

ANALYSIS OF THE ADVERTISING EFFECTS ON CONSUMER PURCHASE DECISION PROCESS OF COFFEE MIX IN OEBO WARD OF KYEE MYIN DAING TOWNSHIP

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Abstract

The study was aimed to analyze the advertising effects on consumer purchase decision process on coffee mix in Oebo ward of Kyee Myin Daing Township, and to explore the most effective media type on consumers and to analyze the most attractive appeals to consumers. In order to fulfill those objectives, 151 households from the population of 958 households were randomly selected as a sample by using a simple random sampling method for data collection. It was conducted by using a means of structured questionnaires and face-to-face interview in this study. According to the study, it is found that all respondents drink coffee mix in this survey area. Among 151 respondents, 100 respondents reported that they became awareness of coffee mix from advertising. And 51 respondents reported that they know coffee mix from four other promotional mixes. By the qualitative analysis for the advertising effects on consumer purchase decision process, the results showed that the advertising effects on consumer purchase decision process of coffee mix is positive and thus television is the most effective media type on consumers and the most attractive appeals on consumers is the acting of actors, actresses or singers. Thus, the producers should fulfill the needs and wants of consumers and should advertise to persuade consumers with innovative advertisements continuously.

Keywords: Advertising, Consumer Purchase Decision Process, Coffee Mix

1. Introduction

Before 1988, coffee production was State-owned business and it produced only one kind of ground coffee. People consumed only ground coffee at that time. Since 1998, Myanmar has practiced the market-oriented economic system. So, private companies have started the business of importing coffee mix to Myanmar.

Since the lifestyle, living standard and culture of consumers have changed along with the current of globalization, their consumer behavior and consumption patterns also changed. Nowadays, people are always struggling for their life, so they like to use the easiest ways for

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eating and drinking. So, consumption of fast food such as donuts, hamburgers, hotdogs, fried chicken, and coffee mix become greatly popular. Because drinking coffee mix is time saving, easy to use, not busy and may be more tasteful than ground coffee.

To influence the purchase decision of a consumer, business firms use promotional strategies. The purpose of promotional strategies is to give information of the products and services produced and sold by the firms. The information aims to persuade the consumers to reach their buying decision. On the other hand, effective consumer research is needed to comprehend the potential needs and wants of consumers.

Every business can benefit from a better understanding of its market, customers and competitors. There are various brands in the current coffee mix market. These brands are “Super, Super One, Mikko, Java. Premier, Gold, Gold Roast, Super King, Rich”, etc. After knowing about consumer satisfaction and why they choose a particular brand or not, the marketers can make the important marketing decisions in future.

Moreover, Coffee mix companies are trying to penetrate their products in the market by competing with competitors. Firms try to find out the needs and wants of consumers through advertising and promoting. This research emphasizes on the advertising effect on consumer purchase decision process on coffee mix in Oebo ward of Kyee Myin Daing Township. Then it also explores the most effective types of media and the most attractive appeals of its advertisements on consumers.

The hypotheses of the study are mentioned as follow:

1. The advertising effect on consumer purchase decision process on coffee mix is positive.
2. Television is the most effective media on consumers.
3. The most attractive appeals to consumers in TV advertisements is the presentation by acting of actors, actresses or singers.

In order to know the advertising effects on consumer purchase decision process of coffee mix, a survey of consumers was conducted in Oebo ward of Kyee Myin Daing Township in Yangon during the period from 1.2.2011 to 29.2.2011 by using simple random sampling method. The sample was randomly selected from the population of 958 households in the ward of Oebo in Kyee Myin Daing Township.

The sample size³ was 151. And structured questionnaires and face-to-face interview method of data collection were used in this study. The method in this study is descriptive method of testing of statistical hypotheses based on the survey data collected.

2. Analysis of the Advertising Effects on Consumer Purchase Decision Process of Coffee Mix

Consumers pass through five stages in their typical buying process. These are problem recognition, information search, evaluation and selection, store choice and purchase, and post-purchase behavior. Therefore, it is analyzed that the advertising takes the effects on consumers purchase decision process as follow.

Firstly, in the *problem recognition stage*, all 151 respondents in this survey reported that they were currently drinking coffee mix. People may have different awareness of drinking coffee mix, according to the five promotional mix. The following table shows the awareness of drinking coffee mix through promotional mix.

Table (1) Awareness of Drinking Coffee Mix through Promotional Mix

Awareness of Drinking Coffee Mix by Promotional Mix	Frequency	%
Advertising	100	66.2
Direct Marketing	6	4.0
Sales Promotion	5	3.3
Publicity/Public Relations	35	23.2
Personal Selling	5	3.3
Total	151	100.0

Source: Survey Data (February, 2011)

According to table (1), among 151 respondents, 100 respondents reported that they got awareness of coffee mix from advertising. This represents 66.2% of the sample and is the

³ Regarding the Determination of Sample Size (n), Since most of the variables in this research are qualitative variables, the required sample size (n) will be computed on the estimation of a population proportion (P) with a desired bound (B) of error on estimation of P. The formula for n is given,

$$n = \frac{NPQ}{(N-1)D + PQ}$$

Where N is number of households in the Oebo quarter, P is population proportion of a characteristic of interest

$$Q = (1-P) \text{ and } D = \frac{B^2}{4}$$

Where B is 95% bound on the error of estimation

Here, in this survey, N=958, and P and Q are taken to be 0.50 to allow for the maximum sampling error of the estimate. B is taken to be 0.075=7.5%. Putting the corresponding values of N, P, Q, B and D in the above formula, the required sample size (n) turned out to be n=150.42 ≈ 151 households.

highest. And 51 respondents reported that they got awareness of coffee mix from other four elements in the sorts of promotional mix. Among them, awareness of coffee mix from sales promotion and personal selling are the least. According to hypothesis (1), it is found that advertising takes the effect on consumer purchase decision process on coffee mix is positive.

Table (2) Motivated Factors for Purchase of Coffee Mix

Motivated Factors	Frequency	%
Self Interest	55	36.5
Due to the Drink of Family Member	57	37.7
Companionship	11	7.3
Attraction of Showing in Sale-Centre	10	6.6
Suitable in Price	18	11.9
Total	151	100.0

Source: Survey Data (February, 2011)

According to table (2), among 151 respondents, it is found that 57 respondents are motivated due to the drink of family members and this represents 37.7% of the sample size. It is the largest one of the motivated factors. But the attraction of it shown in sale - centers is the least. Therefore, it indicates that the main motivated factor for purchase of coffee mix is depending on their family members because Myanmar family members are friendly with each other. Thus, their consumption patterns are not much different.

Table (3) Analysis of Consumers by Brand Preference

Brand Preference	Advertising Group		Other Group		Total	
	Frequency	%	Frequency	%	Frequency	%
Brand Name						
Super	24	15.8	23	15.3	47	31.0
Super King	1	0.7	1	0.7	2	1.4
Super One	2	1.3	0	0.0	2	1.3
Rich	13	8.6	9	6.0	22	14.6
Mikko	1	0.7	1	0.7	2	1.4
Java	3	2.0	2	1.3	5	3.3
Premier	42	27.8	12	7.9	54	35.7
Hi-Tea	1	0.7	0	0.0	1	0.7
Gold	1	0.7	0	0.0	1	0.7
Gold Roast	8	5.2	2	1.3	10	6.5
Ben Cafe'	3	2.0	1	0.7	4	2.7
Tea Master	1	0.7	0	0.0	1	0.7
Total	100	66.2	51	33.8	151	100.0

Source: Survey Data (February, 2011)

According to table (3), among 151 respondents of both (Advertising Group and Other Group), 54 respondents answered that their most favorite brand was Premier coffee mix and it is 35.8% of the sample size. Most of the 42 respondents in advertising group answered that their

most likely brand was Premier coffee mix. The last position is Super King, Mikko, Hi-Tea, Gold, and Tea Master which is 0.7% of preference by consumers respectively. The 23 respondents in other group answered that their most preference brand was Super coffee mix. Therefore, it can be said that the most preference brand was Premier brand coffee mix in this survey area.

In the second stage of *information search* stage, consumers begin to know coffee mix brands through mass media before using coffee mix. The following table (4) shows the causes of beginning to know coffee mix brands before using them.

Table (4) Causes of Beginning to Know Coffee Mix Brand before Use

Knowing of Advertising Media Brand Name	(Advertising Group)				Total	
	TV	Magazines, Journals, Newspaper	Radio	Posters, Bill Boards, Trains and Cars	Other Group	Total
Super	22	0	0	2	23	47
Super King	1	0	0	0	1	2
Super One	2	0	0	0	0	2
Rich	10	0	1	2	9	22
Mikko	1	0	0	0	1	2
Java	2	0	0	1	2	5
Premier	40	1	0	1	12	54
Hi-Tea	1	0	0	0	0	1
Gold	1	0	0	0	0	1
Gold Roast	6	1	0	1	2	10
Ben Cafe'	3	0	0	0	1	4
Tea Master	1	0	0	0	0	1
Total	90	2	1	7	51	151

Source: Survey Data (February, 2011)

According to table (4), there are 100 respondents (Advertising group) and 51 respondents (Other group). Among 100 respondents (Advertising group), most of the respondents answer that they know the coffee mix brands through TV advertisements. And the least is only one respondent who knows the coffee mix brand through radio.

Table (5) The Most Interesting Types of Media

Types of Media	Frequency	%
Television	134	88.7
Magazines, Journals, Newspapers	4	2.6
Radio	2	1.4
Posters, Bill Boards, Trains and Cars	11	7.3
Total	151	100.0

Source: Survey Data (February, 2011)

According to table (5), among 151 respondents of both (Advertising group and Other group), it is found that 134 respondents answered that the most interesting type of media for them is television. It is the largest and this represents 88.7% of the sample size. Only 2 respondents answered that radio was the most interesting type of media. It is the least. Thus, it is found that people spend their leisure time by watching television. Most of households in Oebo ward have television sets. So, their most interesting type of media has become television. In addition, it can be said that television is the most effective media for consumers.

Table (6) The Most Attractive Appeals on Consumers

The Most Attractive Appeals on Consumers Brand Name	(Advertising Group)					Other Group	Total
	Presentation by Lecturing so as to be Interested	Presentation by Acting of Actors, Actresses or Singers	Presentation by Interesting Designs and Posters	Presentation by Arranging Display in Stores	Presentation by Ornamented Display		
Super	7	12	4	1	0	23	47
Super King	0	1	0	0	0	1	2
Super One	0	2	0	0	0	0	2
Rich	0	11	2	0	0	9	22
Mikko	0	1	0	0	0	1	2
Java	1	2	0	0	0	2	5
Premier	12	22	2	6	0	12	54
Hi-Tea	0	1	0	0	0	0	1
Gold	0	1	0	0	0	0	1
Gold Roast	1	2	0	5	0	2	10
Ben Cafe'	0	2	0	1	0	1	4
Tea Master	0	1	0	0	0	0	1
Total	21	58	8	13	0	51	151

Source: Survey Data (February, 2011)

According to hypothesis (2), it is found that television is the most effective media type on consumers. Therefore, hypothesis (2) is accepted. There are many appeals to coffee mix advertisements. Among them, appeals that are the most attractive for the consumers are illustrated in the following table (6). Accordingly, among 100 respondents (Advertising group), it is found that 58 respondents who replied that it can be more attracted if it is advertised by popular actors, actresses or singers are the most and its sample size is 38.4%. So, it can be beneficial if it is advertised by popular actors, actresses or singers. The most consumers in Oebo are interested in the acting of actors, actresses or singers. And 51 respondents (Other group) do not know the advertising appeals because they know the taste of coffee mix through other promotional mix.

According to hypothesis (3), it can be noted that the most attractive appeals to consumers is the presentation by actors, actresses or singers. The next step of evaluation and selection can be analyzed as follows.

At the *Evaluation and Selection stage*, the table (7) illustrated the evaluation and selection of coffee mix brand. Among 100 respondents (Advertising group), 75 respondents answered that they currently evaluated and selected coffee mix brands due to the quality. It is the largest and the sample size is 49.7%. And 32 of 51 respondents (Other group) answered that they evaluated and selected the currently drink of coffee mix brands due to quality. It is the most and sample size is 21.2%. In the other group, only one respondent currently drink of coffee mix is due to famous and it is the least.

Table (7) Evaluation and Selection of Coffee Mix Brand

Evaluation and Selection of Coffee Mix Brand	Advertising Group		Other Group		Total	
	Frequency	%	Frequency	%	Frequency	%
Quality	75	49.7	32	21.2	107	70.9
Famous	2	1.3	1	0.7	3	2.0
Price	5	3.3	4	2.6	9	5.9
Brand Image	3	2.0	5	3.3	8	5.3
Easily Purchased	11	7.3	4	2.6	15	9.9
Word of Mouth	4	2.6	5	3.4	9	5.9
Total	100	66.2	51	33.8	151	100.0

Source: Survey Data (February, 2011)

Therefore, it can be concluded that the quality is the main cause of evaluation and selection of coffee mix for both (Advertising group and other group). It can be noted that quality is an important factor to succeed for coffee mix producers in the long term.

After evaluation and selection stage, consumers will continue to turn to the *store choice and purchase* stage as follow. Coffee mix is available everywhere: Bazaars, Stores, Shopping Centers, Super Markets and Residential Shops. They are also illustrated in the following table.

Table (8) The Place where Coffee Mix is Available

The Place Where Coffee Mix is Available	Advertising Group		Other Group		Total	
	Frequency	%	Frequency	%	Frequency	%
Bazaar	19	12.6	12	7.9	31	20.5
Store	27	17.9	13	8.6	40	26.5
Shopping Center	2	1.3	0	0.0	2	1.3
Super Market	13	8.6	9	6.0	22	14.6
Retail Shop	39	25.8	17	11.3	56	37.1
Total	100	66.2	51	33.8	151	100.0

Source: Survey Data (February 2011)

According to the table (8), it is found that among 100 respondents (Advertising group), 39 respondents who answered that they bought at retail shop are the most number and this represents 25.8% of the sample size. Of 51 respondents (Other group), 17 respondents who answered that they bought at retail shops are at most and this represents 11.3% of sample size. And then, there is no respondent who bought from shopping centers. Therefore, it can be concluded that consumers can easily buy at retail shop and the prices are not too different. In addition, it can be observed that any coffee mix brand can be bought everywhere. Thus, it can be said that consumers can buy the coffee mix at convenience retail shops. After consumers have made collecting and evaluating information on brands, stores, price and other promotion activities, actual purchase is made.

According to table (9), among 151 respondents of both (Advertising group and other group), most of 50 respondents who answered that they purchased the coffee mix due to good taste and smell are the most and the sample size is 33.1%. It can be observed that 18 respondents who answered that they purchased the coffee mix due to bitter taste are the least. The 20 respondents of Premier coffee mix consumers also purchased it due to good taste and smell. It is the most. It can be noted that premier coffee mix consumers like its taste and smell. It is their fundamental cause of purchasing this brand.

Table (9) Fundamental Causes of Purchasing Coffee Mix

Brand Name	Fundamental Causes of Purchasing Coffee Mix					Total
	Good Taste, and Smell	Fresh in Mind	Nourishment	Diet	Bitter Taste	
Super	5	2	3	30	7	47
Super King	1	1	0	0	0	2
Super One	0	1	0	0	1	2
Rich	10	5	1	1	5	22
Mikko	1	1	0	0	0	2
Java	2	0	2	0	1	5
Premier	20	12	10	8	4	54
Hi-Tea	0	0	1	0	0	1
Gold	0	1	0	0	0	1
Gold Roast	7	1	2	0	0	10
Ben Cafe'	3	0	1	0	0	4
Tea Master	1	0	0	0	0	1
Total	50	24	20	39	18	151

Source: Survey Data (February, 2011)

Post purchase behavior is the last stage of consumer purchase decision process and it can be seen as follow. The needs and wants of everybody are ever changing depending on their satisfaction or dissatisfaction. Like that, their attitude towards changing other brand after using the current coffee mix brand is illustrated in the following table (10).

Table (10) The Attitude Towards Changing Brand

Attitude Towards Changing Brand	Advertising Group		Other Group		Total	
	Frequency	%	Frequency	%	Frequency	%
Consider	28	18.5	12	7.9	40	26.5
Not Consider	72	47.7	39	25.8	111	73.5
Total	100	66.2	51	33.7	151	100.0

Source: Survey Data (February, 2011)

According to table (10), it is observed that among 100 respondents (Advertising group), most of 72 respondents who do not want to change to another brand after using the current brands and 47.7% of sample. They do not have attitude towards changing another brand after drinking it. The rest of 28 respondents answered that they had attitude towards changing another brand after drinking it. And among 51 respondents (Other group), 39 respondents who do not

want to change to another brand after using the current brands are at most and 25.8% of sample. It is the least and it represents 7.9% of sample. Therefore, it can be concluded that the most respondents in this survey do not have attitude towards changing from current brand to another and they have loyalty on their preference brand.

3. Statistical Analysis for the Advertising Effects on Consumer Purchase Decision Process

In this section, tests of three hypotheses are carried out using statistical method of testing hypotheses. They are-

Hypothesis: 1. Testing of the Hypotheses that the Advertising Effects on Consumer Purchase Decision Process on Coffee Mix is Positive.

As indicated in table (1), out of 151 respondents, 100 respondents reported that they got awareness of coffee mix from advertising. 51 respondents reported that they got awareness of coffee mix from other promotional mix rather than the advertising. In order to test the hypothesis that advertising affects on consumer purchase decision process on coffee mix is positive, that is, advertising is more effective than other promotional mix of direct marketing, sales promotion, publicity/ public relations and personal selling considered in this survey, one has to carry out significance test of population proportion of the respondents who got good awareness of coffee mix due to the advertising stated above and the population proportion of respondents who got awareness of coffee mix due to four other promotional mixes. According to appendix (1a) the proportion of awareness of advertising is more than other promotional mix at one percent level of significant. Therefore advertising method is the most effective method on consumers.

Hypothesis: 2. Testing of the Hypothesis that Television is the Most Effective Media Type on Consumers.

As indicated in table (5), out of 151 respondents, 134 respondents reported that their most interesting type of media is television; other 17 respondents reported that their most interesting types of media are magazines, journals, newspapers, radio, posters, bill boards, train and cars. In order to test the above hypothesis, one has to carry out significance test of population proportion of the respondents who are mostly interested in television and the population proportion of the respondents who are mostly interested in other media types of magazines, journals, newspapers, radio, posters, bill boards, train and cars. According to

appendix (1b) the proportion of interesting television media is more than other medias at one percent level of significant. Therefore television is the most effective media type on consumers.

Hypothesis: 3. Testing of the Hypothesis that the Most Attractive Appeal on Consumers is Presentation by Actions of Actors, Actresses or Singers.

As indicated in table (6), among 100 respondents (Advertising group), 58 respondents reported that the presentation by acting of actors, actresses or singers was most attracted for them; other 21 respondents reported that the presentation by lecturing so as to be interested was most attracted for them, 13 respondents reported that the presentation by interesting designs and posters was most attracted for them, 8 respondents reported that the presentation by arranging display in store was most attracted for them but presentation by ornamented display has no one responds. The rest 51 respondents are from the other group. In order to test the above hypothesis, one has to carry out significance test of population proportion of the respondents who are most attracted the presentation by acting of actors, actresses or singers and the second position of population proportion of the respondents who are most attracted the presentation by lecturing so as to be interested. According to appendix (1c) the proportion of respondents who are most attracted the presentation by acting of actors; actresses or singers is more than other presentations at ten percent level of significant. It can be conclude that the proportion of respondents who are most attracted the presentation by acting of actors, actresses or singers is more than other presentation at ten percent level of significant.

4. Conclusion

4.1 Findings

This research was studied to analyze the advertising effects on consumer purchase decision process on coffee mix. Therefore, 151 respondents were studied in this research by using structured questionnaire and face-to-face interview method of data collection in Oebo ward of Kyee Myin Daing Township in Yangon. It is important to know how much consumers are satisfied with products produced as the local producers in Myanmar.

All 151 (100%) respondents in this survey reported that they were currently drinking coffee mix. There are two groups of respondents. Among 151 respondents, 100 respondents (66.2%) reported that they got awareness of coffee mix from advertising and 51 respondents (33.8%) reported that they got awareness of coffee mix from other four elements in the promotional mix.

According to appendix (1a) the proportion of awareness of advertising method is more than other methods at one percent level of significant. Therefore advertising method is the most effective method on consumers. Therefore, the hypothesis (1) that is, “advertising effect on consumer purchase decision process on coffee mix is positive” and it is accepted.

It is found that among 151 respondents, most of 57 respondents (37.7%) are motivated due to the drinks of family members. It is the largest. Therefore, it can be said that the main motivated factor for purchase of coffee mix depends on their family members because Myanmar family members are friendly with each other. Thus, their consumptions are not too different. Among 151 respondents of both (Advertising group and other group), 54 respondents (35.8%) answered that their most likely brand is Premier coffee mix and it is the largest.

It is observed that among 100 respondents (Advertising group), the 90 respondents (59.6%) who answered that they knew the coffee mix brand from TV advertisement are at most. Premier coffee mix consumers know this brand from TV advertisement is at most.

According to appendix (1b) the proportion of interesting television media is more than other medias at one percent level of significance. Therefore television is the most effective media type on consumers. Therefore, the hypothesis (2) that is, “television is the most effective media type on consumers” is accepted.

According to appendix (1c) the proportion of respondents who are most attracted by acting of actors; actresses or singers is more than other acting at ten percent level of significance. It can be conclude that the proportion of respondents who are most attracted the presentation by acting of actors, actresses or singers is more than other presentation at ten percent level of significance. Therefore the hypothesis (3) that is, “the most attractive appeal on consumers which is presentation by acting of actors, actresses or singers” is accepted.

Among 100 respondents (Advertising group), it is found that 81 respondents (53.6%) who believe in coffee mix advertisement are at most. Therefore, it can be said that the coffee mix advertisement on TV is the most effective media.

Among 100 respondents (Advertising group), 75 respondents (49.7%) evaluated and selected the currently drink of coffee mix brand due to quality. It is the largest. And 51 respondents (Other group), the 32 respondents (21.2%) evaluated and selected the drink of coffee mix brand due to the quality. It is the most. Therefore, quality is an important factor to succeed for coffee mix producers. in the long term

As indicated in store choice and purchase stage, it is found that among 100 respondents (Advertising group), 39 respondents (25.8%) who answered that they bought at retail shops are at most. In 51 respondents (Other group), 17 respondents (11.3%) who answered that they

bought at retail shop are at most. Therefore, it can be concluded that consumers can buy easily at retail shops and the prices are not very different. In addition, it can be observed that any coffee mix brand can be bought everywhere. Thus, it can be said that consumers can buy the coffee mix at convenience retail shops.

Among 151 respondents of both (Advertising group and Other group), 50 respondents (33.1%) who answered that they purchased the coffee mix due to good taste and smell are the most. The 20 respondents of Premier coffee mix consumers also purchased it due to good taste and smell. It is the most. It is their fundamental causes of purchasing this brand.

Finally, it is observed that among 100 respondents (Advertising group), 72 respondents (47.7%) who do not want to change to another brand after using the current brands are at most. They do not have attitude towards changing another brand after drinking it. Finally, as the opinion of consumers, 108 respondents (71.5%) who answered that their opinion to first position on TV advertisement is at most. Therefore, it can be assumed that if the coffee mix brand is advertised on TV, the worldwide consumers can understand how to use and where they buy the products, on the other hand, the producers can get a large market share, many potential consumers and long term survival competing with their competitors.

According to the analysis of the advertising effects on consumer purchase decision process on coffee mix, it can be known that the most respondents preference brand is Premier coffee mix. In addition, in this study, the most respondents are the government staffs so they have no more time to drink ground coffee. So that they can get a large market share and their sales will be increased. In this study, it can be observed that most of respondents believe on Premier coffee mix advertisement. It can be clearly seen that although quality of product is good specially, lack of knowledge among the public if advertising power is less. In addition, having no quality of relevant with price and advantage can take the effects on brands and images of products.

Advertising is a way of being the most effective among mass media as it is known that products are more known to users by advertising according to market oriented economic policy. In addition, selling and distributing businesses can be developed widely as it is known good quality of product by advertising.

According to the above findings, this research achieve the three objectives. Moreover, this research meet with the three hypotheses, they are hypothesis (1) advertising effects on consumer purchase decision process on coffee mix is positive, hypothesis (2) television is the most effective media type on consumers and (3) the most attractive appeals on consumers which is presentation by acting of actors, actresses or singers.

4.2 Recommendations and Suggestions

To be better the future prospects of coffee mix market, the producers should fulfill the needs and wants of consumers. In addition, coffee mix producers should consider that they need to spend much money on TV advertisement by presenting the acting of popular actors, actresses or singers. Advertising message should be reliable to get the belief on advertising audience for any goods and services-related advertisements and should promote the quality of advertisement to remember the viewer at once. And they should advertise on mass media. Although people have known advertisements by television according to this study, it should be made to increase the sales of their products by putting up bill boards, posters, sign boards, advertisements at the crowded places and should advertise their products to persuade consumers with innovative advertisements continuously. This research was highlighted to the producers that advertising is very important to penetrate their product for target market among many brands.

Appendix Table(1a)

Mega stats output of most effectiveness of awareness of advertising method

Type	Value
Number of awareness of advertising	100
Sample size	151
π_0	0.5
Z- test	3.98756
Level of significance	0.01
P-value	0.0000333
	P-value < 0.01
Conclusion	Reject null hypothesis (or) accept alternative hypothesis

Appendix Table (1b)

Mega stats output of most effectiveness of interesting television media

Type	Value
Number of interesting television media	134
Sample size	151
π_0	0.5
Z- test	9.52132
Level of significance	0.01
P-value	0.0000
	P-value < 0.01
Conclusion	Reject null hypothesis (or) accept alternative hypothesis

Appendix Table(1c)

Mega stats output of most effectiveness of actions of actor, actress or singer

Type	Value
Number of preference of actions of actor, actress or singer	58
Number of awareness of advertising in the sample	100
π_0	0.5
Z- test	1.62088
Level of significance	0.1
P-value	0.054799
	P-value < 0. 1
Conclusion	Reject null hypothesis (or) accept alternative hypothesis

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