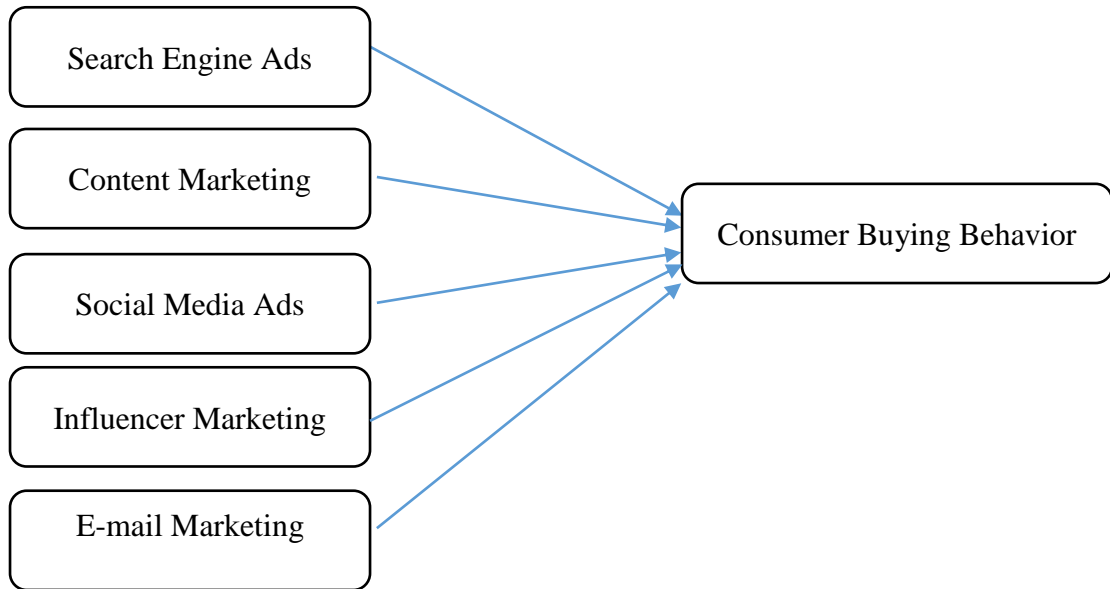


Source: Tadele (2019)

This survey targeted Addis Ababa Coca-Cola drinkers. The goal was achieved by quantitative research. This study acquired primary data from 385 customers via systematic sampling. This study divided digital marketing into online display ads, social media, and brand websites. The study found that online display ads, social media, and websites significantly affect consumer purchase behaviour. Online display advertisements influenced customer buying behaviour the most, followed by social media and websites.

Like the second study, Venugopal & Prakash (2025) evaluated how digital marketing strategies affect dairy product purchases, emphasizing the significance of digital tools in customer decisions. Figure (2.2) shows how digital marketing affects dairy customer purchase behaviour.

Figure (2.2) Impact of Digital Marketing on Consumer Buying Behaviour in the Dairy Industry



Source: Venugopal & Prakash (2025)

The study of Venugopal & Prakash (2025) focused on five core components of digital marketing practices: social media advertisements, which help create brand awareness and engagement; search engine advertisements, which improve product visibility at the point of consumer intent; content marketing, which builds trust and brand value through informative and relevant content; influencer marketing, which leverages the credibility of online personalities to shape consumer perceptions; and e-mail marketing, which fosters direct communication with customers through personalized messages and promotions.

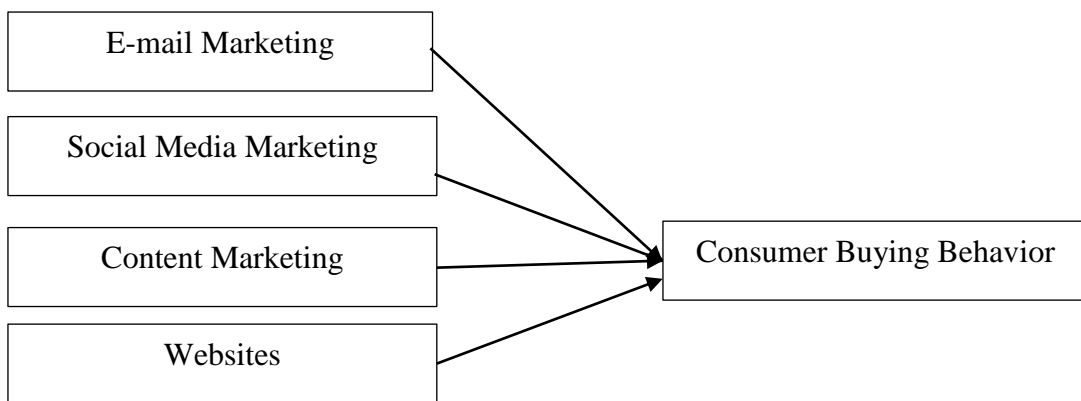
These components were examined to establish their impact on dairy product consumer interest, preference, and purchase. A quantitative investigation examined customer responses to digital ads, focusing on visual appeal, customisation, and validated certifications. The study concluded that Instagram and YouTube are the most successful channels and that health-focused messaging boosts consumer engagement.

2.6 Conceptual Framework

The theoretical foundation, literature review, and two prior models provide the conceptual framework of the study to show how digital marketing tactics affect

customer buying behaviour. Figure (2.3) shows the study's conceptual structure, which contains four independent variables—Email Marketing, Social Media Marketing, Content Marketing, and Website Marketing—and one dependent variable, Consumer Buying Behaviour. These independent variables represent the core digital strategies employed by BreadTalk to attract, engage, and convert customers, while the dependent variable captures the outcome of these efforts in terms of consumers' purchasing decisions and actions. This framework serves as a basis for analyzing the extent to which each digital marketing practice influences consumer behaviour.

Figure (2.3) The Conceptual Framework of the Study



Source: Own Compitation (2025)

The BreadTalk research Effect of Digital Marketing strategies on Consumer Buying Behaviour examines how digital marketing strategies affect customers' buying behaviour. This approach uses digital marketing strategies including email, social media, content, and website marketing as independent variables and consumer buying behaviour as the dependent variable.

Working Definitions of the study are:

E-mail Marketing

BreadTalk, e-mail marketing involves sending newsletters, promotional offers, and new product announcements to subscribers to build customer loyalty and prompt repeat purchases by delivering personalized and timely information directly to customer inboxes.

Social Media Marketing

Social Media Marketing refers to utilizing platforms like Facebook and Instagram to engage with customers, showcase new bakery items, run seasonal campaigns, and collect feedback by BreadTalk Myanmar. Through likes, shares, comments, and influencer collaborations, social media strengthens brand visibility and shapes consumer perceptions and preferences.

Content Marketing

Refers to applying content marketing by sharing engaging narratives about their product origins, baking processes, and brand values by BreadTalk Myanmar. Through blogs, recipe posts, and behind-the-scenes videos, the brand aims to educate and emotionally connect with customers, driving trust and purchase intention.

Websites Marketing

BreadTalk's official website functions as an information hub where customers can browse product catalogs, check nutritional info, find store locations, and place online orders. A well-designed, user-friendly website enhances customer convenience and positively influences their buying behaviour.

Consumer Buying Behaviour

BreadTalk customers make decisions regarding the purchase of bakery products (what they buy, when, how often, and why). Their behaviour is shaped by the brand's digital marketing efforts, perceived product quality, promotional effectiveness, and ease of access to BreadTalk's offerings through online platforms.

CHAPTER III

PROFILE AND DIGITAL MARKETING PRACTICES OF BRAEDTALK MYANMAR CO., LTD

This chapter describes the profile of Breadtalk Myanmar Co., Ltd, and digital marketing activities of BreadTalk Myanmar are presented. It describes the company's history, its products, and how it conducts digital marketing practices in BreadTalk Myanmar.

3.1 Background Information of BreadTalk Myanmar

BreadTalk is a well-known international bakery brand that specializes in the production of a wide variety of food and beverage goods. However, the company's primary concentration is on bakery items such as breads, cakes, and pastries. BreadTalk was founded in the year 2000, and since then, the company has significantly grown its activities, and it now has around 836 retail outlets across the globe (BreadTalk.com, 2016). The fact that the firm is traded openly on the Singapore Exchange demonstrates both its large presence and its reputation within the highly competitive food and beverage industry. BreadTalk has a strategic market penetration and regional impact, as shown by the fact that it has 337 locations in Southeast Asia. These stores include a stronghold of 119 outlets in Singapore and 341 outlets in China.

In Myanmar, the management of BreadTalk is handled by Myanmar Bakery Co. Ltd., which is a part of the Shwe Taung Group. This company is the owner of the master franchise rights for the BreadTalk brand in Myanmar. By leveraging local market expertise and resources, BreadTalk is able to aid successful brand creation and operational management in Myanmar. This cooperation enables BreadTalk to harness local market knowledge. Myanmar customers have shown a significant amount of interest in the brand, which may be primarily attributable to the unusual retail experience that the brand offers, which is defined by shop designs that are both contemporary and visually appealing. In order to meet the customers' expectations about cleanliness and comfort, the stores offer consumers environments that are both spacious and sanitary. Additionally, BreadTalk places a strong emphasis on stringent quality control procedures and genuine taste profiles across its vast product line. This

allows the company to maintain high standards that are appealing to consumers who are discriminating and who place a high value on luxury bakery products.

Since it first entered the market in 2017, BreadTalk has made a concerted effort to strategically extend its presence throughout the most important business locations in Yangon. The very first store opened its doors on March 25, 2017, at the Junction City Shopping Centre. Subsequently, it opened its doors at the Junction Square Shopping Centre on November 9, 2017, at the Myanmar Plaza Shopping Center on June 15, 2018, and most recently at Hledan on Insein Road on September 17, 2019. The fact that each location is open every day from 8:00 AM to 10:00 PM and does not have defined closure days guarantees that consumers will always have access to it and that it will be convenient for them. An unwavering dedication to providing exceptional customer service and being responsive to market demands is reflected in the operating strategy of the organization. This is the vision that BreadTalk Myanmar has for the future:

In the corporate vision statement of BreadTalk, the company expresses its aspiration to "establish BreadTalk as the foremost international, trend-setting lifestyle bakery brand." This statement indicates that BreadTalk intends to be at the forefront of innovation and cultural trends within the bakery business. The company's mission is designed to complement this vision by placing an emphasis on leadership in lifestyle culture through the implementation of continual innovation, creative distinction, and passionate product craftsmanship. The company's strategic objectives, which stress the delivery of high-quality products and services that are suited to the desires of consumers, are informed by these guiding statements to provide direction. In addition, BreadTalk caters to the general market by providing cakes and pastries at prices that are comparable to those of its competitors. This allows the company to capitalize on the widespread demand of consumers and cultivate brand loyalty across a variety of client categories. Bakery Talk Myanmar's mission may be summarized as follows:

BreadTalk Myanmar strives for excellence via continual development in our people, products, and processes in a creative, transparent, and collaborative culture. BreadTalk Group's global purpose is to transform the baking sector by delighting consumers with innovative and high-quality goods.

BreadTalk Myanmar pursues the above mission: Provide Excellent Quality: Make sure every product uses fresh ingredients and offers the best value. Increase

Presence: Make BreadTalk a global lifestyle brand with over 15 markets and Improve Customer Experience: Create memorable culinary experiences that please consumers and ensure long-term success.

3.2 Digital Marketing Practices of BreadTalk

Because of the continually changing nature of the retail sector, digital marketing has emerged as a crucial technique for companies to effectively interact with the consumers they are trying to reach. In order to enhance its presence in local markets such as Yangon, Myanmar, BreadTalk, which is a trend-setting worldwide bakery brand, makes use of a variety of digital marketing methods. BreadTalk raises awareness of its brand, encourages customer engagement, and increases foot traffic to its physical locations by utilizing integrated internet marketing platforms. Email marketing, social media marketing, content marketing, internet marketing, and promotional techniques based on websites are all components of the overall digital marketing strategy that the organization implements.

Not only do these digital activities supplement the offline marketing efforts that the company is doing, but they also improve consumer connection, loyalty, and ultimately, purchase choices. Through the continual use of contemporary digital tools, BreadTalk maintains its relevance in a market that is becoming increasingly competitive and aligns itself with the digital consumption patterns of urban customers. Building customer interaction and supporting the brand's objective of leading creative and lifestyle-oriented bakery experiences are both supported by each strategy, which plays a specific role in the creation of these experiences.

3.2.1 Email Marketing

Through the use of email marketing, BreadTalk is able to keep its consumer base constantly updated with tailored and consistent information. New product launches, limited-time deals, updates to loyalty programs, and holiday specials are all examples of communications that may be sent by email. Consumers are intended to be informed and reminded of the actions of the brand through these campaigns, which are aimed to encourage return visits and timely purchases. In addition, emails may contain discount coupons, birthday wishes, or invites that are exclusively available to members, all of which contribute to the development of long-term customer connections and brand affinity.

Further, BreadTalk is able to collect information regarding the preferences and actions of its customers through the use of email marketing. This is accomplished by monitoring engagement indicators such as open rates and click-through rates. In the future, the company will be able to improve the effectiveness of its advertisements by refining its content and targeting people more precisely. Through the utilization of a data-driven strategy, BreadTalk guarantees that its emails are pertinent, timely, and in accordance with the interests of consumers, hence increasing the level of customer happiness and the percentage of customers who make purchases.

3.2.2 Social Media Marketing

The digital approach that BreadTalk employs in Yangon places a significant emphasis on employing social media marketing. It is common practice to make use of social media platforms like Facebook and Instagram in order to actively disseminate visually appealing material. This content may include product images, promotional videos, and customer reviews. Due to the fact that these platforms enable the brand to directly communicate with its audience through likes, comments, shares, and messages, they provide a communication channel that allows for two-way contact, which in turn increases consumer engagement and feedback collecting.

BreadTalk has implemented location-based marketing in Myanmar through the use of social media. These promotions include providing consumers with free items or discounts if they check in or tag the business. The online exposure of such interactive campaigns is increased, and buzz is generated in relation to the opening of new stores and the introduction of new products. Additionally, the company is able to localize its material to correspond with cultural preferences, festive seasons, and hot themes through the use of social media. This makes the marketing messaging more relevant and appealing to the audience in Myanmar.

Through the use of paid adverts, banner promotions, and sponsored content, BreadTalk is able to expand its audience through the utilization of social media marketing services. The effectiveness of these methods is particularly high during seasonal advertising or the introduction of new products. On Facebook, for instance, the company may run advertisements to promote its new cake series, or it might provide limited-time discounts in order to increase sales around celebrations and holidays. Online promos are another method that may be utilized to attract customers to brick-and-mortar stores. bargains that are offered online typically include "buy one

get one free" bargains or early-bird specials. The purpose of these advertisements is to generate a sense of urgency and inspire fast action from customers. It is common practice to target these campaigns with demographic and geographic filters. This helps to ensure that the advertisements are viewed by individuals who are relevant to the business and are most likely to become paying customers.

3.2.3 Content Marketing

BreadTalk leverages content marketing by creating engaging and informative content that aligns with its brand image of innovation and quality. The company shares behind-the-scenes baking processes, product stories, and chef interviews to build transparency and trust among consumers. Such content not only entertains but also educates customers about the brand's commitment to quality and freshness.

This type of storytelling enhances the emotional connection between the brand and its audience. For instance, highlighting the craftsmanship behind a seasonal pastry or showcasing the journey of sourcing premium ingredients adds depth to the brand narrative. Through content marketing, BreadTalk positions itself not just as a bakery, but as a lifestyle brand that values creativity, culture, and customer experience.

3.2.4 Website Marketing

BreadTalk Myanmar maintains an official website that makes available a wealth of information on the company's goods, as well as store locations, business hours, and contact information. Customers are able to explore product categories and learn about the company's mission, beliefs, and updates through the website, which serves as both a hub for information and a platform for branding. Additionally, it contributes to the visibility of the brand in search engines and helps to strengthen the professional image of the business.

In addition, the website allows for engagement with customers by providing elements such as inquiry forms, choices for consumer feedback, and subscriptions to newsletters. Despite the fact that Myanmar may not yet have completely integrated online ordering, the website acts as a framework for the growth of e-commerce in the future. BreadTalk improves its digital reputation and ensures that clients have dependable access to information relevant to the brand by ensuring that its website is well-organized and updated on a regular basis.

CHAPTER IV

ANALYSIS OF DIGITAL MARKETING PRACTICES ON CONSUMER BUYING BEHAVIOUR IN BREDTALK PRODUCTS

This chapter analyses how digital marketing affects BreadTalk, Myanmar customer buying behaviour. This section offers the respondents' demographics and examines the study data to determine how digital marketing affects BreadTalk, Myanmar consumers' buying behaviour. The research shows respondents' gender, age, education, employment, and BreadTalk product purchases. These demographic parameters are crucial to understanding how various customer categories respond to digital marketing methods.

4.1 Research Design

The purpose of this study is to examine how digital marketing affects BreadTalk product purchases. The study uses quantitative research to do this. Customers who follow BreadTalk on Facebook and buy BreadTalk goods at Junction City Shopping Centre, Yangon, BreadTalk Myanmar's first location, are the target audience. Since the exact size of the target population is unknown, the study uses Cochran (1977) sample size determination formula to calculate the appropriate sample size. For a population of unknown size with 95% confidence and 5% margin of error, 384 respondents are needed. Calculating sample size:

The Cochran formula is:

$$n_o = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:

- n_o = required sample size
- Z = Z-value corresponding to the desired confidence level (e.g., 1.96 for 95% confidence)
- p = estimated proportion of the population (usually 0.5 is used to ensure maximum variability)
- q = 1- p
- e = desired level of precision or margin of error (e.g., 0.05 for $\pm 5\%$)

$$n_o = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{(0.05)^2} = \frac{3.8416 \cdot 0.25}{0.0025} = 384.16$$

Primary data is collected from 385 customers by using systematic sampling method. The data collection period is in April 2025, and it takes for 2 days. To assess respondent opinions and experiences, a 5-point Likert scale questionnaire is created. Secondary data comes from marketing and consumer behaviour textbooks, journals, papers, theses, and websites. Descriptive statistics (mean, frequency, and percentage) summarize demographic and response trends, whereas regression analysis tests the link between digital marketing factors and customer behaviour.

4.2 Reliability Test

Table (4.1) shows this research's independent and dependent variable reliability analysis.

Table (4.1) Reliability Analysis for Variables

No.	Variables	No. of Item	Cronbach's Alpha
1	Email Marketing	7	.891
2	Social Media Marketing	7	.936
3	Content Marketing	7	.885
4	Websites	7	.943
5	Consumer Buying Behaviour	7	.963

Source: Survey Data, 2025

Table 4.1 shows the Cronbach's Alpha values and number of items for each variable in the BreadTalk, Myanmar research on digital marketing and customer buying behaviour. A frequently used statistical metric of a scale's internal consistency or reliability is Cronbach's Alpha, which shows how closely linked items are inside each variable. Internal consistency increases with value. Every variable in this study had Cronbach's Alpha values over 0.70, indicating strong reliability. This shows that email marketing, social media marketing, content marketing, website marketing, and consumer buying behaviour scales are statistically trustworthy and acceptable for future investigation.

4.3 Profile of Respondents

The profile of respondents provides important context for understanding digital marketing practices and consumer buying behaviour toward BreadTalk products. In this study, a structured questionnaire was distributed to sample customers who purchase products from BreadTalk Junction city shopping center outlet. Table (4.1) presents the profile of respondents.

Table (4.2) Demographic Profile of Respondents

Sr. No.	Demographic Factors	No. of Respondents	Percentage
Total		385	100
1	Gender: Male	286	74.3
	Female	99	25.7
2	Age (Years) 18	143	37.1
	19-24	69	17.9
	25-34	152	39.5
	35-44	21	5.5
3	Monthly Income (Kyats):	200	51.9
	200,000 – 399,999	36	9.4
	400,000 – 599,999	149	38.7
4	Occupation:		
	Employee	66	17.1
	Self-Employee	86	22.3
	Student	193	50.1
5	Other	40	10.4
	Education Level:		
	High School	184	47.8
	Diploma/Certificate	28	7.3
6	Bachelor's Degree	132	34.3
	Master's Degree or above	41	10.6
6	Frequency of Purchasing:		
	2-3 time a month	67	17.3
	More than once a week	185	48.1
	Once a week	117	30.4
	Once a month	11	2.8
	Rarely	5	1.2

Source: Survey Data, 2025

There was a total of 385 people who took part in the survey, and their responses have provided valuable information on the demographics and shopping habits of BreadTalk customers. According to the gender distribution, the majority of respondents were male (74.3%), while female respondents made up 25.7% of the sample. Female respondents made up a large majority.

In terms of age, the biggest proportion of respondents were between the ages of 25 and 34 (39.5%), followed by those who were 18 years old or younger (37.1%), and then those who were between the ages of 18 and 24 (17.9%). There was a lesser number of responders who were between the ages of 35 and 44, which was 5.5%. According to this age distribution, BreadTalk appears to attract a population that is mostly comprised of young adults. This is consistent with the brand's representation of being contemporary and fashionable, as well as its digital marketing approach that is aimed at younger customers.

In terms of personal monthly income, more over half of the respondents (51.9%) reported earning between 200,000 and 399,999 MMK, which indicates that there is a significant presence of clients operating within the middle-income bracket. In the meanwhile, 38.7% of respondents reported earning 600,000 MMK or more, while just 9.4% reported earning between 400,000 and 599,999 MMK.

The respondents' job position is another indication of the brand's attractiveness to younger, more impressionable consumers. Students made up the largest proportion of respondents (50.1%), followed by those who were self-employed (22.3%), members of the workforce (17.1%), and other individuals (10.4%).

It was found that nearly half of the respondents (47.8%) had completed high school, 34.3% held a bachelor's degree, and 10.6% had achieved a master's degree or above. This information pertains to the level of education that the respondents experienced. Seven-point three percent of the population possessed a diploma or certificate.

The last piece of information is that the purchase frequency data shows that 48.1% of respondents buy BreadTalk items more than once a week, followed by 30.4% who buy once a week, and 17.4% who buy two to three times a month. Just a tiny number of respondents stated that they made purchases once a month (2.9%) or infrequently (1.3%).

4.4 Descriptive Statistics of Digital Marketing Practices, and Consumer Buying Behaviour at BreadTalk products

This survey employs a 5-point Likert scale to assess respondents' views on digital marketing methods such email, social media, content, and website marketing and their impact on consumer buying behaviour. Higher scores on the Likert scale indicate stronger agreement with the statement. This study used Best's (1977) mean rating scale to rigorously evaluate Likert scale quantitative data.

Table (4.3) Mean Rating Scale

No.	Score Range	Mean Ration
1	1.00 - 1.80	Very Low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Average
4	3.41 – 4.20	High
5	4.21 – 5.00	Very High

Source: Best, 1977

This mean rating scale is adapted from Best (1977) and is used to interpret the average scores derived from Likert scale responses in the study. The scale ranges from 1.00 to 5.00, where each interval represents a level of agreement or perception intensity. For instance, a score within 4.21 to 5.00 indicates a very high level of agreement or satisfaction, while a score between 1.00 to 1.80 reflects a very low perception. This classification enables clear, standardized interpretation of the respondents' opinions and behaviours in relation to digital marketing practices and consumer buying decisions at BreadTalk.

4.4.1 Descriptive Statistics of Digital Marketing Practices

This section analyses how digital marketing strategies affected Yangon BreadTalk customer purchase behaviour. A standardized questionnaire was used to assess the success of email, social media, content, and website marketing. We study how these methods affect consumers' purchasing decisions, preferences, and BreadTalk store visits.

Descriptive statistics and inferential analysis, particularly regression analysis, are used to assess the link between digital marketing and customer behaviour. The results in this section show which digital methods engage BreadTalk's consumers and influence their purchases. The findings suggest ways to improve BreadTalk's local marketing.

(a) Respondent Perception on Email Marketing

Perception of Email marketing is one of the core digital marketing tools used by BreadTalk to engage with its customers, deliver promotions, and build brand loyalty. In this study, respondents were asked to evaluate their experience and perception of BreadTalk's email marketing practices across several dimensions. These included whether they received promotional emails or newsletters, the relevance and usefulness of the content, the design and clarity of emails, and whether such emails encourage purchasing behaviour. Moreover, respondents assessed the timeliness of product or promotional updates, the impact of emails on their buying decisions, and whether personalized email communication strengthens their relationship with the brand. The analysis of these factors provides valuable insights into how effective BreadTalk's email marketing efforts are in influencing consumer buying behaviour and maintaining engagement in a competitive food and beverage market. Table 4.4 shows email marketing descriptive data, including mean and standard descriptive values.

Table (4.4) Mean Score of Email Marketing

Sr. No.	Email Marketing	Mean	Std. Deviation
1	Receiving promotional emails or newsletters from BreadTalk is common for the customer	2.96	.847
2	Finding the email content relevant and useful, the recipient continues to engage with it.	3.54	.927
3	Making the emails visually appealing and easy to understand improves their effectiveness.	3.20	.843
4	Receiving email promotions encourages customers to make purchases.	3.36	.698
5	Providing timely updates about new products or special offers helps emails stay relevant to customers.	3.64	.776
6	Influencing customers' decisions on when and what to buy is one of the key functions of emails.	3.17	.892
7	Creating personalized emails helps in building a stronger connection between the customer and the brand.	3.61	.673
	Overall Mean	3.35	

Source: Survey Data, 2025

The analysis of the mean scores related to email marketing indicates that respondents generally perceive BreadTalk's email marketing practices Highly. Among the measured items, the highest mean values fall within the high rating category (3.41–4.20), the lowest mean value is 2.96, which is interpreted as average. A few other items also received mean scores within the average range (2.61–3.40), reflecting moderate customer perceptions regarding clarity, visual appeal, or influence on purchasing decisions. The overall mean score for email marketing is 3.35, which falls within the upper end of the average category, nearing the threshold of high.

(b) Respondent Perception on Social Media Marketing

Social media marketing perception on BreadTalk is active on Facebook and Instagram, where customers see its material. Respondents find the social media updates visually attractive and report that posts often create interest in trying new products. Collaborations with influencers further enhance product awareness and appeal. Interactive features like polls, comments, and contests help to deepen engagement and foster a sense of community. Additionally, promotions shared via social media effectively influence the timing of purchases. Overall, customers feel a stronger connection to BreadTalk through its vibrant and interactive social media presence, underscoring the importance of this channel in driving consumer buying behaviour. Table 4.5 shows social media marketing descriptive statistics, including mean and standard descriptive values.

Table (4.5) Mean Score of Social Media Marketing

Sr. No.	Social Media Marketing	Mean	Std. Deviation
1	Frequently seeing BreadTalk content on Facebook and Instagram keeps the customer engaged.	3.76	.804
2	Making social media updates visually attractive helps capture the audience’s attention.	3.61	.739
3	Using social media for generating interest in new items boosts trial and awareness.	3.63	.807
4	Collaborating with influencers impacts customers’ interest in products.	3.52	.711
5	Using interactive features like polls and comments enhances customer engagement.	3.58	.673
6	Promoting products on social media influences the timing of customer purchases.	3.60	.740
7	Building a stronger connection to BreadTalk results from its social media presence.	3.69	.602
	Overall Mean		3.62

Source: Survey Data, 2025

Table 4.5 presents the mean scores for items measuring respondents' perceptions of social media marketing. All mean values fall within the high category (3.41–4.20), indicating consistently favorable responses. The highest mean score is 3.76, showing strong visibility of BreadTalk's content on platforms such as Facebook and Instagram. Other items, including visual attractiveness, engagement through interactive features, and emotional connection with the brand, also report relatively high scores. The lowest mean value is 3.52, indicating the area with the least agreement among respondents, though it remains within the high range. The overall mean score for social media marketing is 3.6260.

(c) Respondent Perception on Content Marketing

Perception of content marketing on BreadTalk leverages content marketing to strengthen its brand identity and engage consumers beyond direct promotions. Respondents frequently notice informative content, such as insights into the baking process, product origins, and behind-the-scenes activities, which foster transparency and interest. Many also engage with blog posts, recipes, and brand stories, which contribute to building consumer trust and a sense of authenticity. This educational and storytelling approach helps position BreadTalk as a distinctive brand in a competitive market. Well-written and interesting content attracts attention and boosts brand loyalty, making BreadTalk customers more inclined to return and suggest it. Table 4.6 shows content marketing descriptive statistics, including mean and standard descriptive values.

Table (4. 6) Mean Score of Content Marketing

Sr. No.	Content Marketing	Mean	Std. Deviation
1	Noticing content about BreadTalk's baking process and product origins engages the customer.	3.47	.590
2	Reading blog posts, recipes, or brand stories shared by BreadTalk engages the customer.	3.42	.673
3	Providing educational or storytelling content enhances customers' trust in the brand.	3.36	.575
4	Sharing behind-the-scenes content boosts customers' interest in the products.	3.49	.630
5	Creating content that feels authentic and engaging is important.	3.29	.723
6	Reading blog posts, recipes, or brand stories shared by BreadTalk boosts customers' brand loyalty	3.59	.383
7	Using content marketing helps BreadTalk stand out from its competitors.	3.65	.385
	Overall Mean	3.47	

Source: Survey Data, 2025

The mean values for the respondents' impressions of BreadTalk's content marketing are displayed in Table 4. 6 below. The majority of the items are classified as high (the mean range is between 3.41 and 4.20). The maximum possible mean score is 3.65, which indicates that there is a high level of agreement that content marketing serves to differentiate BreadTalk from its rivals. Following this is a score of 3.59, which is connected with brand loyalty, and a score of 3.49, which is associated with material that increases interest behind the scenes. The mean score that is the lowest is 3.29, which is within the usual range of 2.61–3.40. This indicates that there is a somewhat lower degree of agreement on the authenticity and engagement level of the material. The mean of another item, which is 3.36, is

likewise within the range of what is considered to be average. BreadTalk's content marketing activities have received generally positive reactions across all of the studied categories, as indicated by the overall mean score of 3.47 for content marketing, which falls within the high category.

In Table 4.7, the mean scores for the respondents' impressions of the marketing tactics that BreadTalk employs on its website are displayed. The entire mean score is 3.33, which places it within the high group (3.44–4.20), suggesting that reactions with regard to BreadTalk's online marketing are typically positive. With a mean value of 3.44, the highest possible score indicates that there is widespread consensus that the advertising are both informational and captivating. Among the other categories that received quite high mean values are the following: enhanced brand recognition as a result of online advertising (3.55) and higher product interest as a result of increased ad frequency (3.44). Items with mean ratings of 3.44, which include the ability to effectively emphasize special deals and drive store or online visits, are likewise considered to be in the top category. The lowest possible mean score is 3.20, which is within the usual range of 2.61–3.40, indicating that there is a modest level of agreement about the display of advertisements across websites and platforms. Advertisements that are tailored to the individual's tastes received a rating of 3.34 out of 5. In general, the results show that there is a positive view of the marketing of BreadTalk's website, with all items falling into the categories of neither average nor high.

(d) Respondent Perception on Websites Marketing

Perception of website marketing on BreadTalk's website serves as an important digital touchpoint for customers, offering a user-friendly interface that facilitates easy navigation. Browsing the website also sparks interest in new product offerings, and a positive online experience is associated with an increased likelihood of repeat purchases. These factors collectively highlight the website's role in supporting BreadTalk's digital marketing strategy and consumer engagement. Table 4.7 shows website descriptive data, including mean and standard descriptive values.

Table (4.7) Mean Score of Websites Marketing

Sr. No.	Websites Marketing	Mean	Std. Deviation.
1	Noticing BreadTalk ads on websites, apps, or social media influences the customer.	3.20	.695
2	Being informative and eye-catching makes the advertisements effective	3.22	.705
3	Highlighting special offers or new items effectively draws customers' interest.	3.41	.624
4	Leading customers to visit the store or make online purchases is the goal of the ads.	3.23	.622
5	Seeing ads frequently increases product interest.	3.39	.707
6	Feeling that the ads are targeted to their personal preferences increases customers' engagement.	3.44	.755
7	Raising brand awareness is achieved through online advertising	3.39	.669
	Overall Mean	3.33	

Source: Survey Data, 2025

The mean scores that respondents gave about their impressions of BreadTalk's website and online presence are presented in Table 4.7. A mean score of 3.33 is obtained across the board, which places it within the typical range of scores (2.61–3.40). The results of this survey indicate that respondents have a modest level of agreement with the efficiency and attraction of BreadTalk's website and the online advertising that are associated with him.

The highest mean score among the elements is 3.44, which indicates that buyers have the impression that the advertisements are tailored to accommodate their own interests. This suggests that respondents are somewhat in agreement with the notion that the material and adverts on BreadTalk's website are individually tailored. Both the view that online advertising boosts brand awareness (3.39), which is the next highest score, and the advertisements that successfully emphasize new goods or

special offers (3.41), which are the next highest scores. The client observes BreadTalk advertisements on websites, apps, or social media, and advertisements are both informative and eye-catching. The lowest mean value is 3.20, and it is connected with the customer noticing BreadTalk advertisements across websites, apps, or social media. There are also other elements that fall within the average range, such as advertisements that result in visits to stores or purchases made online (3.23) and the frequency of viewing advertisements that increase interest in the product (3.29).

Overall, these results reflect a strong impact of digital marketing practices on various dimensions of consumer buying behaviour at BreadTalk.

Table (4.8) Summary Table for Variables

No.	Practices	Overall Mean
1	Email Marketing	3.35
2	Social Media Marketing	3.63
3	Content Marketing	3.47
4	Websites	3.33

Source: Survey Data, 2025

Table 4.8 shows BreadTalk's digital marketing and consumer buying behavior strategies' mean scores. Social Media Marketing had the highest mean score of 3.63 among digital marketing characteristics, suggesting the most favorable view. Next is Content Marketing (3.47), another high-rated sector. Email Marketing and Websites have somewhat lower mean ratings of 3.35 and 3.33, respectively, although both are average to high.

These results collectively demonstrate that all digital marketing practices are perceived highly among BreadTalk's customers.

4.5.5 Consumer Buying Behaviour

Table (4.9) shows consumer buying behaviour descriptive data, including mean and standard descriptive values.

Table (4.9) Consumer Buying Behaviour

Sr. No.	Consumer Buying Behaviour	Mean	Std. Deviation.
1	Frequently purchasing bakery products from BreadTalk shows the customer's loyalty.	3.34	.521
2	Trying new products launched by BreadTalk is something the customer does.	3.36	.667
3	Making impulsive purchases follows seeing digital promotions.	3.19	.872
4	Considering digital marketing influences the customer's purchase decisions	3.50	.591
5	Preferring BreadTalk over other bakeries results from its online presence.	3.47	.629
6	Feeling satisfied after purchases influenced by digital promotions reflects the customer's positive experience.	3.48	.593
7	Recommending BreadTalk products to friends and family is likely among customers.	3.50	.597
	Overall Mean	3.43	

Source: Survey Data, 2025

Table 4.9 shows BreadTalk's digital marketing's mean ratings for customer buying behaviour. The overall mean score is 3.43, which lies within the high category (3.41–4.20), indicating generally positive consumer responses toward the influence of digital marketing on their buying behaviour.

The highest mean value is 3.55, related to the frequency of purchases influenced by email or social media updates. Other high mean scores include feelings of satisfaction after purchases driven by digital promotions, consideration of digital marketing in purchase decisions, and recommendations to others based on online experiences—all scoring 3.50. Preference for BreadTalk over other bakeries due to its online presence and shopping more frequently because of engaging online content also receive relatively high mean scores, around 3.47.

The lowest mean score is 3.19, reflecting impulsive purchases made after seeing digital promotions, which still falls within the average to high range.

4.5 Correlation Analysis of Digital Marketing Practices on Consumer Buying Behaviour

The correlation study between service quality and student happiness is presented below. Service quality affects student happiness and retention in education. This study examines the degree and direction of connections between service quality and student happiness to discover critical characteristics that significantly improve student experiences. This investigation shows that improving service quality increases student happiness.

Table (4.10) Correlation Analysis of Digital Marketing Practices on Consumer Buying Behaviour

No.	Description	Person Correlation	P-Value
1	Email Marketing	.541***	.000
2	Social Media Marketing	.944***	.000
3	Content Marketing	.865***	.000
4	Websites	.863***	.000

Source: Survey Data, 2025

**. The correlation is notable at the 0.01 significance level (2-tailed).

Dependent variable: Consumer Buying Behaviour

Table 4.10 shows Pearson correlation coefficients between digital marketing tactics and customer purchase behaviour. At the 0.01 significance level ($p = .000$), all five digital marketing factors positively correlate with customer purchase behaviour. Social Media Marketing has the greatest positive association with customer buying behaviour, with a value of .944. This suggests that BreadTalk customers' purchase behaviour is strongly influenced by social media marketing.

Following closely is Content Marketing (.865), which also demonstrate strong positive correlations with associated with consumer purchasing behaviour at BreadTalk products. Websites and Email Marketing also show positive correlations with coefficient .863 and .541, respectively, indicating that while these factors influence buying behaviour, their impact is comparatively less strong than social media and online marketing.

These findings suggest that digital marketing methods influence customer purchase behaviour, with social media marketing having the strongest association.

4.6 Analysis of the Effect of Digital Marketing Practices on Consumer Buying Behaviour

Table (4.11) Analysis of the Effect of Digital Marketing Practices on Consumer Buying Behaviour

Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-.207	.071		-2.905	.000	
Email Marketing	.730***	.023	.570	3.125	.000	2.050
Social Media Marketing	.868***	.040	.656	21.509	.000	5.805
Content Marketing	.524***	.053	.244	9.961	.000	3.746
Websites	.694***	.039	.715	17.723	.000	6.39
R Squares	.979					
Adjusted R Square	.958					
F Value	1464.072***					

Source: Survey Data,2025

At BreadTalk, digital marketing affects client purchase behaviour. The study uses regression analysis to assess the predictive power of email, social media, content, internet, and website marketing.

Table 4.11 shows the findings of a multiple regression study on how digital marketing techniques affect customer purchase behaviour. The model has four independent variables: Email, Social Media, Content, and Website Marketing. The dependent variable is consumer buying behaviour. The five digital marketing variables in the model explain 95.8% of client buying behaviour, according to the Adjusted R Square value of 0.958. The regression model offers a strong fit for the data, since the F-value of 1464.072 is statistically significant ($p < 0.001$).

Social media marketing is the most important component, with a standardized beta coefficient of 0.656 and a significant t-value of 21.509 ($p < 0.001$). By delivering interactive content and tailored brand involvement, social media platforms influence customer purchase decisions. Web effectiveness has a beta of 0.715 and a t-value of 17.723, demonstrating the power of a well-structured, informative, and accessible website to influence customer behaviour. A beta coefficient of 0.244 and a t-value of 9.961 show that content marketing affects customer purchase behaviour. This suggests that informed and valuable material influences customer choices. Email marketing has a positive effect with a reduced beta value (0.57) and a t-value of 3.125, indicating that focused email efforts still encourage client involvement and sales.

Objective two shows that Email Marketing, Social Media Marketing, Content Marketing, and Website Marketing affect BreadTalk Myanmar Product Consumer Buying Behaviours above the moderate level.

CHAPTER V

CONCLUSION

This chapter summarizes the important findings, draws data analysis conclusions, and makes practical and academic suggestions to complete the research. Three key sections make up the chapter. The study's aims and hypotheses inform the first section's results and comments. The second component offers BreadTalk and other retailers digital marketing tips. The third part highlights study limitations and future research.

5.1 Findings and Discussions

The study examined how digital marketing affects BreadTalk Myanmar consumer purchase behaviour. The digital marketing aspects investigated were email, social media, content, and website. Strength and significance of these associations were assessed using descriptive, correlation, and regression analysis.

According to descriptive data, Social Media Marketing had the highest mean score, followed by Content Marketing. Email and website marketing score somewhat lower than content and social media marketing. BreadTalk consumers value all digital marketing strategies.

Positive correlations were found between all four digital marketing tactics and customer purchase behaviour. Social media marketing was most correlated, followed by content, websites, and email.

Regression study showed social media marketing is the biggest factor. By delivering interactive content and tailored brand involvement, social media platforms influence customer purchase decisions. The favourable effect of a well-structured, informative, and accessible website on consumer behaviour is very considerable.

Content marketing significantly impacts customer buying behaviour. This suggests that informed and valuable material influences customer choices. Email marketing also improves consumer buying behaviour, proving that focused email campaigns still work.

5.2 Suggestions and Recommendations

Several recommendations that are both strategic and practical may be made to increase the efficiency of BreadTalk's digital marketing operations. These ideas are based on an in-depth study of the data that was obtained from 385 respondents. Specifically, these recommendations are a clear reflection of the empirical findings that were obtained from the descriptive statistics, correlation analysis, and regression result.

In light of the fact that social marketing has the greatest impact on the purchasing decisions of consumers, the firm ought to enhance its procedures on social media marketing. Additionally, BreadTalk ought to continue to make use of social media sites such as Facebook and Instagram by publishing visually engaging photographs, videos, tales, surveys, and partnerships with influential people. It is important for the organization to maintain consistency in the distribution of information and to actively monitor audience involvement through the measurement of comments, shares, and likes. It is also important to use social media as a vehicle for communication in both directions in order to cultivate trust and loyalty in a business.

In addition, the organization ought to take steps to enhance its Email Marketing Campaign. It is recommended that the corporation reevaluate its strategy to email marketing by expanding the level of customization (by making use of consumer names and preferences), enhancing subject lines, and utilizing pictures of exceptionally high quality. It is important to optimize the frequency of emails sent to clients in order to prevent overloading them while also providing timely and relevant updates regarding new items, specials, and events.

Additionally, because there is a correlation between the website and the purchasing behaviour of customers for BreadTalk's products, the corporation ought to improve the functionality and content of the website on their website. Customer satisfaction may be significantly increased by the incorporation of a simplified online ordering system, product filters, clear menus, and interactive elements such as live chat or shop locators, which the firm should implement right away. Additionally, in order to complement the content marketing efforts that are being made and to attract return visits, the website ought to have interactive multimedia material such as virtual bakery tours, chef anecdotes, or baking procedures.

In addition, the firm ought to enhance its content marketing by investing in the telling of high-quality stories through blogs, films, and infographics that showcase the journey of the brand, the values of the community, and the innovation in baking. This content need to be genuine, educational, and crafted in such a way that it reflects the lifestyle goals of the customers who are the target audience.

The organization should also design an integrated omnichannel digital marketing strategy, which will ensure that the messaging, branding, and service quality are consistent across all channels, including email, social media, the website, and online advertisements.

5.3 Needs for Further Research

The study contributes to the understanding of digital marketing effectiveness within the food retail sector in Myanmar, several limitations exist that warrant further exploration. First, the study is limited to BreadTalk outlets in Yangon and may not represent consumer perceptions in other regions or industries. Future research should extend the scope to include multiple bakery brands or retail sectors to enhance generalizability. Second, the effect of digital marketing on consumer intention to buy bakery products should be examined. Additionally, mediation role of buying interest on relationship between digital marketing and intention to purchase decision toward bakery products in Myanmar and moderating role of brand image on relationship between digital marketing and purchase decision toward bakery products in Myanmar should be conducted as further researches.

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APPENDIX A

QUESTIONNAIRE

Dear Respondents,

I am one of the master students majoring a Master of Marketing Management at Yangon University of Economics. For the completion of master program, I am researching “Effect of Digital Marketing Practices on Consumer Buying Behavior at BreadTalk”. This survey is part of my Master’s thesis. Therefore, I would like to request to complete your responses in this survey. This questionnaire will take your time about five minutes to ten minutes. This research is basically for academic purposes; thus, your responses will be kept strictly anonymous and confidential. Thank you very much for giving your precious time

Ma Kay Thi Kyaw

Section A: Demographic Information

(Use multiple-choice or fill-in-the-blank formats)

1.Age:

- Under 18
- 18–24
- 25–34
- 35–44
- 45 and above

2 Gender:

- Male
- Female
- Prefer not to say

3 Education Level:

- High School
- Diploma
- Bachelor’s Degree
- Master’s Degree or higher

4 Occupation:

- Student
- Employed
- Self-employed
- Unemployed
- Other: _____

5 Monthly Income:

- Below 200,000 MMK
- 200,000 – 399,999 MMK
- 400,000 – 599,999 MMK
- 600,000 MMK and above

6 How often do you visit BreadTalk or purchase from them?

- Rarely
- Once a month
- 2–3 times a month
- Once a week
- More than once a week

Section B: Identify the digital marketing practices conducted by BreadTalk Myanmar Bakery Co., Ltd

Based on your opinion, please indicate the most appropriate response with the scale given below-

(1) = Strongly Disagree, (2) = Disagree, (3) = Neutral, (4) = Agree, (5) = Strongly Agree

1. E-mail Marketing

No	Questions	1	2	3	4	5
1	The customer receives promotional emails or newsletters from BreadTalk					
2	The recipient finds the email content relevant and useful					
3	The emails are visually appealing and easy to understand					
4	Email promotions encourage customers to make purchases.					
5	Emails provide timely updates about new products or special offers					
6	Emails influence customers' decisions on when and what to buy.					
7	Personalized emails help create a stronger connection between the customer and the brand					

2. Social Media Marketing

No	Questions	1	2	3	4	5
1	The customer frequently sees BreadTalk content on platforms like Facebook and Instagram					
2	The social media updates are visually attractive					
3	Social media posts generate interest in trying new items					
4	Influencer collaborations impact customers' interest in products					
5	Interactive features like polls and comments enhance customer engagement.					
6	Promotions on social media influence the timing of customer purchases.					
7	The customer feels more connected to BreadTalk through its social media presence.					

3. Content Marketing

No	Questions	1	2	3	4	5
1	The customer notices content about BreadTalk's baking process and product origins					
2	The customer reads blog posts, recipes, or brand stories shared by BreadTalk					
3	Educational or storytelling content enhances customers' trust in the brand.					
4	Behind-the-scenes content increases customers' interest in the products					
5	The content feels authentic and engaging.					
6	Well-crafted content boosts customers' brand loyalty					
7	Content marketing helps BreadTalk stand out from its competitors					

4. Website Marketing

No	Questions	1	2	3	4	5
1	The customer notices BreadTalk ads on websites, apps, or social media					
2	The advertisements are informative and eye-catching					
3	The ads effectively highlight special offers or new items					
4	The ads lead customers to visit the store or make online purchases					
5	The frequency of seeing ads increases product interest.					
6	Customers feel that the ads are targeted to their personal preferences					
7	Online advertising raises brand awareness					

Section 3: Consumer Purchase Behavior

(1) = Strongly Disagree, (2) = Disagree, (3) = Neutral, (4) = Agree, (5) = Strongly Agree

No	Questions	1	2	3	4	5
1	The customer frequently purchases bakery products from BreadTalk					
2	The customer tries new products launched by BreadTalk.					
3	The customer makes impulsive purchases after seeing digital promotions					
4	The customer considers digital marketing when making purchase decisions					
5	The customer prefers BreadTalk over other bakeries due to its online presence.					
6	The customer feels satisfied after purchases influenced by digital promotions.					
7	The customer recommends BreadTalk to others based on their online experience					

.....Thank You Very Much.....

APPENDIX B

Coefficient Correlations^a

Model		TotalOA	TotalEM	TotalCM	TotalSM	
1	Correlations	TotalOA	1.000	-.252	-.181	-.770
		TotalEM	-.252	1.000	-.536	.315
		TotalCM	-.181	-.536	1.000	-.300
		TotalSM	-.770	.315	-.300	1.000
	Covariances	TotalOA	.002	.000	.000	-.001
		TotalEM	.000	.001	-.001	.000
		TotalCM	.000	-.001	.003	-.001
		TotalSM	-.001	.000	-.001	.002

a. Dependent Variable: TotalL

Coefficients ^a													
Model		Unstandardized		Standardized	t	Sig.	95.0% Confidence			Correlations		Collinearity	
		Coefficients					Beta	Interval for B		Zero-	Partial	Part	Statistics
		B	Std. Error	Lower Bound	Upper Bound	order		Tolerance	VIF				
1	(Constant)	-.207	.071		-2.905	.004	-.347	-.067					
	TotalEM	.073	.023	.057	3.125	.002	.027	.119	.541	.158	.040	.488	2.050
	TotalSM	.868	.040	.656	21.509	.000	.789	.947	.944	.741	.272	.172	5.805
	TotalCM	.524	.053	.244	9.961	.000	.420	.627	.845	.455	.126	.267	3.746
	TotalOA	.128	.045	.092	2.859	.004	.040	.215	.902	.145	.036	.156	6.392

a. Dependent Variable: TotalL

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	241.479	4	60.370	1464.072	.000 ^b
	Residual	15.669	380	.041		
	Total	257.148	384			

a. Dependent Variable: TotalL

b. Predictors: (Constant), TotalOA, TotalEM, TotalCM, TotalSM

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing	385	3	5	3.76	.804
1. Frequently sees BreadTalk content on platforms like Facebook or Instagram.					
2.Social media updates are visually attractive.	385	3	5	3.61	.739
3. Social media posts create interest in trying new items.	385	3	5	3.63	.807
4. Influencer collaborations impact product interest.	385	3	5	3.52	.711
5. Interactive features like polls or comments enhance engagement.	385	3	5	3.58	.673
6. Promotions on social media influence purchase timing.	385	3	5	3.60	.740
7.Feels more connected to BreadTalk through social media presence.	385	3	5	3.69	.601
Valid N (listwise)	385				