ZMOT Behavior of Internet Users in Yangon

Zaw Htut[6]

ABSTRACT

The term, ZMOT (Zero Moment of Truth) refers to the critical moment online to search for information and evaluation, before making a purchase decision. The objectives of this study are to identify the the ZMOT behavior in consumer buying decision process among internet users in Yangon and to analyze the nature of consumers with ZMOT behavior in Yangon. The study scope is limited to those living in 4 districts of Yangon, and those who use internet. Data collection method of CAWI (Computer Aided Web-based Interview) was practiced by using a structured questionnaire. Descriptive research method was used in this study. To collect primary data, 200 respondents were selected as sample from a certain percent of full time members of MCIA, full time members of UMTA, web site owners, business managers from EMBA 13th and 14th, and online group members of MUA, MEF, MBC. From analysis on survey data, firstly, it is found that ZMOT behavior exists among internet users in Yangon. Secondly, this research discovered the length of ZMOT of internet users in Yangon for two products and two services: one week for mobile phones; one hour for clothing; one day for restaurants and hospitals/clinics. This research also analyzed on evaluating alternatives, information sources, information sufficiency, online evaluation criteria against gender, employment, and internet usage.

Keywords: ZMOT, length of ZMOT, mobile phones, clothing, restaurants, clinics/hospitals

Introduction

When internet was first opened to public in mid 1990s, first version of the worldwide web was just a medium of one-way information. Publishers wrote. Consumers read. Later, with a more matured internet, widely known as Web 2.0 (second version of the web), consumers on the internet evolved into an environment where everybody writes and everybody reads. When everybody can write and publish online, consumers write all about what they love or what they hated. As a result, the new generation of consumers, empowered by the internet, is able to evaluate products from hundreds of information-sources within minutes, and make better decisions like never before. And that, of course, significantly altered the consumer behaviors, once and for all.

To express the critical decision-making moments in consumer buying decision process, Lafley, the CEO of Procter & Gamble first used the term FMOT (first moment of truth) in 2002. But

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[6] EMBAII-12, EMBA 13th Batch, Yangon University of Economics

later, marketing experts at Google discovered that there is a more important critical moment, even earlier than FMOT, if consumers use internet, no matter whether product they buy was online nor offline. After Google made a research over 8,000 internet users about this critical moment, Google coined and brought up a new term, ZMOT (zero moment of truth) as part of the new mental model of marketing.

Objectives of the Study

1. To explore whether ZMOT behavior exists in Yangon.

2. To examine the effect of product/service types on ZMOT behavior.

3. To observe the link between demographic factors and ZMOT behavior.

4. To test the effect of internet usage on ZMOT behavior.

Scope and Method of the Study

The study scope is limited to those living in Yangon, and those who use the internet. Data-collection period was between October and December 2016. To collect primary data, 200 respondents were selected as sample: 3.33% from MCIA (Myanmar Computer Industry Association) members; 1.34% from UMTA (Union of Myanmar Travel Association) members; 3.13% from web site owners at Myanmars.NET; 0.26% from MUA (Myanmar Unicode Area) group members (in Ygn); 12.50% from online Myanmar Economic Forum (MEF) group; 1.67% from online Myanmar Business Community; 26.60% of assorted business managers from EMBA-13; 28.74% of business managers from EMBA-14. Out of 200 selected respondents, a total of 138 respondents answered this survey questionnaire. Secondary data were obtained from the 2014 Census Reports, relevant text books, internet web sites, and previous research papers. Regarding Method of study in this research, 'descriptive research' and 'convenience sampling' methods were used. Survey questionnaires were distributed off-line and on-line. Both personal interview method and Computer Assisted Website Interview (CAWI) method were applied with participants.

Theoretical Background

Consumer Buying Decision Process

The foundation of this study came from the field of consumer behavior and marketing management, model of the consumer buying decision process, and new mental model of marketing. The famous 5-Stage Model of the Consumer Buying Decision Process (Kotler &

Keller, 2009) consists of (1)problem recognition, (2)information search, (3)evaluation of alternatives, (4)purchase decision, (5)Post-purchase behavior.

Throughout the purchase-decision process, consumers engage with ZMOT behavior in 3 of the 5 stages above: while searching, evaluating, and broadcasting the feedback, as a Post-purchase behavior.

New Mental Model of Marketing

When consumers hear about a product today, their first reaction is to search about it online. Next, they go on an online journey of discovery: about a product, a service, an issue, or an opportunity. (Jim Lecinski, 2011) Today marketers are not behind the competition. Marketers are not behind the technology. Marketers are behind the consumer. (Rishad Tobaccowala, 2011) Because that little critical moment going online, searching and evaluating is the moment that's changing the marketing rulebook. It's a new decision-making moment that takes place a hundred million times a day on mobile phones, laptops and wired devices of all kinds. It's a moment where marketing happens, where information happens, and where consumers make choices that affect the success and failure of nearly every brand in the world. (Jim Lecinski, 2011)

ZMOT, FMOT, SMOT, and TMOT

Zero Moment of Truth or ZMOT (pronounced *"Zed Mot"* or *"Zee Mot"*), was coined by Google, meaning 'the critical decision-making moment online, when consumers do information-search, and evaluation of alternatives of a product. ZMOT behavior refers to the habitual behavior of consumers, who go online to find information and evaluate before making a purchase. Their research proved that no matter products and services were sold online or offline, a majority of internet users search for information online and evaluate instantly. (Jim Lecinski, 2011)

First Moment of Truth or FMOT (pronounced *"Eff Mot"*) is the moment when consumers stand in front of store shelf and decide whether to buy one's brand, or a competing brand. (Lafley, 2002)

Second Moment of Truth or SMOT (pronounced *"Ess Mot"*) is when consumers use a product and it delivers a delightful and memorable experience - or not, and then decides whether to buy it again. (Lafley, 2002)

Third Moment of Truth or TMOT (pronounced *"Tee Mot"*) is a powerful inflection point where the product experience catalyzes an emotion, curiosity, passion, or even anger to talk about the brand. This is the moment when consumers come online and write about it, as blogs, reviews, or a simple Facebook status, and such actions of TMOT finally become the ZMOT of the next buyer. (Pete Blackshaw, 2006)

Framework for Analysis

Frame work for analysis in this research can be presented as follows:

Figure 1. Framework for Analysis
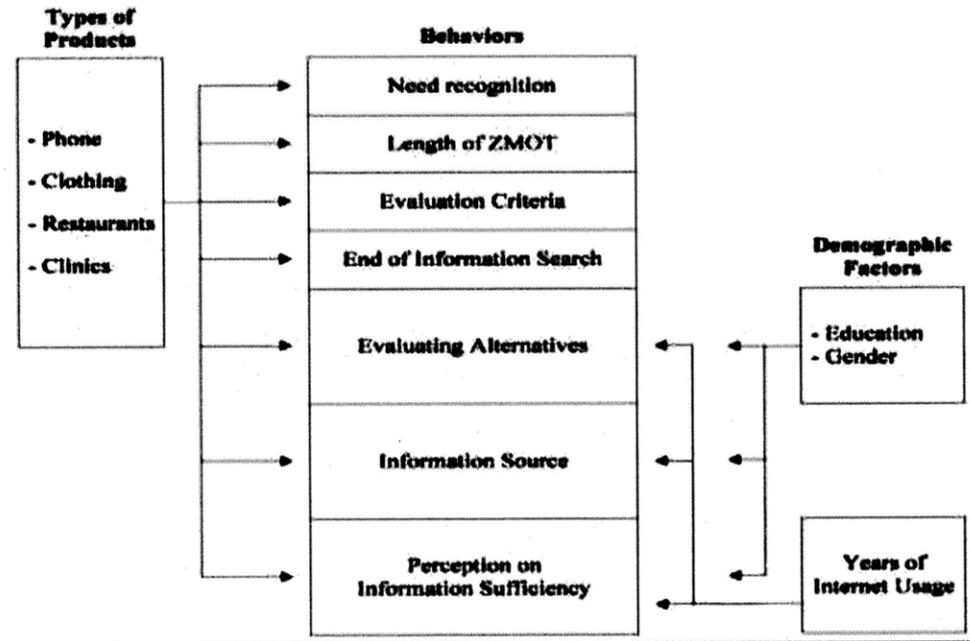
Results and Findings

Relationship between Type of Products and Need Recognition

Survey questionnaire was designed to include both internal stimuli and external stimuli, in asking about need recognition. Most respondents answered that to buy mobile phones and clothing, or to choose a restaurant, they got their first need-recognition **online**, due to an **external stimuli**. Only in choosing a hospital/clinic, most answered that their need recognition was **internal stimuli**, and need recognition occurred **offline**.

Table 1. Types of Product and Need Recognition

No.	Need Recognition occurred	Average Mean Score	
		Online	Offline
1	to buy a mobile phone	3.52	3.49
2	to buy some of clothing	3.54	2.94
3	to choose a restaurant	3.52	3.27
4	to choose a clinic/hospital	3.06	3.43

Source: Survey data, 2016

Relationship between Type of Products and Length of ZMOT

This research has discovered that, for Myanmar consumers (as of 2016), length of ZMOT (period of information search and evaluation) before buying a phone was 1 week long, for restaurants and clinic/hospitals is 1 day, and for clothing only 1 hour only.

Table 2. Type of Products and Length of ZMOT

No.	Time Frame	Phone (%)	Clothing (%)	Restaurant (%)	Clinics (%)
1	A moment before purchase	3	28	20	21
2	within 1 hour	1	49	15	8
3	1-2 hours before	0	0	3	0
4	3-4 hours before	0	1	0	0
5	5-8 hours before	0	0	0	0
6	9-12 hours before	0	0	0	0
7	1 day before	12	1	20	34
8	2-3 days before	14	9	1	8
9	4-6 days before	2	0	0	0
10	1 week before	35	8	1	5
11	2 weeks before	3	1	0	1
12	3 weeks before	0	0	0	0
13	A month before	13	0	5	5
14	2-3 months before	12	0	0	6
15	4-6 months before	1	0	0	0
16	7-12 months before	1	0	0	0
17	more than a year before	1	0	0	1
18	NOT sure about searching this information online	2	1	33	12
	Total	**100**	**100**	**100**	**100**

Source: Survey data, 2016

Relationship between Type of Products and Information Sources

From personal sources of information, this survey found out that respondents got most information offline for purchase of phones, clothing, and restaurants. For clinics/hospitals, people prefer to get information from online. From non-personal information sources, respondents found more information online for phones, clothing, and restaurants, however they got more information offline for clinics/hospitals.

Table 3. Type of Products and Information Sources

Information Source	Mean Score			
	Products		Services	
	Phone	Clothing	Restaurant	Clinics
Personal Sources				
Online	2.72	3.02	3.06	3.50
Offline	3.52	3.29	3.24	3.26
Non-Personal Sources				
Online	3.54	3.33	3.28	3.19
Offline	2.65	2.97	2.68	3.20

Source: Survey data, 2016

Relationship between Type of Products and Evaluation Criteria

When buying a mobile phone, the statistics in this table revealed that respondents had higher interest in searching for product specification, rather than information on price, place, or promotion. When buying clothing, respondents cared more on price and place where they can purchase clothing, while giving less attention on product and promotion. In choosing a restaurant to dine out, respondents gave high priority to get information on product and place. In picking a clinic/hospital to go to, respondents give highest attention on location.

Table 4. Type of Products and Evaluation Criteria

	Purchased item	Question by Marketing Mix	Information Searched online to Evaluate
1	Mobile Phone	Product	4.40
		Price	4.55
		Place	3.57
		Promotion	3.47
2	Clothing	Product	3.90
		Price	4.46
		Place	4.18
		Promotion	4.03
3	Restaurant	Product	4.01
		Price	4.01
		Place	4.35
		Promotion	3.78
4	Clinic/	Product	3.20
		Price	3.80
		Place	3.99
		Promotion	3.42

Source: Survey data, 2016

Relationship between Types of Product and Perception on Information Sufficiency

The respondents' data revealed that a slightly larger majority found sufficient information only about phones. For all 3 other products/services, respondents felt that they did not find enough information online. With this finding, it can be interpreted that people could find sufficient information online for imported goods like mobile phones. But for all other products and services, people either have difficulty searching online, or it is the businesses who do not publish enough information online.

Table 5. Types of Product and Perception on Information Sufficiency

Type	Information found online was sufficient..	Mean Score
Products	to buy a mobile-phone	3.44
	to buy fashion clothing	2.58
Services	to choose to a restaurant	2.75
	to choose to a hospital	2.39

Source: Survey data, 2016

Relationship between Type of Products and Purchase Decision

Purchase decisions are often made at the point of time, when all the information search and evaluation ends. It should be noted that this table below did not mention that the respondents purchase things online. The table described when the purchase decisions were made, or when the evaluation process ended.

Respondents were asked when a purchase decision was made. Majority answered that they made purchase decision online, before buying a phone. For clothing and choosing clinics/hospitals, they decided offline. It was notable that most people replied that they did not choose or even evaluate restaurants from online or offline resources. There just choose loyal brands that they already liked or chosen before.

Table 6. Type of Products and Purchase Decision

The Point of Time that Purchase Decision was Made	Mean Scores			
	Products		Services	
	Phone	Clothing	Restaurant	Clinics
Online: After comparing many alternatives online	4.40	3.71	3.17	2.76
Offline: After seeing TV commercials or print ads.	3.36	2.83	2.50	2.48
Offline: After evaluating at vendor's shop/place	3.69	3.79	3.20	3.26
Neither online nor offline: No need to choose or evaluate, due to a loyal brand	3.23	3.58	3.64	3.24

Source: Survey data, 2016

Postpurchase Behavior Causing Next ZMOT

Postpurchase actions took a very important role, in the era of Web2.0. Words of mouth carrying witnessed information and post consumer experiences about products and services are not local anymore. They went global as in the form of worldwide words of mouth. When those worldwide words of mouth spreads, such information became impersonal online information sources for another consumer's ZMOT in some other part of the world.   Some call this the Third Moment of Truth (TMOT), to cover the postpurchase actions following the experience stage, Second Moment of Truth (SMOT).

This research has discovered that a bigger majority of respondents tend to share their consumer experiences more offline. As seen in table above, 47 respondents (34%) mentioned that they always told friends or family, about their likes and dislikes. 57 respondents (41%) of this survey used to share their likes and dislikes about products and services online.

Table 7. Postpurchase Behavior Causing Next ZMOT

No.	Postpurchase Action	Always	Very Often	Sometimes	Rarely	Never	Total	Mean Score
1	**Online**: Wrote about it on Facebook, chat, or a social media	11	30	57	22	18	138	**2.96**
2	**Offline**: Told friends or family	47	29	45	14	3	138	**3.75**

Source: survey data, 2016

It is a widely known fact that many Myanmars like most Asians are introverts. With this mean value of 2.96, it reflected that only a minority of survey respondents post their experiences online. Most are reluctant to express their views on products or services openly on the internet. As per survey data, respondents' input were found to be weak in feeding product-review information to other persons' ZMOT to help get sufficient information online.

Type of Products, Information Sources, and Gender

As this researched studied on scenarios on buying 2 products and 2 services, slight gender-dependent behaviors were found.

Table 8. Type of Products, Information Sources, and Gender

Gender	Particulars	Online			Offline		
		Personal	Non-personal	Average Mean Score	Personal	Non-personal	Average Mean Score
Male	Phone	2.75	3.58	**3.17**	3.46	2.60	3.03
	Clothing	2.96	3.21	3.09	3.17	2.89	3.03
	Restaurant	3.08	3.31	**3.20**	3.27	2.70	2.99
	Clinic/Hospital	3.51	3.21	**3.36**	3.27	3.25	3.26
Female	Phone	2.68	3.48	3.08	3.61	2.73	**3.17**
	Clothing	3.13	3.54	**3.34**	3.52	3.11	3.32
	Restaurant	3.01	3.22	**3.12**	3.21	2.65	2.93
	Clinic/Hospital	3.48	3.14	**3.31**	3.25	3.12	3.19

Source: Survey data, 2016

Male respondent group relied more on online data. But both male and female respondents answered that personal sources gave them more information about clinics. ZMOT behavior is found to be more dominant in the male respondents group.

Type of Products, Information Sources, and Education

People's perception and attitude differs, depending deeply on their knowledge and educational background.

Table 9. Type of Products, Information Sources, and Education

Education Level	Product/ Service	Online		Offline	
		Personal	Non-personal	Personal	Non-personal
Undergraduate	Phone	2.67	3.47	3.28	2.55
	Clothing	2.72	3.02	3.17	2.60
	Restaurant	2.67	2.57	2.33	2.20
	Clinic/Hospital	3.67	3.10	3.33	3.00
Graduate	Phone	2.78	3.59	3.49	2.67
	Clothing	2.93	3.23	3.22	2.89
	Restaurant	3.08	3.41	3.29	2.75
	Clinic/Hospital	3.49	3.24	3.31	3.33
Postgraduate	Phone	2.66	3.49	3.58	2.63
	Clothing	3.17	3.49	3.40	3.10
	Restaurant	3.07	3.18	3.28	2.64
	Clinic/Hospital	3.49	3.12	3.20	3.05

Source: Survey data, 2016

In this section of the survey, more respondents in all 3 levels of educational status, trusted and sought information from online sources. Personal recommendations were found to be vital for health care industry. This research has found out that, as of 2016, minority of people obtained information from non-personal offline sources (such as newspapers, journals, tv or radio). As seen in the table above, most of the highlighted areas are on the left side (online side) of the table. Majority agreed that they found most information online. ZMOT behavior was found to be at the beginning of dominance, in this educational aspect too.

Type of Products, Information Sources, and Years of Internet Use

More tech savvy people are found to skillful at searching the right information at the right places. This significantly influenced on the next 3 more steps of the consumer buying process. Most people in the respondents group with less internet-experience believed that they can find more information 'offline', especially from personal sources. However, the more people get used to the internet tools, more respondents in these groups find more information online. Highest numbers in each row were highlighted to be noted.

ZMOT behavior was found among consumers with more internet usage experience as of this survey period.

Table 10　　Type of Products, Information Sources, and Years of Internet Use

Years of Internet Use	Products/ Services	Online		Offline	
		Personal	Non-personal	Personal	Non-personal
0 to 3 Years	Phone	2.75	3.43	3.86	2.76
	Clothing	2.57	3.38	3.52	2.72
	Restaurant	2.29	3.54	3.47	2.64
	Clinic/Hospital	3.14	3.66	3.48	2.59
4 to 6 Years	Phone	2.78	3.13	3.33	2.98
	Clothing	2.94	3.31	3.17	2.87
	Restaurant	3.09	3.43	3.33	3.01
	Clinic/Hospital	3.06	3.31	3.33	2.98
7 to 9 Years	Phone	3.31	3.28	3.58	2.75
	Clothing	3.03	3.21	3.10	2.63
	Restaurant	3.09	3.37	3.26	2.73
	Clinic/Hospital	2.98	3.24	3.23	2.65
10 Years or More	Phone	3.39	2.95	3.00	2.88
	Clothing	3.56	3.09	3.24	3.02
	Restaurant	3.40	3.09	3.11	3.19
	Clinic/Hospital	3.56	3.36	3.46	3.38

Source: Survey data, 2016

Type of Products, Information Sufficiency, and Gender

Amount of information found online was researched through all respondents, whether they are satisfied with what they found, depending on gender.

Table 11.　　Type of Products, Information Sufficiency, and Gender

Gender / Item	Completely	Quite a bit	A little	None
Male				
Phone	65%	33%	2%	0%
Clothing	3%	53%	35%	8%
Restaurant	10%	55%	24%	11%
Clinic/Hospital	8%	39%	41%	13%
Female				
Phone	26%	60%	14%	0%
Clothing	12%	48%	36%	4%
Restaurant	18%	64%	14%	4%
Clinic/Hospital	0%	42%	50%	8%

Source: Survey data, 2016

The difference between gender and information found was not so significant between 2 gender groups. The amount of information found depended by product. For mobile phones, information was easiest to find. For clothing and restaurants, information found was mediocre. But information on clinics/hospitals were most difficult to find. The survey data showed that

when buying a phone, there were no one who stated that they found no information online. Most admitted that they searched product information online and found quite a bit of information online. However consumers found less information about clinics/hospitals. ZMOT behavior was found in larger number of people, in aspect of information accessibility.

Type of Products, Information Sufficiency and Education

Since the internet tools, browsers, and computers are dominated by English language, people with language barriers could have difficulty to get information too.

Table 12. Type of Products, Information Sufficiency and Education

	Completely	Quite a bit	A little	None
Undergraduate				
Phone	47%	47%	5%	0%
Clothing	16%	37%	37%	11%
Restaurant	16%	47%	11%	26%
Clinic/Hospital	5%	47%	37%	11%
Graduate				
Phone	62%	31%	7%	0%
Clothing	7%	58%	30%	5%
Restaurant	14%	53%	26%	8%
Clinic/Hospital	8%	35%	45%	12%
Postgraduate				
Phone	33%	60%	7%	0%
Clothing	2%	47%	44%	7%
Restaurant	11%	71%	16%	2%
Clinic/Hospital	0%	44%	47%	9%

Source: Survey data, 2016

As per survey data, the information found did not have an obvious relationship to the educational background of respondents. There was more relationship to the nature of each product. As seen in the table above, more people agreed that they found only a little information on clinics and hospitals. None of the respondents answered that they did not find information about phones.

ZMOT behavior existed among all 3 educational levels of respondents. Larger group of respondents answered that they could find information online.

Type of Products, Information Sufficiency, and Internet Usage

Internet is a tool of the knowledge-based society. Information found depends much on the internet skills and experiences of users. The more someone know how to use it, the more he or she can utilize it. Internet users groups who have used internet over 7 years knew how to find required information, and they were satisfied with the amount of information they can find. Most received complete information to evaluate mobile phones, and many got quite a bit. It is to be noted that none of the respondents answered that there were none who found no information online to buy a mobile phone.

Table 13. Type of Products, Information Sufficiency, and Internet Usage

		Completely	Quite a bit	A little	None
Products	**Phone**				
	less than 3 years	50%	50%	0%	0%
	between 4-6 years	55%	38%	7%	0%
	between 7-9 years	44%	47%	9%	0%
	10 years or more	54%	41%	6%	0%
	Total	51%	43%	7%	0%
	Clothing				
	less than 3 years	8%	92%	0%	0%
	between 4-6 years	7%	59%	34%	0%
	between 7-9 years	2%	37%	51%	9%
	10 years or more	9%	50%	31%	9%
	Total	7%	51%	36%	7%
Services	**Restaurant**				
	Less than 3 years	0%	58%	25%	17%
	between 4-6 years	34%	48%	14%	3%
	between 7-9 years	2%	70%	19%	9%
	10 years or more	13%	54%	24%	9%
	Total	13%	58%	20%	9%
	Clinic/Hospital				
	less than 3 years	8%	42%	42%	8%
	between 4-6 years	7%	48%	41%	3%
	between 7-9 years	0%	44%	44%	12%
	10 years or more	7%	31%	46%	15%
	Total	5%	40%	44%	11%

Source: Survey data, 2016

This table showed statistics that the same group of respondents, who found complete information for mobile phones, had less information for choosing restaurants. The problem seemed to be on the service providers' side, where restaurant owners did not publish necessary information online, for people to find.

Within the clinic/hospital related data, it was also found that there were not sufficient information online about clinic/hospitals in Yangon. There could also be reasons that the information was not easy to find. Some possible reasons are that the clinics/hospitals in Yangon do not have own web sites. Probably web sites where not search-engine optimized too. Or they

did not publish necessary information on the web. ZMOT behavior dominated more in the people with longer internet usage experience.

Type of Products, Evaluating Alternatives, and Gender

Evaluating things online was an interesting corner of this research. 7 questions were asked for each product, and first 4 questions were on product information, 3 other questions were on price, place, and promotion. All 7 questions covered all 4 P's marketing mix (product, price, place, promotion).

Table 14.   Type of Products, Evaluating Alternatives, and Gender

	Information Searched online to Evaluate		Mean Score	
			Male	Female
Products	**Phone**			
	phone screen size	product	4.26	4.30
	camera quality		4.06	4.31
	memory space		4.62	4.41
	brand name		4.74	4.51
	price	price	4.56	4.55
	available shop location	place	3.54	3.59
	discounts and promotions	promotion	3.40	3.51
	Clothing			
	available colors	product	4.38	4.40
	available designs		4.48	4.48
	country of origin		3.38	3.60
	delivery service is available or not		3.10	3.25
	price range	price	4.44	4.48
	available place to buy	place	4.18	4.18
	bargains and discounts	promotion	3.90	4.10
Services	**Restaurant**			
	available food types and drinks	product	4.48	4.42
	opening hours		4.06	3.89
	looking at restaurant photos		3.68	3.60
	restaurant name and reputation		4.22	3.92
	price range	price	4.12	3.94
	location of restaurant	place	4.40	4.32
	discounts and promotions	promotion	3.84	3.74
	Clinic/Hospital			
	variety of specialist doctors	product	3.54	3.60
	opening hours		2.72	2.77
	by looking at clinic/hospital photos		2.50	2.43
	reputation of clinic/hospital		3.98	4.00
	price range	price	3.74	3.84
	location of clinic/hospital	place	4.00	3.98
	advertisements seen	promotion	3.34	3.47

Source: Survey data, 2016

This research work has brought the results that male respondents cared about 'brand' most, in buying a phone. When buying cloths, they cared more on design, instead of colors. For choosing restaurants, their first priority was to check on the available food. But probably being the head of a family or probably being car drivers, they care most on location of clinic/hospitals, in getting medical services.

The female gender group of this research mentioned that price was the number one criteria in choosing a phone to buy. In choosing clothing to buy, price and designs were considered equally important. Their perception on food, was same as male respondents. To choose a clinic or a hospital, they cared about reputation of a clinic hospital. It was interesting that both male and female respondents do not care much on prices for food. Price was not the highest chosen criteria for most respondents in this group. Instead, they gave more attention on availability and location of the restaurants for them to dine out. Another striking point to note is that for 'services', people have more concern over location, while they have low concern over location on products.

Type of Products, Evaluating Alternatives, and Education

Perception of consumers varies much depending on the education and knowledge they had. There would be pros and cons of popular evaluation measures. There were the some relationships between measures of skills versus measures of attitudes and behavior.

One of the greatest wonders of the internet is the use of search-engines. And those, of course, are billions of web pages, in the form of non-personal information sources. An estimated study reported that the size of the internet is as large as 45 billion web pages as of 2016. Researchers had to keep in mind that vast amount of non-personal information would be many times larger than any personal sources possible.

To an undergraduate respondent (See undergraduate column in the table above), the most important criteria was the price, in buying a mobile phone. Memory space available in the mobile phone is the second top criteria, followed by screen size and brand name. But in the same respondent group, availability of designs was most important for him/her in clothing buyers. To them, location was most important in choosing restaurants and clinics/hospitals.

For graduate respondents of this survey, they considered that brand name was the most important criteria. When choosing restaurants, 'available food' was their top issue to consider. But for health issues, in choosing the right clinic/hospital, they cared for reputation of the hospital.

For postgraduate respondents, price was the second priority to them, and 'brand name' is the top reason in choosing the mobile phone to buy. For them price and designs of clothing are top criteria to choose before buying. In choosing restaurants, available food, for example, whether it was Japanese food, Myanmar food, or western food, were top priorities in choosing the right place to dine out.

Table 15. Type of Products, Evaluating Alternatives, and Education

	Information Searched online to Evaluate	4P	Mean Score		
			Under-graduate	Graduate	Post-graduate
Products	**Phone**				
	phone screen size	Product	4.33	4.30	4.26
	camera quality		4.00	4.20	4.26
	memory space		4.50	4.50	4.47
	brand name		4.33	4.57	4.66
	price	Price	4.67	4.54	4.55
	available shop location	Place	3.83	3.61	3.50
	discounts and promotions	Promotion	3.83	3.57	3.31
	Clothing				
	available colors	Product	4.17	4.45	4.34
	available designs		4.67	4.50	4.43
	country of origin		3.17	3.49	3.60
	delivery service is available or not		3.00	3.11	3.33
	price range	Price	4.50	4.49	4.43
	available place to buy	Place	4.33	4.15	4.21
	bargains and discounts	Promotion	3.33	3.93	4.22
Services	**Restaurant**				
	available food types and drinks	Product	4.33	4.36	4.55
	opening hours		3.67	4.04	3.86
	looking at restaurant photos		3.83	3.74	3.47
	restaurant name and reputation		3.67	3.99	4.12
	price range	Price	4.17	4.12	3.84
	location of restaurant	Place	4.67	4.31	4.36
	discounts and promotions	Promotion	4.00	3.65	3.91
	Clinic/Hospital				
	variety of specialist doctors	Product	3.33	3.62	3.55
	opening hours		2.33	2.85	2.67
	by looking at hospital photos		2.33	2.51	2.40
	reputation of clinic/hospital		3.83	4.04	3.95
	price range	Price	3.83	3.77	3.84
	location of clinic/hospital	Place	4.00	3.96	4.02
	advertisements seen	Promotion	3.83	3.35	3.47

Source: Survey data, 2016

Type of Products, Evaluating Alternatives, and Years of Internet Use

Survey respondents' data were again split into 4 levels of internet usage experience. For your information, those with the highest mean scores in each column block by user type were highlighted.

Even when the survey data was split into 4 levels of internet usage experience or e-literacy levels, priorities of most respondents seemed to be somewhat indifferent. An assessment can be made that there is no significant relationship in evaluating behaviors and the internet skills. The likes and dislikes of the respondents seemed to be almost the same in all 4 levels of internet usage experience. Evaluating criteria does not seem to have strong relationship with the either high or low level of internet usage experience.

Table 16. Type of Products, Evaluating Alternatives, and Years of Internet Use

Information Searched online to Evaluate	Mean Score by Years of Internet Use			
	0 to 3 Yr	4 to 6 Yr	7 to 9 Yr	10 Yr++
Phone				
phone screen size	4.42	4.17	4.16	4.41
camera quality	4.42	4.21	4.12	4.26
memory space	4.58	4.55	4.51	4.41
brand name	4.50	4.62	4.67	4.54
price	4.58	4.69	4.47	4.54
available shop location	3.58	3.76	3.44	3.57
discounts and promotions	3.75	3.34	3.42	3.52
Clothing				
available colors	4.58	4.45	4.30	4.39
available designs	4.42	4.62	4.44	4.44
country of origin	3.67	3.41	3.60	3.48
delivery service is available or not	2.92	3.45	3.28	3.06
price range	4.33	4.59	4.44	4.44
available place to buy	4.17	4.38	4.09	4.15
bargains and discounts	4.08	3.93	4.21	3.93
Restaurant				
available food types and drinks	4.08	4.62	4.58	4.31
opening hours	4.17	3.97	3.95	3.89
looking at restaurant photos	3.75	3.62	3.60	3.63
restaurant name and reputation	3.91	4.21	4.12	3.89
price range	4.42	3.72	3.93	4.13
location of restaurant	4.08	4.24	4.37	4.44
discounts and promotions	3.75	4.10	3.77	3.61
Clinic/hospital				
variety of specialist doctors	3.58	3.48	3.40	3.78
opening hours	2.75	2.62	2.58	2.96
by looking at hospital photos	2.58	2.31	2.30	2.63
reputation of clinic/hospital	4.17	3.83	3.91	4.11
price range	3.83	3.83	3.79	3.80
location of clinic/hospital	4.00	3.83	4.02	4.04
advertisements seen	3.50	3.52	3.53	3.26

Source: Survey data, 201

Conclusion

This research encourages to all managers and marketers to give serious attention to the Zero Moment of Truth, the period of information search and evaluation for each product or service, in planning credible marketing strategies. Doing promotion outside of ZMOT risks being a waste.

This reseach finds that different periods of ZMOT exist for every type of product or services, even in Myanmar, once consumers started using internet. ZMOT of the same product in other countries and in Myanmar could not be the same, due to different cultures, lifestyles, and behavior patterns. For marketers, to maximize the effectiveness of running digital advertisement campaigns, it would be best if marketers research on ZMOT of each product they sell.

For Myanmar, Facebook and Google are the top online media to run online advertising campaigns. Currently only those products and services targeting to people between 20 to 59 years of age would be effective to promote online. Products and services targeting to other age groups will not be quite effective to advertise online for now. Myanmar people are found to be searching information online. It is time to run online advertising campaigns to advertise all kinds of businesses targeting to consumers in these age groups.

As next steps to the businesses who already had web sites should continue to do search engine optimization (SEO), search engine marketing (SEM), pay per click (PPC) campaigns, social media advertising, email or newsletter marketing, affiliate marketing, banner and rich-media advertising. According to the survey data, people were searching online. However, many were not getting sufficient information to evaluate with their judging criteria.

Phone-related businesses (such as mobile phone handset brands, telecommunication companies), should go further to continue publishing useful information online. For customers, brands and prices were top evaluation criteria. Therefore, their advertising campaigns should emphasize on such criteria.

Clothing manufacturers in Myanmar need informative web sites. People are searching product information online. But they were not getting enough information. They would like to see available designs most. Price was also their top evaluation criteria to emphasize in promotions. It is highly recommended for these businesses to publish more useful information online, by building informative web sites.

Restaurant managers has to come up with informative restaurant web sites, displaying showcase of available food and drinks. People wanted to see these. But information online were not sufficient. The survey data could tell that price was not their highest concern for restaurants. Location also is the most wanted information for consumers. Location maps and directions are essential to be added to web sites and Facebook pages. Information sufficiency was low for restaurants. This would be an opened opportunity window, to develop restaurant

review web sites. Clinic and hospitals seriously need to publish sufficient information online. People were not getting enough information online, although they searched. Opportunity window would be for those who can give such information earlier than others, and turn them into customers. Consumers are most concerned with the reputation of hospitals and prices.

In conclusion, the results of this research told us all Myanmar marketers that advertising online has come to the readiness stage, as more and more people are searching for information online than offline. It also could be a reminder to all managers in various fields, that this is a time of digital Darwinism — an era where society and technology evolve faster than businesses can follow and adapt.

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