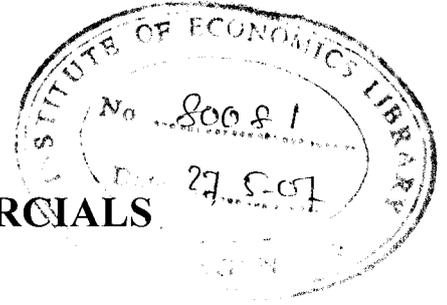


**YANGON INSTITUTE OF ECONOMICS
DEPARTMENT OF COMMERCE**

**MYANMAR TELEVISION COMMERCIALS
AND
CONSUMER BEHAVIOR**

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**MYANMAR TELEVISION COMMERCIALS
AND
CONSUMER BEHAVIOR**

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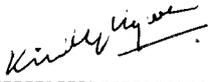
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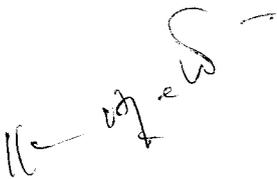
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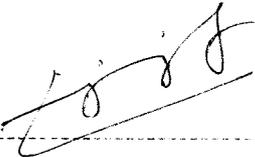
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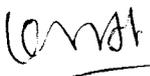


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MYANMAR TV COMMERCIALS AND CONSUMER BEHAVIOR

Abstract

This study intended to learn the Myanmar consumer response behavior when a promotional message stimulates them. In this study, Myanmar TV channels were selected as the media by which the promotional messages are conveyed. The study contributes new findings by exploring two new areas of studies, advertising and consumer behaviour in Myanmar. The specific objectives of the study are (1) to study consumer's media habits, (2) to assess consumer's attitudes toward TV commercials, (3) to analyze consumer's response behavior towards TV commercials, and (4) to examine possible business implications of consumer's response behaviour towards TV commercials.

Both qualitative and quantitative studies were carried out in order to analyze the effect of Myanmar TV commercials on consumer behavior. A qualitative study named Focus Group Discussion (FGD) was conducted to explore new insights into the effect of TV commercials on consumer behavior. In order to verify the findings of Focus Group Discussions, a questionnaire survey with a larger sample was also conducted.

Six focus groups were formed with people living in Yangon area according to their social class and gender. The study determined three social classes; low, middle, and high. Each social class was divided into two groups; a male group and a female group. Then, six focus discussions were carried out with the following guideline questions.

1. The habits of watching TV
2. The usage of other media
3. The preferred types of TV commercials
4. The perception on the majority of products being advertised on TV
5. The attitudes toward TV commercials
6. The believability of message from TV commercials
7. The response behavior
8. The choice of outlet for the purchase of products being advertised on TV

The questionnaire survey with 400 respondents was carried out to gather the information about the consumer behavior influenced by TV commercials. To compare with FGD study, these respondents were selected according to the different social classes and the different genders. The convenient sample was selected from 20 townships in Yangon City

Development Committee Area. The respondents were interviewed with the structured questionnaire.

The respondents, especially respondents in low social class, liked to watch TV ads. They preferred Korean and Chinese TV series on MWD channel. They appreciated TV ads, which were dramatized humorous appeal with celebrities. They could comprehend more the messages from that kind of TV ads. Although they received brand awareness from the TV ads, they usually confirmed the message of the TV ads with message from the word of mouth source. The word of mouth source included comments from friends, specialists, neighborhood vendors, retailers. They perceived that the products advertised on TV were low involvement products. After watching TV ads the respondents, especially from low social class, made trial purchase. There were no relationships between trial purchase, source credibility, and the acceptance of TV ads.

The study brings out some business implications relating to target audience selection, media strategy, message strategy, and distribution strategy for the advertisers. TV commercials should aim to reach the audience in all social class since they generally appreciate TV commercials. Especially, it was found out that the respondents in low social class relied on TV media more because they did not use other media.

This study found out that the respondents living in Yangon preferred to MWD channel. However, it should be noted that MWD did not reach all rural areas. Therefore, the advertisers who use TV commercials should take into account the geographical target market of their products when they choose the TV channels. To receive the positive attitude towards TV ads, which can lead to trial purchase, the advertisers should use TV ads, which are dramatized humorous appeal with celebrities. For reliability of the TV ads, the advertisers should be beware that the quality and the specifications of the product are consistent with the message of TV ad. So far there is no relationship between the acceptance of TV ads and the source credibility.

Advertising on TV is the appropriate strategy for the advertisers who produce and/or sell the low-involvement products in large scale. One reason that the advertising on TV should accompany large-scale production is to reach the huge market of low involvement products by using efficient distribution scheme. The other reason is to maintain the price competitiveness through allocating capital expenditure incurred by producing TV ads in large number of products.

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Chapter 1

Introduction

In the competitive business environment, maximizing profit of a business firm calls for an emphasis on meeting and satisfying customers' needs and wants. Selecting target market, developing products and services, determining marketing strategies, planning promotion mix, choosing distribution channels, and other marketing activities aims at fulfilling customers' needs and wants. Since the success or the failure of a business relies on the customer satisfaction, it is important to understand the customer buying behavior.

Because human behavior is complex, understanding human behavior relating to their buying decision is a demanding job for a business. It is difficult to explain how and why human being responds to a particular stimulus because the decisions of human being are not always rational¹. Especially, concerning with human buying behavior, not only personal and psychological factors but also the environmental factors, such as, cultural and social factors, influence their decisions.

To influence the purchase decision of a consumer, business firms use promotional strategies. This study assumes the promotional strategy as two-way communication of the business firm and the consumer. The purpose of promotional strategy is to give market information of the product and/or the service produced and sold by the firm. The information aims to persuade the consumers to reach their buying decision. On the other hand, to achieve the effective stimuli to reach the desire consumer response, effective consumer research is needed to comprehend the potential need and want of consumer.

This study is intended to learn "the Myanmar consumer response behavior" when a promotional message stimulates them. In this study, Myanmar TV channels were selected as media, which have been used for transfer of promotional messages in the private sector since 1989, when television was first introduced in Myanmar.

The study also explored two broader areas of studies: "advertising" and "consumer behavior" in Myanmar. These area are less concerned in Myanmar for two reasons. One is that the practices of private businesses were less developed in Myanmar

¹ Neoclassical economics assumed that the human behavior is rational. The institutional economists criticized this assumption and later, the behavioral economists accepted the consideration of consumer behavior at the business level which assumes that the human behavior is not always rational (discussed in Chapter 2).

due to the socialist period for nearly thirty years. Because of nationalization, the expansion of businesses was mostly absent in that period. Therefore, the promotion strategies including advertising were not widely utilized. In addition, radio and TV mass media were not permitted for commercial purpose. Additionally, the concept of the importance of understanding consumers for promoting sales was not developed in socialist Myanmar market. However, the adoption of market-oriented policy in Myanmar in 1988, consumer-oriented consideration and utilizing advertising strategy in marketing activities has emerged but is still in infant stage.

The other reason is that application of theories of behavioral science in business area, especially in marketing, has barely started in Myanmar. Earlier market research studies on consumer preferences aimed at generalization of the consumer preferences relating to products or brands. Understanding human behavior for business purpose was still in very limited because the nature of human behavior was very complex and difficult to explain. Furthermore, there was the technical barrier, as research techniques used for learning human behavior are qualitative and specialist skill is required.

Hence, it is hoped that studying consumer response behavior influenced by TV commercials can contribute the useful knowledge for the business. In this study a qualitative method, namely the Focus Group Discussion was used to explain the consumer response behavior.

1.1 Scope of the Study

Since the idea of marketing became critical for maximizing profit, the business activities must have on consumer-oriented approach. Because satisfying customer became the major focus of organization's activities, firms inevitably must have a thorough understanding of customer needs and wants (Skinner, 1994). Without knowing who their consumers are what they need and want, how they like to buy the products and services they need and want, firms cannot plan their activities effectively, which determine their success or failure.

For knowledge of consumer needs and wants, most firms rely on market research. More specifically, it is to understand the consumer behavior relating to their preferences, motives, choices and decisions, buying habits, and satisfactions.

This study is concerned with the consumer research not only to understand the consumer needs and wants but also to understand how to motivate them to reach their

buying decision. Therefore, the study covers a combined consideration of consumer behavior and a business promotional strategy of advertising.

The relationship between consumer behavior and advertising is seen as two-way communication. The main task of advertising activities is to provide the business information about products available, product specifications, brand image, price incentives, service provided, and so on to consumer with persuasiveness. An advertising message can have a variety of effects upon the receiver. It can create awareness, communicate information about attributes and benefits, develop or change an image or personality, associate a brand with feelings and emotions, create group norms, and precipitate behavior. On the other hand, knowledge and information gained from consumer research about consumer is useful and necessary for making an effective advertising plan. The relationship between consumer behavior and advertising is explained in figure 1.1.

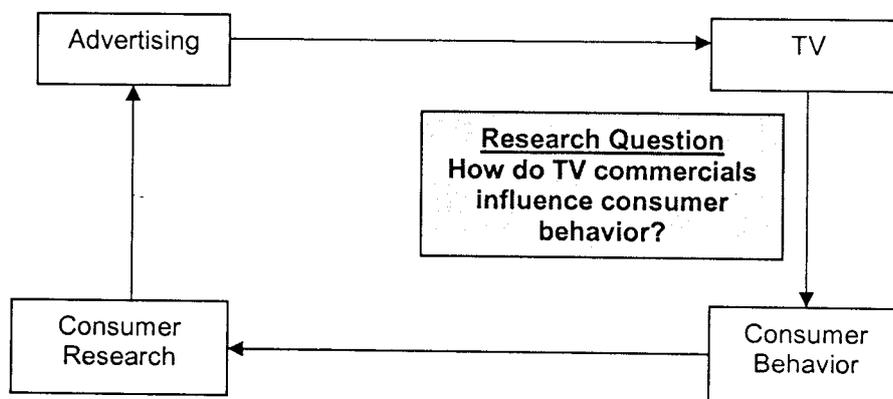


Figure 1.1: The relationship between consumer behavior and advertising

1.2 Research Question

The commercial information of business firms can be transmitted to consumers through promotional media and consumer research can provide information about consumer's responses. In line with this idea, this study is within the area of the promotional media "TV advertising" and consumer behavior found from consumer research. The research question of this study is: "How do Myanmar TV commercials influence on the consumer behavior?"

1.3 Objectives of the Study

The general objective of this study is to examine the consumer behavior in response to the TV commercials. Under this general objective, the specific objectives will be as follows:

- (1) Studying consumer's media habits
- (2) Assessing consumer's attitudes toward TV commercials
- (3) Analyzing consumer's response behavior towards TV commercials
- (4) Determining business implications of consumer research undertaken

1.4 Organization of the study

The introduction chapter presents justification for the study, objectives, the scope, research question, and organization of the study. Then, chapter two explains the theoretical considerations and the framework of analysis of the study. It includes the relationship between advertising and consumer behaviour, the criteria used in the study to measure the consumer behaviour towards TV commercials, and the application of stimulus-response models in consumer response behaviour relating to TV commercials.

Chapter three covers the research methodology. This chapter gives the previous researches concerned with Myanmar consumer behavior. The overview of TV commercials in Myanmar is presented in chapter four. This chapter explains the historical background of Myanmar TV advertising industry, the nature of Myanmar TV advertising industry, and the general features of Myanmar TV commercials.

Chapter five and six present the findings of the empirical research through qualitative and quantitative methods respectively. The criteria of the measurements in both methods are media habits, attitudes toward TV commercials, response behavior after having the awareness of TV commercial, and consumer's buying habits.

Chapter seven proposes the business implications for advertisers, advertising agencies, and media groups. It is hoped that the findings of the study can provide useful information for advertising industry in selecting target market, pursuing media strategies and message strategies, and preparing distribution plans. Finally, chapter eight summarizes up the findings of the study with concluding remarks.

Chapter 2

Theoretical Considerations

Every business firms must understand their consumers, but the one who wants to advertise his or her product/service or capture consumers' domain needs to understand them more because the success of an advertisement absolutely depends on how much close to meet the advertiser's arousal and consumer's conscious as well as subconscious need. Without understanding desire, motives, uniqueness, and influential factors of consumer as well as objectives, strategies, and effects of advertising, it is impossible to create valuable ad. For this reason, in order to understand consumer's responsive behavior to a particular stimulus (an ad), the basic concepts of consumer behavior, advertising, and the basic models covering both factors are considered first and then a framework of analysis is derived in later part of this chapter from the input of these concepts and models.

2.1 Consumer Behavior

Consumer behavior refers to studying human behavior in their consumer roles (Belch and Belch,1990). The term is also defined in more specific definition as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanauk, 2004). Schiffman and Kanauk also state that consumer behavior focuses on what consumers buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it (Schiffman and Kanauk, 2004).

Studying consumer behavior stemmed from the marketing concept² (Engel, Blackwell, and Miniard, 1990). Traditionally, consumer behavior can be understood through daily experience of setting to them. However, the growth in the size of companies and markets demands understanding consumer behavior in more systematic and scientific way through conducting consumer research.

² Marketing concept is a business philosophy of customer orientation. The key assumption of this philosophy is that a business must know the needs and wants of specific target market to offer specific satisfactions better than the competitors do.

Consumer Research: The field of consumer research has developed as an extension of the field of marketing research (Schiffman and Kanauk, 2004). While marketing research is used to improve a company's strategic managerial decision making, studying consumer behavior enables marketers to predict how consumers will react to promotional messages and to understand why they make the purchase decisions they do. Consumer research is also used to know more about the consumer decision making process which can lead to more effective promotional messages. Consumer research is a unique subset of marketing research.

The early consumer researchers viewed not only marketing as applied economics but also consumers as rational decision-makers. They gave little thought to consumer's decision-making as an affair of sub-conscious domain. Later, they became to realize that consumer's purchase decision can largely be influenced by his or her individual tendencies such as mood, emotion, feeling, motivation or situation. Since consumer is not always willing to reveal these factors explicitly, they are difficult to be assessed.

In 1939, a Viennese psychoanalyst named Ernest Dicher began to use Freudian psychoanalytic techniques to uncover the hidden motivations of consumers (Schiffman and Kanauk, 2004). His research methodology was called motivational research and adopted by consumer researchers by using qualitative research methods. At the present time, consumer research become to use either approach: quantitative or qualitative.

Quantitative Method: Quantitative research is in descriptive nature and mostly used to understand the effects of various promotional inputs on consumer. This approach is often called positivism. The positivist research methods are borrowed from natural science and includes experiments³, survey⁴, and observation⁵. With qualitative approach, researcher often use identical questions and response alternatives so that they can summarize the information quantitatively. Since quantitative research techniques are mostly based on

³ When researcher want to learn whether the specific characteristics- which vary among groups- cause differences in some responses among the groups, the experimental method is the most appropriate tool. With the experimental method, researcher can compare the responses of two (or more) groups that are similar except on the characteristic being tested.

⁴ Most survey research seeks structured responses that can be summarized in numbers, percentages, averages, or other statistics. Survey questionnaires usually provide fixed responses to questions which make it easier and faster answering and analysis as well as more convenient for computer analysis. With the survey method, researcher's decision about how respondents will be contacted - by mail, via a website, on the phone, or in person - depends on what specific questions to ask and how to ask them.

⁵ Observation method is used when researcher want to try to see or record what the subject does naturally and don't want to influence the subject's behavior. This method usually focuses on a well-defined problems. They are common in advertising research.

probability sampling procedures, various statistics can be used to draw conclusions and the findings can often be generalized to larger populations. (For this study, convenient sampling was used and as a consequence, more elaborate and exact statistics could not be used.)

Qualitative Method: The researchers who adopt the qualitative research methods view consumer behavior as a subset of human behavior and the research objective is often to understand negative aspects or ills associated with destructive consumer behavior (often called dark side of consumer behavior) such as drug addiction, shoplifting, alcoholism, and compulsive buying. Qualitative research is therefore concerned with understanding consumer's deep behavior within his or her psyche such as motivations, feelings, emotions, and attitudes.

Many social science disciplines are borrowed from psychology (to understand consumer's individual behavior), anthropology (to understand the meanings of cultural practices and symbols), and sociology (to understand consumer's organizational behavior).

Qualitative research methods consist of depth interviews⁶, focus groups⁷, and projective techniques⁸. These techniques need to be administered by a highly trained

⁶ A depth interview is an unstructured interview between a respondent and a highly trained interviewer who minimizes his or her own participation in the discussion after establishing the general subject to be discussed. The length of interview for a respondent is generally 30 minutes to an hour. Some researchers often take a more active role in the discussion. Respondents are necessarily encouraged to talk freely about their activities, attitudes, and interests under study. In addition to transcripts or audio tape recordings of interviews, reports of respondents' moods and any gestures are also required because these factors convey attitudes or motives of respondents. Such studies provide with valuable ideas about product design or redesign, and provide insights for positioning or repositioning the product.

⁷ A focus group usually consists of eight to ten respondents who have to discuss under predetermined discussion-topics focused on a particular subject of research interest. Respondents are encouraged by a moderator/analyst to discuss their interests, attitudes, reactions, motives, lifestyles, feelings about the discussion-topics. Because a focus group takes about two hours to complete, a researcher can easily conduct two to three focus groups in one day, while it might take that same researcher five or six days to conduct the same number of individual respondents in depth interviews.

Some researchers prefer individual depth interviews because they feel that respondents are free of group pressure which can occur socially acceptable (not truthful) responses, and more likely to remain personal attention during the entire interview which can lead to reveal their private thoughts. Other researchers prefer focus groups because it take them less time overall to complete the study, and they feel that free-wheeling group discussions and group dynamics tend to yield a greater number of new ideas and insights.

⁸ Projective techniques are designed to tap the underlying motives of individuals despite their unconscious rationalizations or efforts at conscious concealment. They consist of a variety of disguised tests that contain ambiguous stimuli such as incomplete sentences, untitled pictures or cartoons, inkblots, word-association tests, and other-person characterizations. The theory behind projective tests is that respondents' inner feelings influence how they perceive ambiguous stimuli. The stories they tell or the sentences they complete are actually the projections of their inner thoughts even though subjects may attribute their responses to

interviewer-analysts who have to handle and analyze the research process as well as the research findings very professionally.

The findings of a qualitative research tend to be somewhat subjective and they can be projected or generalized to a larger population because sample sizes are necessarily small. They are used primarily to provide new ideas and insights for the development of positioning strategies.

Approaching Consumers by Consumer Research: In approaching consumers to understand their behavior, a valuable marketing concept can be applied to segment consumers into homogeneous subgroups.

The objective of marketing is to satisfy the needs and wants of consumers to whom the firm serves. Actually, to satisfy every customer's needs and wants simultaneously is impossible. They not only have different needs but also meet these needs in different ways. Although there are many possible differences between individual consumers, those who have similar backgrounds generally have similar consumption pattern. Therefore, they can be sub-grouped into segments of consumers who have similar characteristics. These different sub-groups can be identified and understood by segmenting markets and studying consumer behavior in each segments. The variables commonly used to segment consumer markets fall into two broad groups: (1) consumer characteristics which includes geographic, demographic, and psychographic characteristics and consumer responses to the particular product, such as benefits sought, use occasions, brand and loyalties.

2.2 Segmenting Consumers

As shown in Figure 2.1, business firms of today narrow down the mass market into market segments and try to have understanding about consumers in specific market segments rather than generalizing about average customers or how the mass market behave. Target marketing is replacing mass marketing in 1990s (Rajeev Batra, 1990).

Market segmentation is just the first step in a three-phase marketing strategy. After segmenting the market into homogeneous clusters, the marketer then must select one or more segments to target. To accomplish this, the marketers must decide on a

something or someone else. Thus, their responses are likely to reveal their underlying needs, wants, fears, aspirations, and motives, whether or not the respondents are fully aware of them. The basic assumption underlying projective techniques is that respondents are unaware that they are exposing their own feelings.

specific marketing mix: that is, a specific product, price, channel, and/or promotional appeal for each distinct segment. The third step is positioning the product so that it is perceived by the consumers in each target segment as satisfying their needs better than other competitive offerings (Engel, Blackwell, and Miniard, 1990).

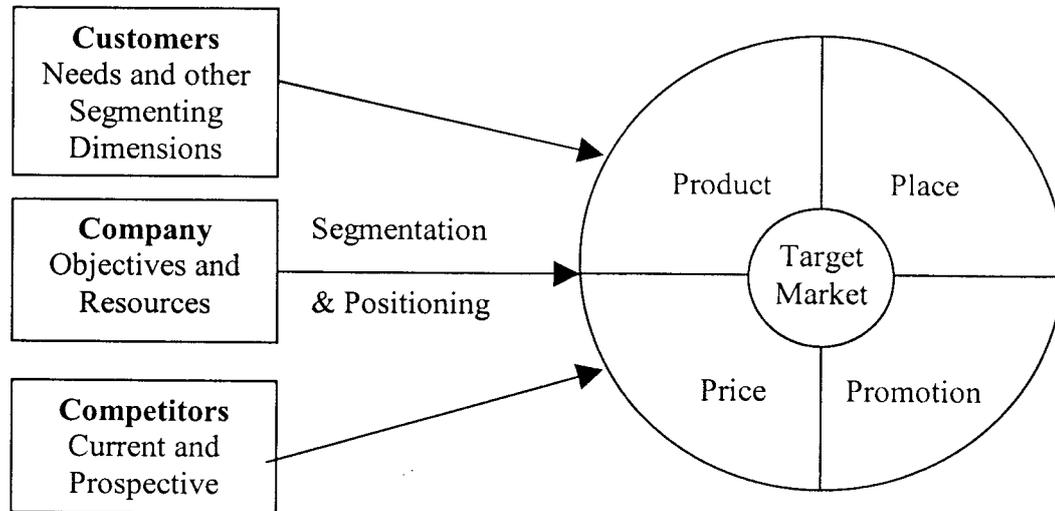


Figure 2.1 Overview of Marketing Strategy Planning Process

Source: William D. Perreault and Jr E. Jerome McCarthy, 2002

Among different dimensions used to segment markets (Appendix 1), the demographic as well as behavioral dimensions provide critical information about the size, location, and characteristics of target markets (Perreault and McCarthy, 2002).

(a) Demographic Dimensions: The demographic variables are popular for distinguishing consumer groups because consumer wants, preferences, and usage rates are often highly associated with demographic variables (Kotler, 2004). Men and women use products, choose brands, perceive product price, or process information from ads differently. For instance, women may more detailed information than do men, possibly because they are more interested to paying attention external cues than men are. In another example, women may be more responsive to ads that portray women as powerful, capable people than men are. Income is often combined with other demographic variables, especially occupation and education to more accurately define target markets because they tend to be closely correlated in almost a cause-and-effect relationship (Skinner, 1994). For instance, higher level occupations usually produce higher incomes and require higher level education than lower level occupations do. It is undoubtedly that different income-

earners have different consumption-related behavior. For instance, higher-income households tend to be less price-sensitive, placing a higher value on buying higher-quality products than lower income households do. The specific variables commonly used in segmenting markets demographically are sex, age, family size, family life cycle, income, occupation, education, religion, race, and nationality (Kotler, 2004). (Among them, the variables of sex, income, occupation, and education were combined to use as a base of segmenting to conduct empirical research.)

However, unfortunately, segmenting with demographic dimensions alone is not enough in explaining specific consumer behavior – why people buy specific products and specific brands. Yet, such detailed focus is important and better understanding of consumer behavior can result from better knowing consumer's behavioral dimensions.

(b) Behavioral Dimensions: Many behavioral dimensions influence consumers. A model of how consumer respond to a particular stimulus (discussed in section 2.4) can provide a closer understanding to the effect of various behavioral dimensions on individual consumer's problem solving behavior. As problem solvers, individual consumers are influenced by psychological variables, social influences, the purchase situations, and the individual's innate tendency. All of these variables are related, and the combined effect of all these factors influence on individual decision process and then result in individual consumer's buying behavior as a response to a particular stimulus.

Understanding consumer behavior can help to view how consumers think about their offerings in the market realistically. Without that, the differentiation strategy cannot be applied for most of the consumer products. How consumers think about proposed and/or present brands in the market is very important for marketers who want to position their brand in consumer's mind. A brand must be positioned in a way that maximize effectiveness in attracting the desired target segment. The strategic objective must therefore have segmentation and positioning strategies which are fit together.

Positioning issues are especially crucial when competitors in a market appear to be very similar. For example, many products in the over-the-counter drug market, have identical ingredients and formulas but promoted for different symptoms, by using different brand names, packaging, product designs, or advertising in order to differentiate them in consumer's mind.

(c) Consumer Segmentations in Some Countries: The common segmentation variables for consumer market in U.S. and the social grade classifications in U.K., EU, Japan, and China⁹ are shown in Appendix 2.

2.3 Positioning and Promotion to Target Customers

Consumers make decisions and take actions based on what they perceive to be reality, not based on the objective reality. For each individual, reality is a totally personal experiences (Schiffman and Kanauk, 2004). Thus, to the marketers, consumer's perceptions are much more important than their perceived objective reality.

Positioning is therefore not what marketers do to the product, but what they do to the consumer's mind, through various communication. The key idea in positioning strategy is that the consumer must have a clear and distinct idea of what a brand stands for in the product category. Such positioning can be achieved mostly through a brand's marketing communications, although its distribution, pricing, packaging, and actual product features also can play crucial roles. A brand's position develops over years, through advertising, publicity, word-of-mouth, and usage experience, and can be successful, or diffused depending on the consistency of that brand's positioning and actual standing over the years. The different approaches to positioning strategy are: (1) using product characteristic or customer benefits, (2) the price-quality approach, (3) the user or applications approach, (4) the product-user approach, (5) the product-class approach, (6) the cultural symbol approach, and (7) the competitor approach (Rajeev Batra, 1990).

Consumers' brand selection actually comes from the perception of such brand from their side, not marketer's side. Realistically, consumer's perception of a brand may differ from the marketer's desire to perceive his or her brand.

Therefore, in order to communicate the message to a particular brand, an effective promotional program which tries to make the gap between the perceptions from both sides as narrow as possible is important.

An important concept of marketing is to create exchange that satisfy individual and organizational objectives by offering 4Ps – product, price, channel of distribution (place) and promotion which are referred to as marketing mix. Recently, additional 3Ps are also considered – people or personnel, procedures, and physical evidence or ambience, especially for service (Kotler, 2004).

⁹ http://www.Businessballs.com/demographic_classifications.htm

The relative importance of these four ingredients of marketing varies from one situation to another. For sophisticated technical equipments, the performance and quality of the product is most important and price is a secondary consideration while place and promotion are relatively unimportant. On the other hand, many consumer products are rather similar and needed to gain consumer's perceived differentiation. That's why promotion is required to position consumer's mind and how widely it is available is more important than the remaining ingredients of product and place.

Philip Kotler suggests that the markets where promotion will be more important than others are:

- (1) products are alike, thus leading manufacturers to try to differentiate them psychologically;
- (2) products are in the introductory stage of the life cycle, where awareness and interest must be built, or in the mature stage, where defensive expenditures are required to maintain market shares;
- (3) products are sold on a self-service basis (Kotler, 2004)

The basic promotional tools that can be used to accomplish a firm's marketing objectives are advertising, personal selling, publicity, and sales promotion (Belch and Belch, 1990)

2.4 Advertising

Advertising is one of the ways of carrying out the promotional part of the marketing mix. It is an essential tool of mass media. Advertising can be defined as "any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor" (Belch and Belch, 1990).

Andy Berlin, co-founder of legendary San Francisco agency Goody, Berlin, Silverstain calls advertising a combination of entertainment and information transfer (May Lwin and Jim Aitchison, 2002).

Since the different media : TV, radio, newspaper, periodicals, cinema, billboard and web-sites, etc. can be used in advertising. Because each medium has its distinct positive and negative characteristics, one important decision in advertising is to choose the right media. An appropriate message can have less value if it is not transmitted and received effectively. The media have to be correctly selected so that they deliver the appropriate messages to the right people as effectively as possible.

That effectiveness of media can be measured in terms of (1) the clarity of the message, and (2) the coverage of the target audience (Wilmshurt and Mackay, 1999). Since the clarity of message is sometimes difficult to evaluate precisely, the effectiveness of different media is often rated by measuring the coverage of the target market.

Advertising on TV: TV is an effective medium to communicate advertiser's message for the reason of not only its coverage but also other distinct characteristics. TV commercials are very real because they present life-like situations with which people can readily identify. Moreover, TV commercials provides professionally produced image, combining vision, movement, sound, timing and color. TV advertising can create images and symbolic appeals for products and services as well as it can also represent a cost-effective method for communicating with large audiences. However, the viewers are difficult to respond immediately and directly to TV commercials because there is inevitable time lapse before any action can be taken (Wilmshurt and Mackay, 1990). An important defect of TV advertising is that more affluent consumers view less TV per day than less affluent consumers¹⁰ (Jefkins, 1994). (The empirical research also found out the similar characteristic.)

Effects of TV Advertising: The immediate and direct effects of advertising is difficult to measure. One reason is that, although the ultimate objective of advertising is to sell products or services, advertising is only one of the many forces that influence sales (Rajeev Batra, 1996). (The other influencing forces of sales are price, product availability, the sales force, packaging, product features, competitive actions, buyer's needs, and taste as well as the environmental forces such as weather condition). The other reason is that the impact of advertising is rather on long-term sales.

As shown in Figure-2.2, advertising can create both immediate and future sales. Advertising can also encourage post-purchase attitude formation by convincing consumers that their purchasing is right. On the other hand, advertising can change consumer's attitude as an immediate consequence which can also lead to future purchase.

¹⁰ A study of the profile of the media habits of US citizens indicated that affluent adult householders with \$ 5,000 plus a year watch 24.7 hours of TV per week (Wilmshurt and Mackay, 1990).

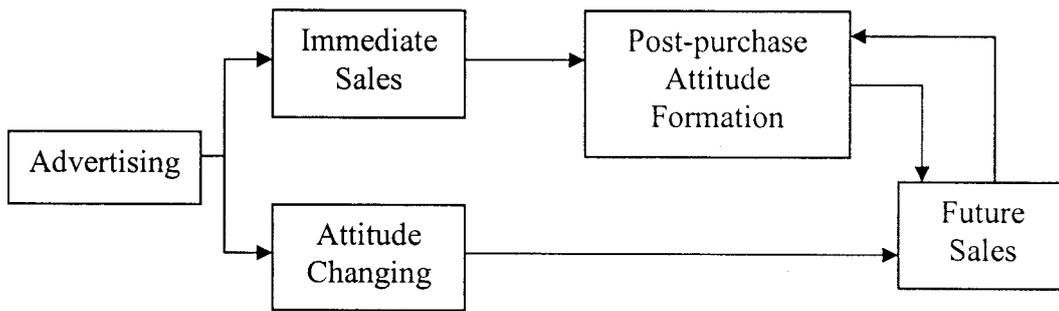


Figure 2.2 The Impacts of Advertising

It can therefore be concluded that the main objective of advertising is to create either current or future sales. However, the ultimate intention of sales cannot be realized without changing consumer behavior first. Advertising can affect consumers to be aware of the specific product/brand, to create desire to purchase the specific product/brand, to form sustainable positive attitudes toward the specific product/brand, all of which can lead to actual purchase. As shown in Figure-2.3, because sales may be secondary effect of advertising from changing consumer behavior, studying consumer behavior as an obvious outcome or consequence of advertising is more logical and operational than studying sales.

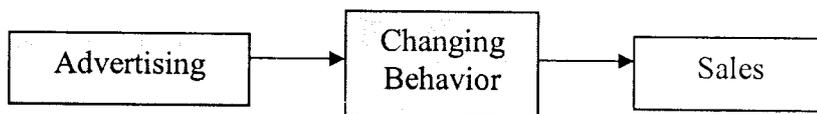


Figure 2.3 The Consequences of Advertising

Behavioral Approach: Many economists assumes that consumers are economic buyers_ people who know all the facts and logically compare choices in terms of cost and value received to get the greatest satisfaction from spending their time, money, and effort. The needs consumer desires to fulfill by rationalizing the best use of his or her time, money, and effort are called economic needs which guide most consumer behavior (Perreault and McCarthy, 2002).

However, the economic-man models cannot always explain consumer's buying pattern of non-economic needs and wants. Most consumers want the improved value for the time, money, and effort they spend. This improved value does not just come from lower price. For example, carefully planned place decision can make it easier and faster for consumers who have poor time to make a purchase. Products can be designed to fulfill consumers' specific needs such as better service, longer lasting, or brighter color. Promotion can also inform or explain product benefits in terms of measurable factors such as the time a product will save, the image a product will represent, or the taste a product will give.

Offering economic value to consumer is an important factor in many purchase decisions. But, consumer's buying behavior is not always as-simple-as the economic-man model suggests. A product that one person perceives as a good value is of no interest to someone else. Thus, one cannot understand consumer behavior without considering behavioral dimensions. These dimensions are incorporated in the models discussed in the following section.

Advertising Implications of Consumer Behavior Models: This study mainly emphasizes on consumer response behavior as a consequence of stimulus processing which is shown in Figure-2.4.

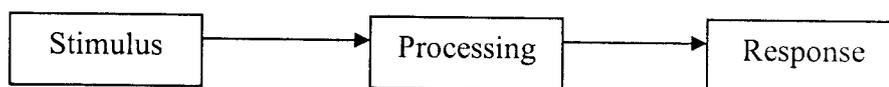


Figure-2.4 Consumer's Stimulus-Response Behavior

The basic assumptions of this study are

- The terms "consumer" and "buying-decision maker" are interchangeable
- Consumers are active decision makers

Some traditional consumer behavior theories viewed consumers as passive recipients of external stimuli. One of the well-known theory under this premise is Classical Conditioning Theory. According to this theory, consumers can process stimulus subconsciously and the outcome of this process will be in the form of conditional response. The outcomes of consumer's passive processing of stimuli are described in the models of AIDA, DAGMAR, and Innovation Adoption. A brief considerations of these

theories can be seen in Appendix 3. In this chapter, models of consumer's purchasing decision and the influential factors which can be applied as a guideline for studying how consumers make purchase decisions after getting exposure of stimuli (ads) are analyzed, interlinked, and organized as a frame of reference to develop a conceptual framework of this study.

The model of consumer decision-making process identifies five sequential stages of both mental and physical behavior: (1) problem recognition, (2) information search, (3) evaluation of alternatives and purchase, and (4) post-purchase behavior (Skinner, 1994). This process can be applied as a guideline for studying how consumers make decisions.

(1) Problem Recognition: Problem recognition occurs when consumers face with an imbalance between actual and desired states. This gap between actual and desired states can be enlarged by exposing consumer with an internal or an external stimulus. Consumer's internal stimulus may occur if he or she hears about or sees a product whose features make it seem superior to the one currently used. Consumer's wants are usually created by advertising and other promotional activities. An advertisement can be considered as an external stimulus. Figure 2.5 shows how advertising influence consumers' problem recognition behavior.

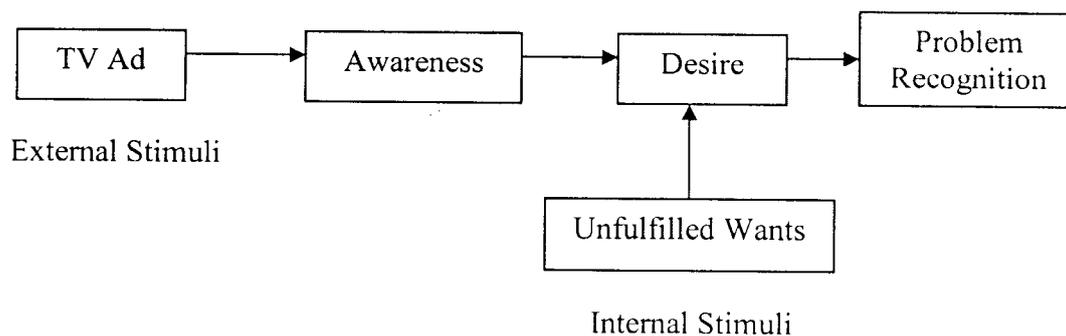


Figure 2.5 Influence of Both Internal and External Stimulus (Advertisements) on Consumer Behavior

(2) Information Search: After recognizing a problem, consumers search for information about the various alternatives which can satisfy their wants. As shown in Figure 2.6, an information search can also occur internally, externally, or both which can lead to

constructing evoke set¹¹. Internal information search is the process of recalling information stored in the memory. The previous experience with a product can create storing information internally. In contrast, an external information search seeks information in the outside environment¹².

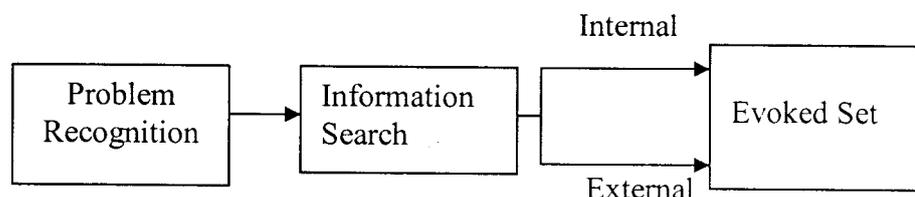


Figure 2.6 Consumer's Behavior of Searching Information and Constructing Evoked Set

The extent of doing an external search depends on his or her perceived risk¹³, knowledge¹⁴, prior experience¹⁵, and level of interest¹⁶ in the good or service (Belch and Belch,1990).

¹¹ Evoked Set refers to the specific brands (or models) a consumer considers in making a purchase within a particular product category which is also called the consideration set (Schiffman and Kanuk, 2004).

¹² There are two basic types of external information sources: non-marketing controlled and marketing-controlled. A non-marketing-controlled information sources include personal experience (trying or observing a new product), personal sources (family, friends, acquaintances, and coworkers), and public sources, such as consumer reports and other ratings. A marketing-controlled information source, on the other hand, is biased toward a specific product because it originates with marketers promoting that product. Marketing-controlled information sources include mass-media advertising (radio, newspaper, television, and magazine advertising), sales promotion (contests, displays, premiums, and so forth), salespeople, and product labels and packaging. Many consumers often argue these sources that they express only the attributes of the product and don't mention the faults. These views are stronger among better-educated and higher-income consumers.

¹³ Generally, as the perceived risk of the purchase increases, the consumer enlarges the search and considers more alternative brands.

¹⁴ A consumer's knowledge about the product or service will also affect the extent of an external information search. If the consumer is knowledgeable and informed about a potential purchase, he or she is less likely to need to search for additional information. In addition, the more knowledgeable the consumer is, the more efficiently he or she will conduct the search process, thereby requiring less time to search. Another closely related factor which affects the extent of consumer's external search is confidence in one's decision-making ability. A confident consumer not only has plenty of stored information about the product but also feels self-assured about making the right decision. People lacking this confidence will continue an information search even when they know a great deal about the product. Consumers with prior experience in buying a certain product will have less perceived risk than inexperienced consumers. Therefore, they will spend less time searching and limit the number of products that they consider.

¹⁵ Consumers who have had a positive prior experience with a product are more likely to limit their search to only those items related to the positive experience. Finally, the extent of the search undertaken is positively related to the amount of interest a consumer has in a product. That is, a consumer who is more interested in a product will spend more time searching for information and alternatives.

¹⁶ From the consumer's information search, a group of brands, called the buyer's evoked set (or consideration set) are constructed which are the consumer's most preferred alternatives. From this set, the buyer will further evaluate the alternatives and make a choice. Consumers do not consider all the brands

(3) Evaluation of Alternatives and Purchase: After collecting information and constructing an evoked set of alternative products or brands, the consumer makes a decision. A consumer will use the information stored in memory and obtained from outside sources to develop a set of criteria. These criteria help the consumer to evaluate and compare alternatives. For the convenience sake, consumers are willing to reduce the number of choices included in their evoked set¹⁷. One way to narrow the evoked set is to prioritize a product attributes and then exclude all products or brands in the set that don't meet the prioritized attributes.

To determine which attributes are most important in influencing is a consumer's choice. Several factors may collectively affect a consumer's evaluation of products. Advertising is one of the factors because it can help consumers know which criteria are appropriate to consider as priorities (Figure 2.7).

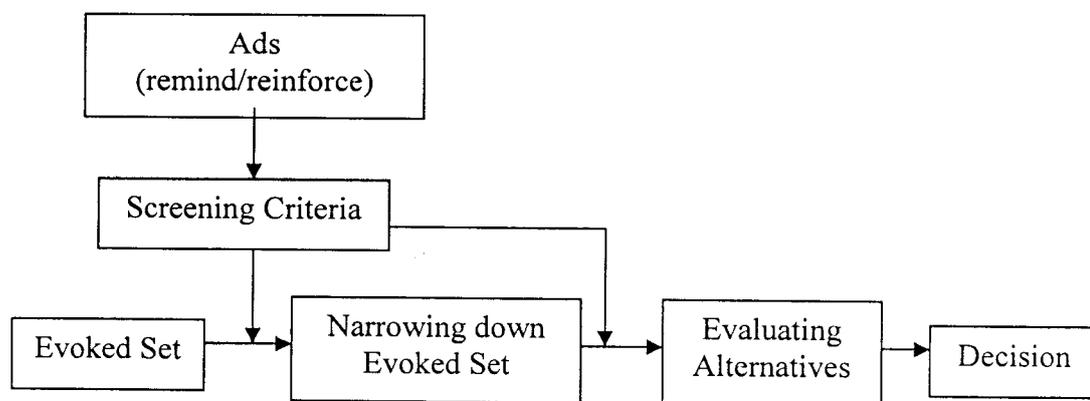


Figure 2.7 The Influence of Advertising on the Process of Narrowing down consumer's Evoked Set

A single attribute, such as price, may not adequately explain how consumers form their evoked set. Moreover, attributes which are important to one person may not be very important to the other. Following the evaluation of alternatives, the consumer decides which product to buy or decides not to buy.

available in a product category, but they do rather seriously consider a much smaller set. Advertising can force to include a particular brand into consumers' evoked set.

¹⁷ In the 1950s at New York agency Ted Bates, Rosser Reeves formulated the theory of Boxes in the Mind. This theory proposes that every one has boxes in their minds for every product or service category, and each box can contain only two or three brand names (May Lwin and Aitchison, 2002).

(4) Post-purchase Behavior: Consumers expect certain outcomes from the purchase. Whether the consumer is satisfied or dissatisfied with the purchase depends on the fact of how well their expectations are met.

When people recognize inconsistency between their values or opinions and their actual behavior, they feel an inner tension called cognitive dissonance. Cognitive dissonance occurs because the person knows the purchased product has some disadvantages (Zaltman and Wallender, 1979).

Consumers want to reduce dissonance by justifying their decision that has already been made. They usually seek new information that reinforces positive ideas about the purchase, or avoid information that contradicts their decision. Advertising can help dissonance lessening by reinforcing product's superiority over competing brands (Figure 2.8).

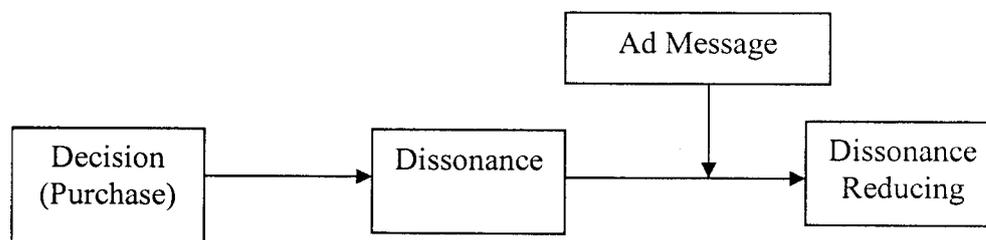


Figure 2.8 Influence of Advertising on Consumer's Dissonance Reducing Behavior

2.5 Influential Factors on Consumer Behavior

The consumer decision-making process does not occur in isolated way. The several individual and social factors inevitably influence the decision process. They have certain effect from the time a stimulus exposes to consumer through post-purchase behavior occurs.

2.5.1 Individual Factors

The individual factors of consumers which can strongly influence the response behavior to the same stimulus are unique to each person. These factors include perception, motivation, learning, values, beliefs, attitudes, personality, self-concept, and

lifestyle (Schiffman and Kanuk, 2004). These factors are sometimes called psychological factors (Skinner, 1994).

(a) Influence of Perception Factor on Stimulus-Response Behavior: The world is full of stimuli (Evans and Berman, 1990). A stimulus can be any kind of input affecting the five senses: sight, smell, taste, touch, and hear. The sixth sense of mind is including in senses of human being, but, so called scientific study excludes mind which is considered just a part of brain function. The process by which consumer selects, organizes, and interprets the stimuli into a meaningful and coherent picture is called perception (Zaltman and Wallender, 1979). In other words, perception is how people see the world and how they recognize that they have a consumption problem.

People cannot perceive every stimulus in their environment. Therefore, they use selective exposure to decide which stimuli to notice and which to ignore. One study reveals that a typical consumer is exposed to over 150 advertising messages a day, but notices only between 11 and 12 (McDaniel, 1999).

The recognition of an object, contrast, movement, intensity (such as increased volume) and smell are cues that influence perception. Consumers use these cues to convey forward their decision making process. In order to create the important cues or signals in consumers' perception, it must first identify important attributes, which is price or quality or durability or appearance or fragrance or product warranties or so on that the targeted consumers want in product and then design signals to communicate these attributes.

What is perceived by consumers may also depend on the stimuli's attractiveness and brightness. Similarly, consumer's perceptual selective exposure will be stronger if the figure is relatively noticeable with its background. The figure-and-ground principle suggests that the figure is perceived more clearly when it contrast to its background. The common line that separates the figure and the background is generally attributed to the figure rather than to the ground, which helps give the figure greater definition (Schiffman and Kanauk, 2004).

Two other concepts closely related to selective exposure are selective distortion and selective retention (Engel, Blackwell, and Miniard, 1990). Selective distortion occurs when consumers change or distort information that conflicts with their feelings or beliefs whereas selective retention comes up when they remember only information consistent with their personal feelings or beliefs.

Which stimuli will be perceived often depends on the individual's uniqueness. People can be exposed to the same stimuli under same condition but perceive them differently. Thus, two people viewing a commercial may have different interpretations of the advertising message. While one person may be thoroughly absorbable the message and become highly motivated to buy the product, the other one may not be able to recall the content of the message or even the products advertised after the ad ends.

Brand names can also send signals and meaning to consumers. The brand names can identify important product qualities and convey some meaning such as excitement, safety, dignity, masculinity, intensity, reliability, or superiority. Consumer's perception is actually happened only if the stimulus is within the threshold level of perception: the minimum difference in a stimulus that the consumer will notice. This concept is sometimes referred to as the just-noticeable difference (Schiffman and Kanuk, 2004). One Study found that the just-noticeable difference in a stimulus is about a 20 percent change (McDaniel, 1999). According to this finding, consumers will likely notice a 20 percent price decrease more quickly than a 15 percent decrease or 20 second TV ad spot can be more absorbable than 15 second ad spot. This principle can be applied to other advertising variables as well, such loudness of a broadcast advertisement or space of an ad occupied.

(b) Influence of Motivation Factor on Stimulus-Response Behavior: Consumer's motivation is a major force influencing their buying decisions. Consumers fulfill different kinds of need by buying a product. The needs become motivators when they arouse sufficiently. Motivators are the driving forces that cause a person to take action to satisfy specific needs.

Maslow's hierarchy of needs, explains why are people forced by particular needs at particular times which arranges needs in ascending order of importance: physiological, safety, social, esteem, and self-actualization_ a person may have all levels at the same time but he or she has to prioritize one level at a moment. Once a person fulfils and satisfies one level of need, a higher-level need become more important (Kotler, 2004). According to this theory, the most basic human needs are physiological: needs for food, water, and shelter. Safety needs include security and freedom from pain and discomfort. After physiological and safety needs have been fulfilled, social needs- especially love or affection and a sense of belonging become the focus. Love includes acceptance by one's

peers as well as sex and platonic or romantic love. Self-esteem needs include self-respect and a sense of accomplishment. Esteem needs also include prestige, fame, and recognition of one's accomplishments. The highest human need is self-actualization. It refers to finding self-fulfillment and reaching the point in life at which "people are what they feel they should be." Except self-actualization, other levels have "grey area" or overlap.

Because different products can fulfill consumer's needs in different levels, the promotional message for different types of products should be consistent with these different levels. Thus, most of the ads of foodstuff use appeals to satisfy physiological needs. Advertising of medicines often use appeal of safety from fears and anxieties to fulfill this type of needs. While ads mostly appeal more to this need than to any other, those for clothes and cosmetics suggest that buying the product can bring love or sex appeal. Similarly, some ads of consumer accessories use appeal of self-esteem and the advertisements of most of the luxurious items focus on self-esteem and self-fulfillment needs.

(c) Influence of Learning on Stimulus-Response Behavior: Without learning, almost all consumer behavior cannot be resulted. Learning is the process that creates changes in behavior through experience and practice (Engel, Blackwell, and Miniard, 1990). It is impossible to observe learning directly, which can only be inferred whether someone has learned or not only when a person's actions occurs. For example, after seeing an advertisement for a new brand, consumer goes to the store soon and buy that brand, it can be inferred that he or she has learned something about the brand.

There are two types of learning: experiential and conceptual (Belch and Belch, 1990). Experiential learning occurs if an experience changes one's behavior. Learning in above example can be regarded as experiential learning. Conceptual learning doesn't occur through direct experience and is the second type of learning.

One important concept in learning process is reinforcement which can be positive or negative. The positive or negative reinforcement can occur when a consumer experiences good or bad remark on a product (as a reward) from hearing or seeing this product from stimulus (ad) or actual response (buying). Thus, if a new brand evokes neutral feelings only, some promotion activity such as communicating the special discount program or sales promotion message may be required to induce further consumption. The positive or negative reinforcement enforces consumer to repeat or

avoid to repeat purchasing this product. Repetition is also tool of reinforcing process because it can lead to increased learning. Thus, some advertisers use the repetitive advertising to evoke positive attitudes toward their products or brands.

(d) Influence of Self-Concept, Personality, and Life Styles on Stimulus-Response Behavior: Learning shape consumer's value systems which in turn determine self-concept, personality, and lifestyle. A value is an enduring belief that a specific mode of conduct is personally or socially preferable to another mode of conduct (McDaniel, 1999). People react to various inducements based on their value systems. Values also correspond to consumption pattern as well as consumers' habits such as media habits or buying habits.

Values can also influence on beliefs and attitudes. A belief is an organized pattern of knowledge that an individual holds as true about his or her world (Jefkins, 1994). Consumers tend to develop a set of beliefs about a product's attributes and then, through these beliefs, form a brand image_ a set of beliefs about a particular brand. In turn, the brand image shapes consumer's attitudes toward the product.

Since learning, self-concept, personality, life style, and attitudes are sequential and interrelated factors, the positive behavior of one factor can result positive outcome of another one.

(e) Influence of Attitudes on Stimulus-Response Behavior : Attitudes tend to be more enduring and complex than beliefs because they consist of clusters of interrelated beliefs (McDaniel, 1999). An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman and Kanuk, 2004). Attitude can be viewed simply as overall evaluation which can range from extremely positive to extremely negative (Engel, Blackwell, and Miniard, 1990).

Although attitudes tend to be more enduring, it can be changed. The formation of consumer attitudes is strongly influenced by mass media (Jefkins, 1994). Other influential factors are consumer's personal experience, the influence of other people such as family or friends, and direct marketing. Advertising can change consumer's attitudes by effectively communicating message which can turn neutral or negative beliefs about product attributes into positive ones. One research indicates that for consumers who lack direct experience with a product, exposure to an emotionally appealing advertising message is more likely to create an attitude toward the product than for consumers who

have beforehand secured direct experience with the product category (Schiffman and Kanuk, 2004).

Consumer can change or form attitude by two distinctly different routes: a central route or a peripheral route. The elaboration likelihood model (ELM) developed by psychologists Richard E. Petty and John T. Cacioppo in 1994 explains two possible ways of attitude changing or forming by these two routes. The central route is particularly relevant to attitude change or formation when a consumer's motivation or ability to assess the attitude object (stimulus) is high (Schiffman and Kanuk, 2004). In such case, consumers can consciously and diligently consider the information provided by the stimulus and attitudes are changed or formed by careful consideration, thinking, and integration of information relevant to the object. In contrast, when a consumer's motivation or assessment skills are low, attitude change or formation occur via the peripheral route without active thinking about the stimulus. In such case, attitude change often is outcome of secondary inducement of stimulus and attitude formation often turns to this secondary inducement.

(f) Influence of Personality and Lifestyle on Stimulus-Response Behavior: Each consumer has a unique personality. Personality is a way of organizing and grouping the consistencies of an individual's reactions to situations. Personality is also an outcome of both psychological and environmental forces. Personality influences the types and brands of products purchased.

Personality and self-concept are reflected in lifestyle. A lifestyle is a pattern of living, as identified by a person's activities, interests, and opinions. Lifestyle characteristics are easier to measure than personality characteristics. Consumer normally responds a particular stimulus in a way which reflects his or her personality and lifestyle.

2.5.2 Social Factors

The second major group of factors that influence consumer decision making are social factors, which include all effects on buyer behavior that result from interactions between a consumer and the external environment. Social factors include culture and subculture, reference groups, opinion leaders, family, and social class.

(a) Influence of Culture and Subculture on Stimulus-Response Behavior: Culture is the set of learned values, norms, attitudes, and other meaningful symbols that shape

Human behavior which can be transmitted from one generation to the next, primarily by institutions such as family, religion, and school. Cultural differences may result in considerable variations even within a culture. A culture can be divided into subcultures on the basis of demographic characteristics, geographic regions, political beliefs, religious beliefs, nationality and ethnic backgrounds. Within subcultures, people's attitudes, values, and purchase decisions are even more similar than they are within the broader culture. The stimulus in the appeal to core values or norms of consumer is essential in successful response to such stimulus. The core values are same basic understandings shared within a group of people (Engel, Blackwell, and Miniard, 1990).

(b) Influence of Reference Groups on Stimulus-Response Behavior: All the formal and informal groups that have a direct (face-to face) or indirect influence on the person's attitudes or behavior are that person's reference groups (Evans and Berman, 1990). Consumers may use products or brands to identify with or become a member of a group (McDaniel, 1999). They learn how members of their reference groups behave by observing, and they use the same criteria to make their own consumer decisions.

The behavior of reference groups directly influence a person's behavior. Stimulus associating with enforcement of reference groups have three important implications: They serve as information sources and influence perceptions; they affect an individual's behavior; and their norms either constrain or stimulate consumer behavior.

(c) Influence of Opinion Leaders on Stimulus-Response Behavior: Reference groups frequently include individuals known as group leaders or opinion leaders, those who informally influence the actions or attitudes of others, who may be the opinion seekers or opinion recipients (Jefkins, 1994). The advertisers often try to associate popularity of celebrities with their products because people often perceive celebrities as opinion leaders. The effectiveness of celebrity endorsements, therefore depends largely on how credible and attractive this opinion leader is and how familiar people are with him or her. Ads with celebrity endorsements are most likely to succeed if an association between the spokesperson and the product can be established.

(d) Influence of Family on Stimulus-Response Behavior: The family is the most important social institution for many consumers, strongly influencing values, attitudes,

self-concept- and buying behavior of family members. The family is the most influential primary reference group (Kotler, 2003).

In a family, the decision-making roles among family members vary, depending on the type of item purchased. Even the same person has variety of roles in his or her family in purchasing products. A member may be initiators at one time when he or she suggests or initiate to purchase a product, influencer, decision maker, or actual purchaser at other times. Thus, stimulus should be in the right appeal to capture the perception of consumer in right role.

(e) Influence of Social Class on Stimulus-Response Behavior: Social class is the division of members of a society into a hierarchy of distinct status classes, so that, members of each class have relatively the same status and members of all other classes have either more or less status. Social class is a group of people who are considered nearly homogeneous in status or community esteem, who regularly socializes among themselves both formally and informally, and who share behavioral norms (Engel, Blackwell, and Miniard, 1990).

A number of techniques have been used to measure social class, and a number of criteria have been used to define it. The most significant separation between the classes is the one between the middle and lower classes (McDaniel, 1999).

Advertisers are interested in social class for two main reasons. First, social class often indicates which medium to use for advertising. Second, social class may also tell where certain types of consumers shop. Wealthy, upper-class shoppers tend to frequent expensive stores and places where members of the other classes might feel uncomfortable. The middle- class consumers regularly visit shopping malls. Therefore, products to sell to the middle class should be distributed through malls.

2.5.3 Situational Factors

Types of Consumer Buying Decision and Consumer Involvement: Consumer buying decisions generally fall within a continuum of three broad categories: routine response behavior, limited decision making and extensive decision making (Belch & Belch, 1990). The point where a specific purchase decision falls depends on level of consumer involvement which is the amount of a buyer's effort in terms of time or money or energy invests in the search, evaluation, and decision processes of consumer behavior. The other

factors that determine the location of the continuum are length of time to make a decision, cost of the good or service, and degree of information search.

Consumers frequently purchase low-cost goods and services in routine response behavior. These goods and services can also be called low-involvement products because consumers spend little time and effort on search and decision before making the purchase. Usually, consumers are familiar with several different brands in the product category but stick with one brand. Consumers engaged in routine response behavior normally don't experience problem recognition until they are exposed to advertising.

Advertising strategy varies depending on the level of involvement associated with the products. For high-involvement product purchases, advertising to the target audience should be extensive and informative. A good ad gives consumers the information they need for making the purchase decision, as well as specifying the benefits and unique advantage of owning the products.

For low-involvement product purchase, consumers may not recognize their wants until they see the ad. Therefore, ad attractiveness is an important tool when promoting low-involvement products.

2.5.4 Individual Innate Tendency

Consumers' decision making is not always based on rationality. They sometimes emotionally buy some products in some situations. When they act purely emotional buying, the psychological benefit from the product is more important than other benefits. The other benefits are functional benefits and social benefits. Consumers themselves cannot justify clearly which attributes can achieve the psychological benefits because they are subjective matters of subconscious mind.

The split-brain theory partially explains why consumer acts as sometimes rational man and sometimes emotional man as well as which types of information are more important in each situation. The basic premise of the theory is that the right and left hemispheres of the brain specializes in the different kinds of information they process. The left hemisphere primarily activate for cognitive activities such as reading, speaking, and attribute-related information processing, while the right hemisphere of the brain is more responsible for nonverbal, timeless, pictorial and holistic information (Schiffman and Knauk, 2004). Schiffman and Knauk consider TV viewing as a right brain activity for its pictorial nature and thus TV can be regarded as a low-involvement medium because people pay too little attention to the pictorial information without active involvement.

They also state that passive learning could occur through repeated exposures to a TV commercial and produces changes in consumer behavior prior to changes in the consumer's attitude toward the product.

According to this theory, the left side of the brain is the practical side which is conscious, communicable, verbal, rational, active, realistic, analytic and convergent while the right side is symbolic, unconscious, emotional, impulsive, personal, diffuse, intuitive and divergent (figure 2.9).

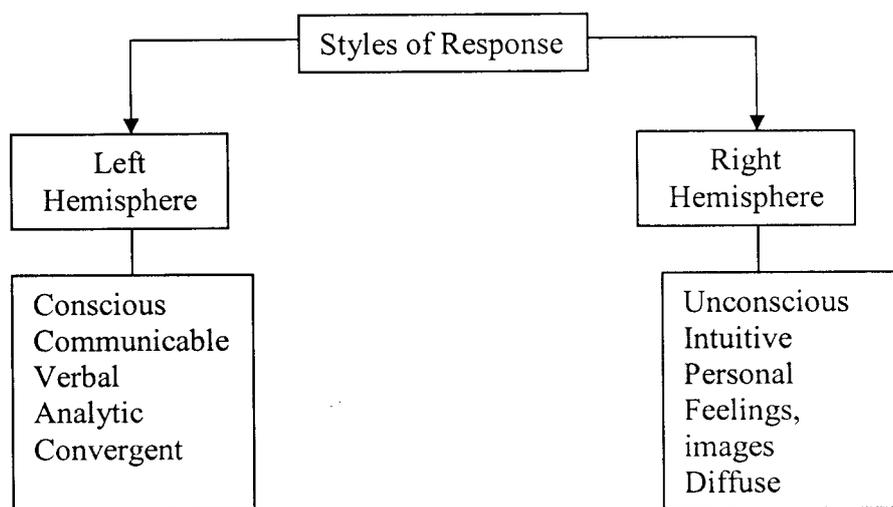


Figure 2.9 Left and Right Brain Responses to Stimuli

Source: Wilmschurt and Mackay, 1999

Realistically, however, these two types of rational and emotional decision making are not discrete conditions and consumer's every purchasing decision falls to some point on the continuum of rational at one extreme and emotional at the other extreme¹⁸. As

¹⁸ The four schools of thought view consumer's decision making behavior in different perspectives. These four views regard consumer as economic man, passive man, cognitive man, and emotional man respectively. In economic man theory, consumers are characterized as rational decision makers and they make purchasing decisions in the situation of perfect competition. The classical economic model view consumers as one who are (1) aware of all available product alternatives, (2) capable of correctly ranking each alternative in terms of its advantages and disadvantages, and (3) able to identify the one best alternative. However, a totally rational consumer is unrealistic because people are limited by their existing skills, habits and reflexes, goals, and extent of their knowledge. They rather operate in imperfect world in which they cannot do perfect decision in terms of maximum economic considerations, such as price-quality relationships, marginal utility, or indifference curves. Instead, they rather do satisfactory decision in terms of availability. The second model views consumer as passive man and victim of promotional attacks. In this view, consumers are perceived as impulsive and irrational purchasers, ready to yield to the aims and into the arms of marketers (Schiffman and Kanauk,2004). The third model views consumers as thinking problem solvers. Within this context, consumers are perceived as information processors who try to obtain all available information about every choice until they perceive that they have sufficient information about some of the alternatives to make a satisfactory decision. The fourth model views that consumers' decision

shown in Figure 2.10, even the economic man theories replaced the traditional view of consumers as utility maximizing beings in terms of utility in ratio scale only with the view of consumers as utility maximizing beings in terms of utility not only in ratio but also ordinal scales. According to the this view, consumer's emotional satisfaction can be calculated as utility by ranking the various levels of satisfaction¹⁹. Thus, the two domains of rational and emotional can be overlapped and the tendency of which side is more dominant depends on individual's uniqueness and his or her different situations. The tendency of which way consumer tends to be is partially explained in ELM.

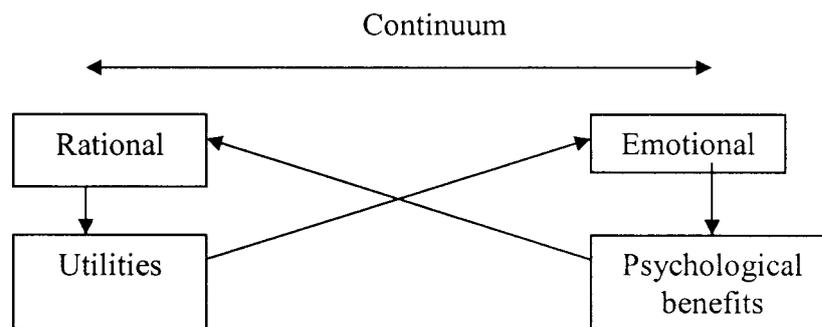


Figure 2.10 Continuum of consumer decision making

2.6 Framework of Analysis

The above considerations can be summarized that consumer's response to a particular stimulus (an ad) is an outcome or a function of interrelated factors: (1) individual factors, (2) social factors, (3) situational factors, and (4) personal innate tendency, which can be represented with the following equation.

Consumer's Response Behavior	=	<i>f</i> (individual factors, social factors, situational factors, personal innate tendency)	----- 2.1
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making is more or less influenced by his or her emotion such as mood, love, fear, sexuality, hope, fantasy, or even magic (Schiffman and Kanauk, 2004).

¹⁹ The unit to measure utility is 'util'. Consumer's emotional feeling can be ranked and thus can now be calculated into util.

Based on theoretical considerations concerning with equation 2.1, this study intends to examine consumer response behavior as a consequence of some selected elements (shaded ones in Figure 2.11) while the remaining factors are assumed to be as given. In this study, **TV commercials are regarded as stimulus and the basic logic of the study was that consumer's response behavior is a function of (1) the nature of ad, (2) frequency of exposure, (3) consumer's involvement degree, (4) consumer's attitude formation based on ELM, and (5) social class differentiation** which can be shown as equation 2.2.

<p>Consumer's Response Behavior</p>	<p>= <i>f</i> (the nature of ad, frequency of exposure, consumer's involvement degree, consumer's attitude formation based on ELM, social class differentiation)</p>	<p>----- 2.2</p>
--	--	------------------

When a consumer expose to an ad, he or she will respond to such ad based on his or her individual unique characteristics and background factors. Although people may be exposed to the stimuli under the same apparent conditions, how each person recognizes, selects, organizes, and interprets these stimuli is a highly individual process. At the immediate stage, based on each person's own needs, values, expectations, motives, physical appearances, stereotypes, halo effects, irrelevant cues, first impressions, and the tendency to jump to conclusions, individual's absolute threshold levels will be different. Thus, while some people perceive a stimulus above the level of their conscious awareness, some perceive sub-minimally.

However, within the framework of analysis as depicted in Figure 2.12, consumer's response process to stimuli begins with the point of cognitive analysis of the information from stimuli (ads). This process is also subjective based on individual's involvement. ELM suggests that a person's level of involvement during message processing is a critical factor in determining which route to persuasion is likely to be effective.

Elaboration Likelihood Model (ELM) (Schiffman and Knauk, 2004) extended the explanation of stimulus-response sequential behavior. According to ELM, consumers receive an exposure of stimulus either centrally or peripherally. If he or she receives the cue through peripherally, he or she will form the attitude towards cue itself (i.e. TV ad) rather than the message from it. Alternatively, if he or she receives the cue through central route, he or she will comprehend the message from the cue first, and then form the

attitude towards this message. At this stage, he or she may learn additional information from other sources if he or she assumes that the information from original source is not adequate. Finally, the response to newly exposed stimuli will be realized into an action. The response behavior may be trial purchase or refusal to do trial purchase, or retaining the positive or negative image of the product. The conceptual framework of this study was depicted in figure 2.12.

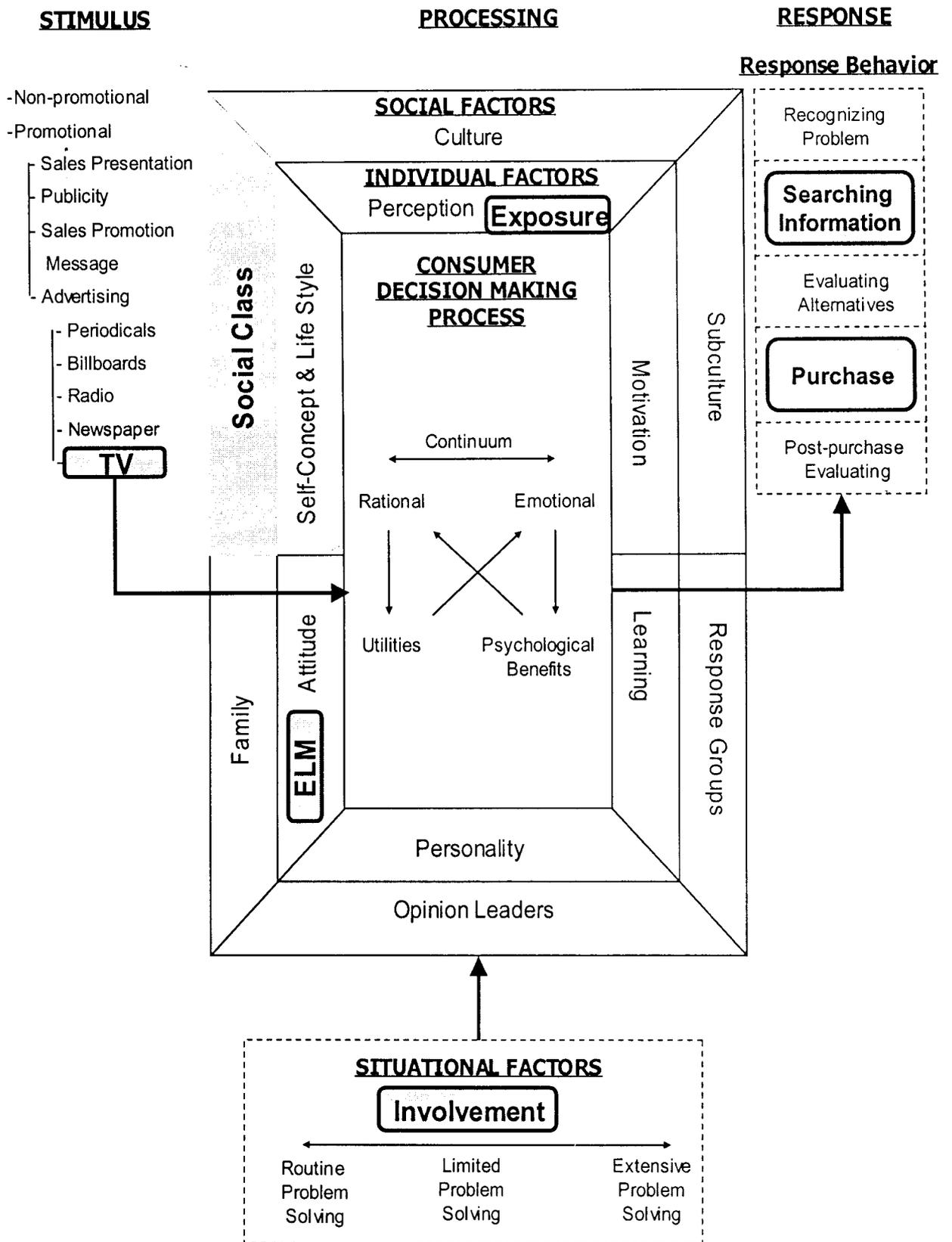


Figure: 2.11 Theoretical Framework of Influential factors on Stimulus-Response Behavior

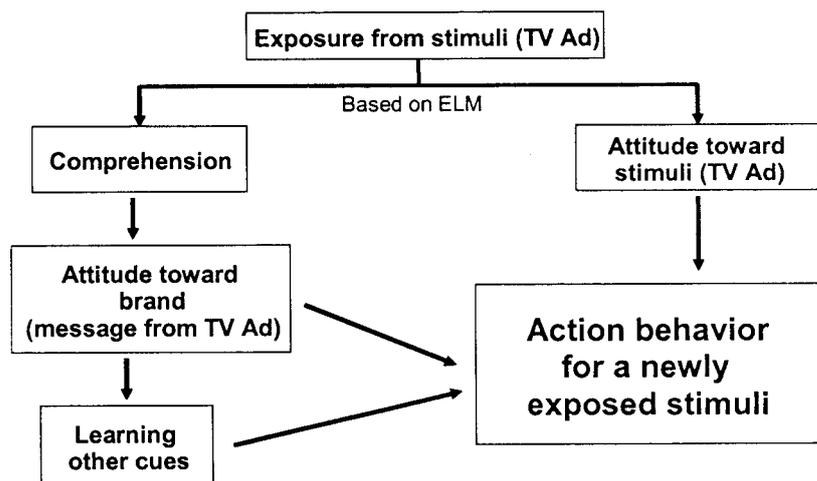


Figure 2.12 The Framework of Analysis

The questions addressed in each component of the conceptual framework are:

1. How do different groups of consumer receive the exposure of TV commercials?
2. Which types of TV commercials are easy to comprehend the message of the product for different groups of consumers?
3. What are the attitudes of different groups of consumer toward TV commercials and message of the products?
4. What are the other sources that the consumers receive the message of the products?
5. By which types of buying behavior the different groups of consumer respond to the newly exposed stimuli, the TV ads?

2.7 Hypotheses of the Study

Based on the questions addressed above, the following hypotheses are formulated.

1. Different groups of consumers have different media habits.
2. Different groups of consumers have different attitudes toward TV commercials.
3. Different groups of consumers have different response behavior for some products advertised on TV.

2.8 Criteria for Understanding Consumer Behavior towards TV Commercials

In this study, three major criteria are used to measure the human response behavior influenced by TV commercials (Chapter 5 and 6). These criteria are:

1. Media habits
2. Attitudes toward TV commercials
3. Response behavior towards TV commercial

Media habits and attitudes towards TV commercials criteria were used to find out the existing human perception and habits to accept and evaluate stimuli initiated by the TV commercials.

2.8.1 Media Habits

In assessing consumer's response behavior towards TV ads, the measurement of media habit can figure out the degree of chance to get exposure of TV ads. The specific criteria used to measure media habits are:

- media preference,
- channel preference,
- program preference, and
- duration of spending time in watching TV.

(a) Media Preference: In this study, consumers are categorized by their media usage pattern as:

1. those who frequently use TV only,
2. those who frequently use not only TV but also other media,
3. those who moderately use TV but frequently use other media,
4. those who moderately use TV and infrequently use other media,
5. those who infrequently use TV but frequently other media, and
6. those who infrequently use not only TV but also other media.

Consumers in category (1) are those who have the habit of watching TV more than five days a week, but infrequently try other media such as radio and periodicals (at present, internet can be used by very limited number of people in Myanmar). Consumers in category (2) are those who have the habit of not only watching TV more than five days a week but also trying other media frequently. Consumers in category (3) are those who

have the habit of watching TV less than five and more than two days a week but try other media frequently. Consumers in category (4) are those who have the habit of watching TV less than five and more than two days a week and infrequently try other media. Consumers in category (5) are those who have the habit of watching TV less than two days a week but frequently use other media. Consumers in category (6) are those who have the habit of watching TV less than two days a week and infrequently use other media.

(b) Channel Preference: This criterion is defined as whether consumers prefer to choose MRTV (Myanmar Radio and Television) or MWD (Myawaddy) channel if he or she is a user of TV medium. New channels of MRTV 3, MRTV 4, and TV 5 have been introduced only recently. Therefore, they were not included in this empirical research.

(c) Program Preference: Program preference is determined by the programs that consumer prefer to watch if he or she is a user of TV medium.

(d) Average Daily TV Viewing Hour: Consumers are categorized by their average daily TV watching hour as those who watch TV (1) less than 1 hour, (2) between 1 and 2 hours, (3) between 2 and 3 hours, (4) 3 to 4 hours, and (5) more than 5 hours per day.

2.8.2 Attitudes toward TV Commercials

The attitude to the ad is influenced by the feelings evoked by the ad and the mood of the ad viewer, ad viewer's attitude toward all ads in general, his or her attitude toward an advertisement, his or her perceptions of the characteristics of the ad, and his or her perceptions of the credibility and reliability of the ad.

The specific criteria for measuring attitudes toward TV commercials are:

- (a) consumer's perception on the products that are being advertised on Myanmar TV channels,
- (b) consumer's acceptance level of TV commercials,
- (c) the most favored types of TV commercials, and
- (d) types of TV ads which are easy to comprehend

(a) Perception on the Product Advertised: Consumers will not be motivated to process product related information (message from the ad) if their perception of the importance of

that product is low. In order to examine the importance of product for consumers, the sampled consumer were directly asked to indicate whether they generally perceived the products advertised on TV as quite or low important in their buying decisions.

(b) Acceptance Level of TV Commercials: In this study, an attitudinal behavior of consumer's acceptance level of TV commercials is measured by attempting direct assessment of the degree of positive feeling on TV ads. Thus, the acceptance level of TV commercials was directly assessed by the degree of 'like' or 'dislike' on a positive-negative scale ranging from "very much" to "very little".

(c) The Most Likeable Types of TV Commercials: Among the various drives for commercial liking, one of the factors shaping attitude towards the ad is the nature of the execution. In this study, in order to find out consumer's most likeable factors, sampled consumers were directly asked to give the most possible reason by letting them hint of some characteristics of an ad to be likeable.

(d) Types of Ads Most Easy to Comprehend: Another consumer's attitudinal behavior measured in this study is recall of the ad's contents. Recall is more important objective in low involvement situations because consumers may not go through a great degree of thinking about which brand to buy. Actually, the aim of an ad is not only to create attention to such ad, but also to ensure that adequate comprehension of message from such ad. In this study, only simple and obvious type of comprehension was assessed by means of measuring from which type of TV ad the viewer can interpret just the way the advertiser intended and retain in their memory until they make actual buying decision. There are two kinds of comprehension one can be concerned about. The first is objective comprehension which is whether the viewer of the ad interprets it and comprehends it just the way advertiser intended. The second is concerned with how much subjective and deeper inference about message content beyond the explicit ad content by relating viewer's own life, experiences, and fantasies occurred. According to a study, the level of such subjective comprehension, the more effective the ad will be in credibility, in being liked, in persuasion, and recall. (Rajeev Batra, 1999)

2.8.3 Response Behavior towards TV Commercial

The response behavior towards TV commercials was studied by using three specific criteria. These criteria are:

- (a) trial purchase as a consequence of newly exposed TV commercials
- (b) outlet preferences
- (c) source credibility

(a) Trial Purchase: Consumer's explicit response of a newly exposed TV commercial may be in different ways such as doing trial purchase, rejecting to do trial purchase, retaining awareness of TV ad, etc. In this study, consumer's trial purchase behavior as a consequence of newly exposed TV ads was assessed in four scales: almost always do, sometimes do, rarely do, and never do trial purchase behavior for different types of products.

(b) Outlet Preference : Some advertising campaigns have achieved great success primarily because of the word of mouth communication that they stimulated. Among different word-of mouth sources, some sellers usually play the role of endorsers who serve as credible expert in convincing consumers that an advertised brand is worth buying. In this study, sampled consumers were asked which types of seller they prefer to purchase different products.

(c) Source Credibility: According to elaboration likelihood model, consumers will not form attitude of credibility toward information from peripheral cues regardless of their general attitude toward ad is positive or negative. In this study, in order to count consumers' attitudes towards the ad with confidence their attitudes of source credibility for different types of products were measured.

Studying consumer response behavior itself is not completed if it neglects the stimulus, which motivates the response. On the other hand, the created stimuli, specifically commercial message given by TV media in advertising, cannot be effective if the advertising plan does not base on the knowledge about targeted consumer response behavior. The study is intended to contribute this requirement. Hence, it also concerns how the knowledge gained from the consumer research (Chapter 5 and 6) can contribute

in preparing advertising plan of a business, which includes determining target audience, developing media, and message strategies. For this reason, the business implications to advertisers, advertising agencies, and media would be discussed (Chapter 7).

Summary

Consumer's response to a particular stimulus (an ad) depends on four interrelated factors which includes individual factors, social factors, situational factors, and personal innate tendency. Based on the conceptual framework of these interrelated factors, a framework of analysis was built in this chapter as a model to be confirmed. Because an empirical research was needed to verify this model, the conceptual considerations as well as methodologies for this empirical research were vital and hence, presented in the next chapter.

Chapter 3

Research Methodology

In order to prove the diverse ways of consumers' responses to stimuli depicted in the framework of analysis (discussed in Chapter 2), a research on consumers sampled from selected consumer segments was conducted by using focus-group discussion _ a qualitative tool _ and survey method _ a quantitative tool. In this research, the criteria measured to solve the questions addressed as shown in figure 2.12 of section 2.6 are:

- (a) media habits of different groups of consumer in which the specific criteria of
 - (i) media preference,
 - (ii) channel preference,
 - (iii) program preference, and
 - (iv) duration of spending time in watching TV;
- (b) attitudes of different groups of consumer towards TV commercials measured with
 - (i) consumer's perception on the products that are being advertised on Myanmar TV channels,
 - (ii) consumer's acceptance level of TV commercials,
 - (iii) the most favored types of TV commercials, and
 - (iv) types of TV ads which are easy to comprehend; and
- (c) response behavior of different groups of consumers to TV Commercials studied by using the specific criteria of
 - (a) trial purchase as a consequence of newly exposed TV commercials,
 - (b) outlet preferences, and
 - (c) source credibility.

3.1 Consumer Segmentations in Myanmar

(a) Brief Profile of Myanmar Consumers: The total population of Myanmar is over 52 million²⁰ (Statistical Year Book 2004) with an equal split between the genders. Out of the total population, 71% (38 million) live in rural area. Nearly 6 million of people live in

²⁰ The last population census taken in Myanmar was in 1983. Hence, the population figures since then are projections or based on sampled surveys.

Yangon.²¹ The most populated cities in declining order are Yangon, Mandalay, Patheingyi, Mawlamyaing, Taunggyi and Sittwe.²²

According to the "T Advertising" published by Today Media Group in 2004, the average household size in Myanmar is 5.23 persons, whereas in urban areas it is 5.31 persons and in rural areas is 5.27 persons.

Regarding the age structure, 27.6% of the total population is younger than 15 years, 67.5% are between 15 and 64 years, and 4.9% are older than 64 years. Sex ratio at birth is 1.06 male/ female. The sex ratio at the age of younger than 15 years is 1.04, at the age of between 15 and 64 is 0.99 and at the age of older than 64 is 0.79.²³

The largest community is Myanmar, which consists of 70% of the total population, followed by indigenous ethnic groups; Kachin, Kayah, Kayin, Chin, Mon, Rakhine, and Shan.²⁴

3.2 Previous Consumer Researches in Myanmar

In Myanmar, there are very limited publications concerning with systematically studied behavior of Myanmar consumers. However, two publications describe Myanmar consumer behavior in different perspectives. One is 'review of research findings concerning with general behavior of Myanmar people in some social classes'²⁵ studied by TODAY Media group²⁶ which provide the general profile of some sampled consumer groups. The other is 'the advertising effectiveness of different media', a market research conducted by Myanmar Marketing Research and Development (MMRD)²⁷ which emphasized the advertising effectiveness of different media in consumer's buying decisions. The more detailed information on these two publications is attached in Appendix 4.

²¹ The classification of urban and rural is used according to the official publications.

²² Statistical Year Book 2004

²³ Ibid

²⁴ Ibid

²⁵ The bases for classification was not revealed in its publication.

²⁶ TODAY media group is a private firm providing various advertising services such as consulting promotional issues of business firms such as advertising, public relations, market research, creative services, media planning, media buying, and ad production.

²⁷ MMRD is also a private firm offering market information by conducting market research.

3.3 Consumer Segmentation in Empirical Research

Due to the lack of officially classified social classes in terms of demographic variables in Myanmar, the criteria of family discretionary income, occupation, education, condition of neighborhood, and possession of electrical household appliances were used to classify “low”, “middle” and “high” social class of consumers (shown in Table 3.1, 3.2, and 3.3) in order to reflect the different purchasing behavior of different social classes.

(a) Family Discretionary Income: Family discretionary income is the residual income after a family has purchased basic necessities. Family income is frequently used to approximate social class standing because income level influences consumers’ wants and determines their buying power. Although income is a popular estimate of social class standing, the nominal income does not reflect the consumers’ real buying power. Thus, the discretionary income is used in this study to measure social class. However, in reality, two persons in different status, for example, blue-collar worker of an organization and white-collar worker of different organization may earn the same income. Thus, income alone is not an appropriate index of social class and other socioeconomic variables are combined to classify social class in this study.

In this study, families whose income is less than what is required to spend on essentials are regarded as “low social class”, those with just par as “middle social class”, and those with above par as “high social class”.

(b) Occupation: Occupation is a widely accepted and documented measure of social class because it implies occupational status. In this study daily wages earners or menial workers or operational level personnel of private/public organizations or housewives, the occupation of whose spouses fall in the same category are regarded as “low social class”; junior officer level personnel of public/private organization or entrepreneurs of small business firms or professionals or housewives, the occupation of whose spouses fall in the same category are classified as “middle social class”; and higher management level personnel of public/private organization or entrepreneurs of large business firms or successful professionals or housewives, the occupation of whose spouses fall in the same category are considered as “high social class”.

(c) **Education:** The level of a person's formal education is another commonly accepted approximation of social class standing. In this study, those who lack a university degree are regarded as "low social class", and those who have at least one university degree are regarded as "middle social class" or "high social class" depending on other socioeconomic factors.

(d) **Condition of Neighborhood and Possession of Home and Home Appliances:** Condition of neighborhood and possession of home and home appliances are rarely used as sole measures of social class. However, they are frequently used informally to classify social class membership. In this study, those who reside in small, roughly built shelter located in urban slum or poor neighborhood, and who do not own TV set, Video set, refrigerator, washing machine, satellite set, air conditioner, or automobile are regarded as "low social class"; those who reside in apartment or cottage located in a decent neighborhood and possess some or all home appliances such as TV set, Video set, refrigerator, washing machine, satellite set, air conditioner, automobile are classified as "middle social class", and those who reside in smart houses located in a pleasant environment and possess expensive and branded TV set, Video set, refrigerator, washing machine, satellite set, air conditioner, automobile are considered as "high social class".

Table 3.1: Characteristics of Consumers in Low Social Class

Family discretionary income	Total family income is less than expenditure for essentials Debt is a symbol of insufficient income
Education	Lack of university degree
Occupation	Daily wages earners, or Menial workers, or Operational level personnel of private/public organizations
Neighborhood/Types of home and home appliance	Urban slum or poor squatter area Small, roughly built shelter Lack of TV set, video set, refrigerator, washing machine, satellite set, air conditioner, automobile

Table 3.2: Characteristics of Consumers in Middle Social Class

Family discretionary income	Total family income just par with essential spending
Education	At least one university degree
Occupation	Junior officer level personnel of private/public organizations or Entrepreneurs of small business firms or Professionals
Neighborhood/Types of home and home appliance	Decent environment Apartment or cottage Possess some or all of the following home appliances: TV set, video set, refrigerator, washing machine, satellite set, air conditioner, automobile

Table 3.3: Characteristics of Consumers in High Social Class

Family discretionary income	Total family income is more than essential spending
Education	At least one university degree
Occupation	Higher management level personnel of private/public organizations, or Entrepreneurs of large business firms or Successful professionals
Neighborhood/Types of home and home appliance	Pleasant environment Condominium or decent house Possess expensive and branded following home appliances: TV set, video set, refrigerator, washing machine, satellite set, air conditioner, automobile

3.4 Empirical Research Design

Each theoretical research approach is based on its own specific assumptions and uses its own research techniques. Quantitative research typically use probability studies that can be generalized to larger populations. Qualitative research views consumption experiences as unique situations of consumer that occur at specific moments in time and they cannot be generalized to larger population. However, these two theoretical research orientations are complementary. If they are used together, it could provide a deeper and more insightful understanding of consumer behavior than either approach used alone.

An empirical research on consumer behavior as a response to commercial stimuli (TV commercials) was therefore conducted by using a combination of quantitative and qualitative research techniques (The research designs were presented in chapter five and six.).

3.4.1 Design for Qualitative Method

A qualitative research tool of focus group discussion method was used in this study to understand consumer's deep behavior within his or her psyche such as motivations, feelings, emotions, and attitudes.

Focus-Group formation: A total of 49 participants were selected by using purposive sampling method: the participants were not selected randomly but with predetermined specifications. They were classified into three social classes: low social class, middle social class, and high social class. Consumers in low, middle, and high social classes are those whose profiles are described in Table 3.2, 3.3, and 3.4 respectively. Then, they were subdivided by gender: male and female.

Twenty-five male and twenty-four female respondents participated in the focus group discussions. As gender is a segmentation variable used in the field of marketing, it is also important to know different behavior of consumer with different gender in the field of consumer behavior. However, since it was combined with other socio economic variables to better reflect the complexity of social class than single variable of gender, each group of male and female was subdivided into two genders multiplied with three different social classes. Thus, there were altogether six different focus groups namely male participants in low, middle, high social classes and female participants in low, middle, high social classes.

Administration of Focus-Groups: Respondents were recruited on the basis of carefully drawn consumer profile based on previously defined specifications. The personal data of participants was mentioned in Appendix 5. In order to minimize conflicts and differences between participants in each group, they were screened as much as possible to form homogeneous group. Eight or nine participants were placed in each group to avoid the dominating effect in smaller groups and frustration and boredom in larger groups.

Discussions were held in small rooms and the participants sat in round tables that allow the researcher to observe the sessions without disrupting or inhibiting the responses. Each discussion took two hours. Discussions were conducted according to predetermined session plan (Appendix 6).

The Role of Moderator : Focus groups began playing the roles with a few brief introductory words to build rapport and trust. The briefing period lasted five to ten minutes. During the process of discussion, the moderator put back on the right track when any deviation occurred. All respondents were provided with lunch or dinner after each session and those from low social class were paid gifts for their participation.

The Role of Observer: The observer noted down conversations as well as significant behavior of respondents to assist in the analysis.

Topic Guidelines: The following predetermined set of topic guidelines was discussed to explore the different types of response behavior in the context of TV advertising.

1. The habits of watching TV (frequency of watching per week, average daily watching hour, channel preference, programme preference, etc.)
2. The usage of other media (reading magazine, listening to the radio, reading journal, etc.)
3. The likable type of TV ad and TV ad, which is the most easy to comprehend the message
 - (a) Informative ads are those containing direct and straightforward message without music or drama (e.g. *Aekarit* traditional medicine, *Nay-ker-nan-daw*, Traditional physician *U Shwe Mya* anti cancer drug, *Oasis* drinking water)

- (b) Joyful, dramatized and celebrity appeal ads are those containing messages presented in joyful and dramatized entertainment using well known celebrities without music (e.g. *U Yu Swan* traditional medicine)
 - (c) Joyful, musical and celebrity appeal ads are those containing joyful entertainment with music by using celebrities to reflect the product related message (e.g. *Mya Aekarie* traditional blood purifier medicine, *Thirimay* traditional gynecological medicine, *Misss* shampoo)
 - (d) Humorous, musical and celebrity appeal ads are those containing humorous entertainment with playback music (e.g. *Htetlin* balm)
 - (e) Humorous dramatized and celebrity appeal ads are those containing humorous and dramatized entertainment by using celebrities (e.g. *Beaute* shampoo, *Yess* candy),
 - (f) Other Ads which does not included in the above categories such as joyful and celebrity appeal (e.g. *United vision*) joyful, musical, dramatized and celebrity appeal (e.g., *Alpine* drinking water, *Shew-nan-daw* gems) and fear appeal (e.g. *INZA*)
4. The perception on the majority of products being advertised on TV (whether they perceive these products are important for their buying decisions)
 5. The attitudes toward TV commercials (like or dislike)
 6. The reliability of message from TV commercials (whether they perceive TV ads as reliable source or not; which source is the most reliable.)
 7. The response behavior (trial purchase after having awareness of a new TV ad, association between liking TV ad and actual trial purchase behavior, association between ability to comprehend commercial message and actual trial purchase behavior, etc.)
 8. The choice of outlet for the purchase of products being advertised on TV (for each type of product)
 - (a) Foodstuff (coffee mix, instant noodles, chilly powder, beverages, etc.)
 - (b) Consumer accessories (shampoos, soaps, detergents, tooth paste, toiletries, insect killers, mosquito coils etc)
 - (c) Fabrics (longyi, etc)
 - (d) Traditional medicine (traditional drugs)
 - (e) Western medicine (over the counter western medicine drugs)
 - (f) Entertainment products (tapes, CDs, VCDs, DVDs, etc.)

(g) Foreign made cosmetics (lipsticks, perfumes, make up, etc.)

(h) Local made cosmetics (lotions, thanakha, make up, etc.)

3.4.2 Design for Quantitative Method

A questionnaire survey with large sample was conducted to further examine the validity of the findings from Focus Group Discussion. Although Focus Group Discussion yields insights of consumer perceptions, attitudes, and general behavior, these findings cannot be generalized to the larger population since the sample size is too small. The benefit of gathering information from multiple sources is to have greater confidence to make conclusion.

Respondents Selection: A questionnaire survey with 400 respondents was carried out to gather the information about the consumer behavior influenced by TV commercials. For a comparative analysis with FGD study, these respondents were selected from three different social classes, low, middle, and high social class.

The Sample: The convenient sample was selected from 20 townships in Yangon City Development Committee Area (Appendix 7). The rationale and detail calculation of sample size was described in Appendix 8.

The Questionnaire: A structured questionnaire (Appendix 9) was developed as the main instrument to measure the identified variables regarding the social background and responsive buying behavior of consumers toward TV ads. The variables select for study were consumer behavioral factors. Since behavior is an outcome of psychological processes, it is not directly observable. The instrument could only measure the variables of nominal or ordinal scale. Therefore, the nature of the study has limited strength as a measurement scale. In addition, no previously accepted instrument was found to support the development of an instrument for use in this study.

The Survey: Twenty students of Yangon Institute of Economics were recruited for the data collection. First, they were explained the objectives of the study. Then, the questionnaire was introduced to the interviewers. A thorough explanation was given to achieve standardized responses and to minimize the inter-and-intra observer variations. Then, a pretest survey was done in Mayangone Township to verify the consistency of

procedure and to gather any feedback information from the field experience of interviewers as well as from respondents. The questionnaire has been repeatedly modified to produce final version which was expected to measure the variables of interest. Finally, twenty interviewers were assigned to collect data in various community settings and fields around Yangon City Development area. The number of samples in each social class was allotted to each interviewer. They were instructed that they could randomly approach the respondents who agree with predetermined social class constraints.

3.5 Limitations of the Study

Since consumer behavior is relatively new field of study in marketing with no body of research its own²⁸, the nature of the study is rather wide and requires combination of various research methods. On the other hand, the objective of advertising is not always aimed to realize the immediate sales. It rather intends to generate predispositions to buy the advertised product or service. Hence, it is difficult to measure the direct and immediate effect of advertising on consumer behavior.

Some measurements used in this study were rather subjective and difficult to interpret. Such measurements were converted into objective ones to be simple and able to translate. Finally, since the study did not apply the probability sampling²⁹, the findings of this study cannot be generalized.

Summary

In this chapter, both the basic concepts of consumer research and the design of the study to confirm the assumptions in the model proposed in chapter 2 were explored to conduct an empirical research. The findings of this empirical research would be analyzed in chapter 5 and 6. The next chapter would therefore discuss an overview of Myanmar advertising industry to provide background knowledge in analyzing findings of the research..

²⁸ Consumer Behavior borrowed heavily from concepts developed in other specific disciplines, such as psychology (the study of individual), the sociology (the study of groups), social psychology (the study of how an individual operates in groups), anthropology (the influence of society on the individual), and economics.

²⁹ Sample size calculation was not based on sampling frame.

Chapter 4

TV Commercials in Myanmar

Since the research findings should be better analyzed on the foundation of the knowledge of TV advertising industry in Myanmar, this chapter will discuss the historical background of advertising industry in Myanmar, participants of TV advertising industry in Myanmar, and the general features of Myanmar TV commercials before analyzing research findings which will be presented in Chapter five and six.

4.1 A Brief History of Modern Advertising

There is some evidence that during the second half of the eighteenth century and first half of the nineteenth century, the modern advertising has been developed considerably (Wilmshurst and Mackay, 1999).³⁰ During the period of 1740 to 1820, there were many critical changes in the United Kingdom.

- The industrial revolution started.
- The population of England expanded rapidly from 6 million to 12 million.
- The industrial development provided better job opportunities and attractive wage level in the urban areas.
- In rural areas, the mechanization in agricultural sector reduced employment in the agricultural sector.
- People migrated from rural to urban areas and created mega-cities.

Along with the industrial development, mass production was introduced. The development of infrastructure, especially the development of transportation facilities, supported the smooth flow and physical movement of goods. Accordingly, the selling and distribution of goods became more efficient and less costly.

The tremendous progresses in mass production called for mass marketing. From 1920 to 1950, during the sales era, promoting sales became essential for the profitability of a firm (Kotler, 1991). The emergence of mass marketing was given impetus by the development of mass media.

³⁰ Caxton produced the earliest advertisement in 1477.

In the fifteenth century, printing machine was invented in United Kingdom. In 1700, 25 newspapers had published the total circulations of 1,500,000. These numbers were raised to 258 newspapers with total circulations of 16,085,000 in 1800 (see Wilmshurst and Mackay, 1999). Other mass media widely used in that period of time were posters, brochures and tradesmen's cards, horse-drawn wooden towers covered with posters, and sandwich-men who carried boards in front and behind them on which ads could be placed.

The advertising industry has developed to grasp the commercial potential of advertising with those media. This industry constituted three partners: advertisers, advertising agencies, and media. The advertising industry developed rapidly when mass media were extended with more persuasive electronic media: radio and TV.

4.2 Historical Background of Myanmar Advertising Industry

The characteristics of Myanmar advertising industry after introducing TV medium. Hence, the characteristics are separately described into two parts: advertising industry before and after availability of TV medium.

4.2.1 Advertising Industry before Availability of TV medium

During Myanmar sovereignty, the only medium to convey the message of royal orders was the beating of *moung* (a circle shaped gold or copper music instrument) to draw the attention of the people to announcements shouted by an authorized person. Apart from the order of the king, all kinds of information were transmitted through informal channel. Thus, it may be said that the commercial messages had been transmitted with the word-of mouth channel only.

In 1617, East India Company sent a trade mission led by Henry Forest and John Staveley to Myanmar for the commencement of Anglo-Burma trade. The arrival of container ship Endeavor from East India Company at Thanlyin inaugurated the new era of commercial environment in the country. It introduced not only the western goods but also the western philosophy of trade in Myanmar (Woodman, "The Making of Burma" translated by U Tin Maung Yin, 1978).

When the British took total control of the whole country in 1885, the lower Myanmar was already familiar with the western consumer goods. In colonial period, the variety of imported products such as spices, textiles, and various consumer products were already available for Myanmar consumers. The commercial messages of these products

were transmitted through signboards as well as word of mouth sources. In rural villages, the person called *Ywa-saw-gyi*, the person who announced the village affairs, was likely to transmit the commercial messages also.

During this colonial period, the first Myanmar newspaper, called *Hanthawadi*, was circulated in 1897. However, the commercial advertisements were not allowed in this newspaper. The first advertisement was permitted in *Thuriya* newspaper, which circulated in 1911. The advertisements were simply printed among the news (see Tin Tin Aye, 1995). The first Myanmar magazine, *Thuriya*, was published in 1917 and the magazine ads have been introduced since then. *Dagon* and *Thamadaw* magazines followed in 1920 and 1929 respectively. During this period advertising in newspaper was practiced in the same style until the arrival of World War II to the country in 1941. During this period, one of the well-known and familiar ad among the audience is “If you are buying medicine, only De Souza is reliable!” and “Hor, Hor, Hor, Horlicks!” ads.

After gaining independence, a number of newspapers had emerged: the circulation of *Tun Daily* 1953, *The Mirror* in 1957, *Botataung* and *Pyithu Age* in 1958. At that time, the products advertised in the newspapers were foodstuff, textiles, consumer accessories, medicines, luxury goods, and somer consumer services.

Besides the existing media of newspaper, magazine, and posters, the radio broadcasting was introduced in 1958 and telecasted radio advertisements. The new medium, the radio, became increasingly popular and was used widely. During this period, some of the well-known and familiar radio ads among the audience were “Here is Horlicks” ad, Maung Bamar Bicycle ad with the sound of ringing the bell, and “In buying medicine, only Desuzar can provide confidence” ad.

At that time, Myanmar was practicing semi-capitalist economic system, where private businesses prospered. Additionally, the free trade policy permitted importing varieties of consumer goods for Myanmar consumers. In this situation, the advertising became an important tool for sales promotion strategies.

Furthermore, commercial news was transmitted through not only these formal media but also through informal sources. Some business people engaged in public relations and promotion by endorsing and in donating for public welfare purposes. With the cultural tradition of donations businesses gained merit and publicity at the same time. Moreover, the word-of-mouth source also stood as a persistent medium in conveying informal commercial messages.

During the socialist regime (from 1962 to 1988), the role of private sector was restricted. All the enterprises in foreign trade, domestic wholesale and even retail trade, banks, and industries were nationalized. Accordingly, the role of advertising was virtually diminished. The state controlled the economy and handled the allocation of resources and major manufacturing industries. The distribution of basic consumer goods was managed on quota basis via state owned or cooperative organizations. The advertising and other promotional methods necessary for the transmission of commercial information to the consumers were no longer required under this distributive system. The available quota items were simply announced on the notice boards.

Although advertising on radio was not permitted, the advertising on printed media such as newspaper, magazine, poster, and other outdoor advertising continued. During this period, only a few small-scale private business and cottage industries are allowed. The products from these industries were advertised in media mentioned above. Mostly, these products were consumer products or services such as cheroot, movies and other entertainment products or services, government lottery, fortunetellers, etc.

Some popular ads were *Aung Bar Lay* lottery ad and *Sayar Maung* traditional medicine ad in *Myawaddy* and *Ngwe Tar Yee* Magazines, *Ye* spectacles, *Playboy* make-up, *Tekkatho Thanakha* make up, *Lu Pyan Daw Padamy*a traditional medicine, *Sayar San Tin Aung* fortune telling, *Sayar Chan Min* fortune telling and *Kyawt Maung Maung Nyunt* photographing ads in *Sit Pyan*, *Thwe Thauk*, *Sandar*, and *Tha Pyay* magazines. Newspaper was the main medium for ads of Myanmar and foreign movies. A separate section for commercial ads in newspaper emerged after 1962 in *Working People's Daily*, *the Mirror*, *Botataung*, and *Myanma Alin*.

During this period, billboard and signboard advertising were in practice. Some popular billboard ads were music album ads, fiction ads, *Nawarat Yesin* traditional drug, *A-Yee-Taung* pickle tea and accessories, *Maw Maw San Htoe Mont*, *Musician Hla Lay Sein Htoo Mont*, *Daw Thee Thanakha* ads. The movie theaters also accepted the ads to show before the movies. These ads were presented in color slides without animation.

4.2.2 Advertising Industry after Availability of TV Medium

Since launching TV advertising in Myanmar Radio and Television (MRTV) and Myawaddy (MWD), Myanmar advertising industry has opened up more for the increasing popularity of TV commercials among consumers.

MRTV: Although Myanmar Radio and Television Department (MRTD)³¹, Ministry of Information, has introduced the television service in 1980, the TV commercials were not allowed till 1988. When the state controlled economic system was transformed into the market oriented economic system in 1988, the economic policies and practices have been changed accordingly. In November 1988, when the Foreign Investment Law was introduced the private sector participation was encouraged. This economic transformation resulted in changes in promotional strategies of Myanmar private business firms.

At the initial phase of Myanmar transformation to market economy, the business firms' opportunities for publicity was by participating in donation program, *Ah-hlu-da-na-phu-kya-thu-ngar*³², which was aired on TV after evening news every day. It was a special program of announcing the donation together with the donor's name and business firms.

The first Myanmar TV commercials on MRTV channel were broadcasted on 1st December 1988. The pioneer contemporary TV commercials were *Ye* spectacles, *Hla Shwe* and brothers spectacles, *Pale* pot ads, *Shwe Pin Ngwe Pin* traditional tonic ad, *La Min* anti-hemorrhoid drug ad, *Hman Lay Hman* traditional drug ad, *Khanda Thu Kha* tonic ad, *Milus* lemon snow ad, *May Kha Lar* clinic ad, *December* eye liner ad, *U Chain Tee* traditional medicine ad, *Playboy* make-up ad, *Queen* nail polishing ad, *Shew Pyi Nan Thanakha* ad, *Pin Taing San Thanakha* ad, and so on. In the initial phase of Myanmar TV advertising, the features of TV ads were in simple style, which were presented in merely audio-visual combination. Gradually, the style of Myanmar TV commercials became developed into drama or story ads presenting in the form of play back.

MWD: The second TV channel, MWD was launched on 27th March 1998 after a test run in 1997 with commercials in the programme. As MWD has been more popular among the audience because of the attractive programs, thus advertisers prefer it to MRTV channel. However, MRTV has wider coverage while MWD was still out of reach some rural areas.

Other Channels: Apart from MRTV and MWD, the other channels of MRTV3, and MRTV 4 are being broadcasting in Myanmar. However, commercials are permitted to air in MRTV, MWD, and MRTV 4 only. Since MRTV 4 was recently introduced in

³¹ The former name of Myanmar Radio and Television (MRTV)

³² The announcements of donations of TV

Myanmar as a pay channel, its coverage is very limited and its role for commercials is not so important. Therefore, the remaining two channels have leading roles in commercial advertising in Myanmar.

4.3 Myanmar TV Advertising Industry

Although many advertising textbooks reveal the three participants of advertising industry: advertisers, advertising agencies, and media, five kinds of businesses are involved in the Myanmar TV advertising industry. They are advertisers, advertising agencies, art directors, collateral services firms, and media. The *advertisers* are manufacturers of products advertised on Myanmar TV channels. They are responsible for the advertisement and its cost. They can choose to use *advertising agencies* or *art directors* to create advertisements. The Myanmar advertisers rely mostly on the art directors for creating their TV ads and advertising agencies for buying time from *media*. Many advertisers may directly contact to art directors for ad copy production, but some advertisers go through advertising agencies. Sometimes, Myanmar advertisers use the analytical information regarding marketing research, market analysis, targeting audiences, defining market segment from collateral firms. The *collateral service firms* can offer the valuable expertise and information that the advertisers, agencies and art directors do not have.

4.3.1 Advertisers in Myanmar

The majority of products advertised on both Myanmar TV channels are non essential low priced consumer goods such as instant coffee, instant noodle, candy, soft drinks, low quality fabrics, traditional rubs and inhalers, stationary, insect killer, a-hmwe-taing, etc. These products are usually perceived as low-involvement and convenience goods (Table 4.1).

Table 4.1 Product Categories being Advertised on Both TV Channels

No.	Product Categories	Varieties of brands advertised on MRTV	Varieties of brands advertised on MWD	Total
1	Foodstuff	15	21	24
2	Consumer Accessories	22	32	34
3	Fabrics	1	1	1
4	Traditional Medicine	36	17	40
5	Western Medicine	6	8	11
6	Entertainment Items	2	1	3
7	Cosmetic (Foreign Brand)	4	4	4
8	Cosmetic (Local Brand)	5	4	8
	Total	91	88	125

Source: own observation (June 2004)

In this table, one significant finding is that the number of ads for traditional medicine, local brand cosmetics, and CD and VCD are more in MRTV than MWD. A possible reason is that these products are targeted more to rural than urban consumers and thus in order to reach rural area, advertisers seem to rely more on MRTV than MWD.

In Myanmar, since the majority of products are produced by small scale and family businesses, the proper principles and structure of systematic advertising objective setting, advertising planning, advertising budgeting and advertising controlling are difficult to be found. The traditional rationale overwhelms the advertising philosophy.

Although it is difficult to determine the advantage of TV ads, some business firms had confidence in the benefits of TV ads. Therefore, some business firms spent on TV ads for maintaining existing market share or receiving larger market share³³. Some business firms spent on TV ads to increase sales volume³⁴.

The accurate and precise economic benefit of TV advertisement could not be assessed for two reasons. The first reason is the lack of systematic office management and proper keeping of records in Myanmar way of doing business. Hence, a systematic analysis of expenditure is not possible. Secondly, the measurement of real benefits

³³ For example, *Kan Baw Za* bank did not allocate a specific budget for advertising. However, they advertised heavily to achieve the market share. All advertising costs were incurred with the private saving of the president (also the owner) of the bank.

³⁴ U Maung Maung Oo, the owner and the managing director of *Great Wall Traditional Medicine Company* believes in the advantage of advertising. However, he could not analyze the costs and benefits of advertising in terms of monetary benefits. He is generally confident that the TV advertising is an effective tool for increasing immediate sales volume especially in rural areas. In addition, choosing movie star and art director for their ad depended on the personal relationship with these people.

brought by the particular advertising is also difficult since there may be other factors, which can affect increase in sales revenues. The total cost incurred for producing TV ads ranged from 10,000 kyats to 30,000,000 kyats depending on the types of TV ads: the simple TV ads and the TV ads with entertainment.

A simple TV ad refers to the commercials, which simply provide the message regarding product, brand, quality, and the location outlet, etc. Creating ad is the cooperative job of advertiser and art director. According to the idea and preference of the advertiser, the art director composes the advertisement. Then, the appropriate animation is made and the background music is dubbed.

For two-dimension (2D) animation, the cost of a 10-second TV spot was 40,000 kyats; the 20-second TV spot was 80,000 kyats; and the 30-second TV spot was 100,000 kyats. The cost will be elevated if the advertiser requests three-dimension (3D) animation, a technically complex creation, or using background narration. The minimum cost of dubbing background narration is 20,000 kyats. An announcer from City FM radio charged 8,000 kyats for background narration. In addition, the average recording charges was about 10,000 kyats. If the background music was used, the expenditures for composer, music band, singer, and recording studio would accumulate to 200,000 kyats. Thus, a simple TV commercial could cost 120,000 to 300,000 kyats depending on the demand of advertiser.

TV ad with entertainment is a commercial that transmit the message with entertainment appeals. For the production of this type of commercial, the advertiser needs to find out the appropriate director first. They need to discuss about the choice of celebrity, location and background music. In this case, the costs include the director fees, shooting arrangement, the cost of celebrity, background music, and editing. If more than one song is used, the advertiser needs to pay for the additional music. Some advertisers choose their workplace or factory as a shooting location for the purposes of advertising their work place as well as reducing the cost for the shooting location. If the advertiser prefers the shooting location at a hotel, a swimming pool, a garden etc., the advertiser needs to pay the costs of using these places. If the shooting is arranged outside the area of Yangon, the total cost will increase up to 50%.

The director takes the responsibility of editing and making special effects. He needs technical assistance from the TV editor. The editing by computer could cost 80,000

kyats for 10-second TV spot, 100,000 kyats for 60-second TV spot, and from 150,000 kyats to 200,000 kyats for 120-second TV spot.

After creating ad, the commercial is submitted to the censor boards of MRTV or MWD for a charge of 1000 kyats. The board scrutinizes the commercial thoroughly for inappropriate elements. After receiving the approval from the censor board, the advertiser can buy the airing time from Department of Radio and Television, MRTV, and/or from Myanmar Economic Corporation for using MWD channel. Usually, the duration of advertisement is 10 to 60 seconds. If the duration exceeds to 60 seconds, asking permission from the respective department is necessary. The longest TV ad was “*Mya Akari*” traditional medicine ad. The advertiser, *Great Wall Company*, bought 135 seconds to show its ad. However, generally, the long commercials are not allowed during the popular TV series programs.

In the initial phase of Myanmar TV advertising, the feature of Myanmar TV ads was simple and lack creativity. At that time, the ads presented their messages in simple animation pattern only. After recognizing the benefits of TV advertising, many advertisers seek to accelerate the demand of their products in the market by TV ads.

Since Myanmar people love the entertainment of story and concert, and this taste appears to influence in the creation of TV advertisements to some extent. The majority of Myanmar TV commercials are created with the cheerful background music and joyful characters. To persuade the Myanmar potential customers, the majority of Myanmar advertisers heavily invests in creating their TV commercials with celebrity endorsement, and dramatized with humorous/joyful/musical appeal.

4.3.2 TV Advertising Agencies in Myanmar

The advertising agencies are the middlemen between *advertisers* and *media*. Belch and Belch (1990) defined an advertising agency as “a service organization that specializes in the planning and execution of advertising program for its clients”.

According to Wilmshurst and Mackay (1999), the establishments of advertising agencies have been started since eighteenth century. In 1786, William Tayler advertised in the *Maidstone Journal*. James White founded an advertising agency in 1800. In 1820, the partnership of Lawson and Baker started. In 1981, this partnership was the tenth largest agency in Europe in terms of gross income. However, May Lwin and Aitchison (2002) assumed that these early so called advertising agents were merely sales agents and

selling media for advertisers. Gradually, they have provided more specialized and professional services to advertisers as well as marketers.

Nowadays, large multinational advertising agencies offer the entire range of services, which includes formulating advertising strategy, product development, consumer research, full-fledged advertising and promotion campaign, media plan, and other non-marketing responsibility. However, small local agencies can offer limited services in specific specialized area such as creation ads or media buying services.

Although 52 business firms registered as advertising agencies (Myanmar Advertising Directory, 1998/99) (Appendix 10), only 19 and 12 firms are permitted as agents of MRTV and MWD respectively (Table 4.2) . The majority of local advertising agencies are small-scale business firms and since they provide with specialized service, they should rather be called media buyers. The media buyers buy the space or media time and sell out their space (in the case of publications) and time (in the case of audio-visual media) to the advertisers.

Myanmar advertising agencies registered as the agents of TV channels with the deposit of 7,500,000 kyats at Inwa Bank. As the agents of respective TV channel, they are allotted broadcasting time of TV channels. Then, they can import the foreign TV series to show during their broadcasting time. The advertisers, who like to show their TV ads, can buy the commercial time during their show time. The advertising rates of MRTV is shown in Table 4.3 while MWD charged between the range of K 225,000 and K 240,000 for a 30 second spot within any programme. The advertising agencies receive 13% commission of the commercial income from their broadcasting time.

4.3.3 Art Directors

In Myanmar, to create the ads, the advertisers need to contact art directors, who are freelance businesspersons. The majority of art directors are film directors. Not more than ten popular art directors have been working in TV commercial market.

Creating TV ads ranges from the creative idea for the ads to the finished ad ready for broadcasting. The art directors write the scripts and arrange the shooting. According to some well-known art directors, Ki Ki, Zomia, Multimedia, and Artman, the art director's job is ninety-five percent of the whole TV ads and the advertising agencies carry out the rest.

Table 4.2 Advertising Agencies of MRTV and MWD

	MRTV	MWD
1	Ki Ki (Myanmar)	Ki Ki (Myanmar)
2	Multi Media	Multi Media
3	Art Man	Art Man
4	Zomia	Zomia
5	Today	Kaung Hein
6	Future Com	Laser
7	Kaung Hein	Love
8	Link	AMS
9	Golden Myanmar	Empress
10	Ever Win	Century
11	Lwin	MEC
12	Century	Lat Saung Mon
13	Lyne	
14	Sails	
15	Prakit	
16	Shwe Pyi Nan	
17	Hnin Pwint Phyu	
18	Eleven	
19	MRTV	

Source: Ki Ki (Myanmar) (2004)

The art directors need the specifications from the advertiser since the TV ads are customized services. MMRD pointed out the followings (see Living Colour Magazine, June, 2000).

- With regard to selecting endorsers, 30% of the decisions comes from advertisers, 20 % comes from the art directors, 10% comes from the cooperation of advertisers and art directors, and 40 % depends on other situations.
- Editing ads is mainly the job of the directors. However, sometimes, the suggestions from advertisers and professionals are accepted.

- The advantages of using advertising agency are creativeness, knowledge in business, professional assistance, connection with advertiser, well organized, image, and market watch .

Table 4.3 Advertising Rates of MRTV (for 30 second spot)

Program	Airtime	Airing Days	Rate/ 30 sec (Kyats)
Myanmar Movie	12:00-14:00	Sunday	94,500
Myanmar Video Feature	21:30-22:30	Saturday, Sunday, Thursday Friday	180,000-162,000
Korean Series	21:30-22:30	Monday, Tuesday	162,000
International News	20:45-21:00	Every Weekends and Weekdays	94,500-81,000
Let's Sing and Enjoy	18:10-19:00	Sunday, Tuesday	94,500-81,000
Discovery Channel	18:15-18:45	Saturday, Monday, Wednesday, Friday	94,500-81,000
Cooking Programme	18:20-19:00	Saturday	94,500
Children Programme	19:00-19:30	Saturday, Thursday	63,000-54,000

Source: MMRD (2004)

4.3.4 TV Medium in Myanmar

As it was mentioned earlier, there are four TV channels, namely Myanmar Radio and Television (MRTV), Myawaddy (MWD), Myanmar Radio and Television Channel Three (MRTV-3), Myanmar Radio and Television Channel Four (MRTV-4). Among these channels, the commercial ads have been widely allowed in MRTV and MWD channels. The latter two channels are still in the initial phase and MRTV 3 is not allowed to air commercials.

Since Myanmar audience prefer the programs broadcast on MWD channel, the advertisers also prefer MWD. In the opinion of the Managing Director of *Great Wall Traditional Medicine Company*, advertising on TV was the most effective media in terms of sales volume as well as the popularity among the audience. With his experience in advertising on both MRTV and MWD since 1989, he estimated that using MWD channel for advertisement was about 50 times more beneficial than using MRTV³⁵. Therefore,

³⁵ interviewing with advertisers

although MWD cost 2.5 times to MRTV, advertising on MWD still gain more cost effectiveness.

From this experience of buying commercial time, it was most beneficial for him to show the ads of his products just before the start of most popular evening TV series on MWD. Although this time cost twice as much than other place, placement in that particular period still could provide considerable benefit. Therefore, the most beneficial and cost effective commercial time was before the prime time of most popular evening Korean TV series on MWD channel.

The marketing manager of *Kan Baw Za* Bank, who has utilized TV ad immediately after the start of its banking operation, expressed his comment that the *KBZ* Bank gained its significant success by using intensive TV ad. The bank slogan became familiar and well-known among the audiences because of the TV advertisement. He also pointed out that although the bank advertised on both channels, advertising on MWD channel is more beneficial for the bank.

Because the advertisers prefer MWD, their demand for commercial time is greater than what MWD can offer.³⁶ Because of insufficient commercial time, some advertisements inevitably left and MWD needs to solve this problem. In that case, the priority is given to the commercial of the business, which contributes to the national income. If there are more than one commercial to give priority to, rotation basis was practiced. Because the broadcasting time of national news is difficult to estimate, the programs need to be arranged on a daily basis.

4.4 General Features of Myanmar TV Commercials

Most of Myanmar TV commercials are featured in the appeal of humorous, dramatized, and musical and endorsing the products with famous celebrities.

4.4.1 Celebrity Endorsement

It is generally accepted that the advertisements with celebrity endorsers were rated more positively than without celebrity endorsers (see Schiffman and Knauk, 1994). A prominent feature of Myanmar TV ads is endorsement of popular celebrities, particularly

³⁶ An official from advertising department of MWD channel, Major Hla Kyaw cautioned that accepting the commercials was quite an intricate and critical task for the media.

movie or music stars. Nearly 85 percent of MWD commercials and 60 percent of MRTV commercials have this feature (Table 4.4).

Table (4.4) Celebrity Appeal of Myanmar TV Commercials

Characteristics of Advertisement	MWD		MRTV	
		%		%
With celebrities	79	85.86	55	61.80
Without celebrities	13	14.14	34	38.20
	92	100.00	89	100.00

Source: own observation (June 2004)

Because Myanmar people appreciate movie and music the advertisers expect the positive association between their products and the appreciation of popular stars. Myanmar TV advertisements applied similarity instead of differentiation strategy in choosing celebrity endorsement. Since the advertisers perceived that the effectiveness of the ads depends on the popularity of the TV commercial stars, many businesses used one TV commercial star for the different brands of the same product line. This practice indicates that the Myanmar TV advertising did not have the intellectual property rights and the business ethical codes of conduct. One consequence of demanding a few TV stars to endorse same products of many firms is likely to increase cost of endorsers, which will be passed to the customers³⁷.

Although celebrity endorsement ads could have positive effects, such as, fame, talent, and charisma, these ads could also have negative effects on credibility³⁸ and trustworthiness.³⁹ According to Schiffman and Kanu (1994), it is likely that the consumers give more favor and have greater intention to purchase when a celebrity endorses only one product. When a celebrity endorses a variety of products, his or her perceived credibility is reduced. However, Myanmar advertisers do not hesitate to take

³⁷ For example, once Htet Htet Moe Oo was the top TV ad star because of her charming character. Since Myanmar audience appreciated her performance in the dramatized TV ads, many businesses wanted her to endorse their products for two purposes. One was to persuade the customers, who have already appreciated her performance. Another purpose was for achieving the image of their business. As Htet Htet Moe Oo was one of the most expensive celebrities, the particular business, which could pay Htet Htet Moe Oo to endorse its product, achieved the image of that the particular business is in good shape. Afterward the heavy investment on the ads with Htet Htet Moe Oo raised the price of the product, as a result.

³⁸ It means the audience's perception of how much the celebrity knows about the product.

³⁹ It means the audience's perception of how honest the celebrity is when he or she explains about the product.

this risk because Myanmar audience prefers to enjoy the attractive performance of celebrity rather than to evaluate the credibility of product when they watch the ads. Even though the practice of one celebrity endorses many products can reduce the credibility of the product, it can still expect that the brand awareness can be achieved through TV ads.

Due to the situation mentioned above, there are many ads, which are successful artistically but not commercially. According to Major Hla Kyaw from MWD, there are many advertisers, whose heavy investment on TV ads through popular with audience fail to generate sales income.

Another factor that the advertisers should take into consideration is appropriateness between celebrity and product. Some celebrities represent the image of nobility, high priced, premium quality, and superiority while others do not. For this reason, the advertisers should clearly define their desired positioning strategy whether they want to emphasize on superior quality or low priced, and so on. The appropriateness between endorsers and company's positioning requirement can create synergy effect for both. It was found out that a physically attractive celebrity can enhance message credibility and attitude toward the ad when he or she endorses attractive-related products (see Shiffman and Kanuk, 1994). By contrast, there was little or no effect of physically attractive celebrity on attractive-unrelated products.

4.4.2 Dramatized with Humorous and Musical Appeal

Myanmar childhood is familiar with fairytales and children learn attitudes, value, and ethical norms via bedtime's stories. Even 550 *Jataka*, 550 stories of Buddha's life, can be seen as Buddha's teaching through stories his former lives. In brief, Myanmar people like dramatized expressions. For this reason, the advertising with dramatic stories became popular ads for Myanmar consumers. Hence, nearly 40 percent of all kinds of Myanmar TV commercials were created in dramatized forms composed with humorous and/or musical appeal (Table 4.5). The dramatized ads can create positive feelings to persuade the audience to evaluate the brand attribute argument positively (see Batra, Myers, and Aaker, 1999).

Table 4.5: Dramatized Myanmar TV Ads

	TV Ads by Types of Product	No. of Dramatized Ads	%	Total
1	Foodstuff	10	41.67	24
2	Consumer Accessories	14	41.18	34
3	Fabrics	0	0	1
4	Traditional Medicine	17	42.50	40
5	Western Medicine	5	45.45	11
6	Entertainment Items	0	0	5
7	Cosmetic (Foreign Brand)	4	100	4
8	Cosmetic (Local Brand)	3	37.50	8
		53	42.40	125

Source: own observation (June 2004)

Humorous Appeal: The humorous dramas promote the positive feelings, such as, urgency, energy cheer, joy, happiness, amusement and pleasure. The total number of humorous ads was 26.4% of total TV ads in Myanmar, especially, ads of consumer accessories were using this appeal most (Table 4.6). In general, the humorous ads can draw the attention of the audience, promote better chance to memorize the brand name, creating good mood and reducing counter argument.

Table 4.6: Humorous Appeal of Myanmar TV Commercials

	TV Ads by Types of Product	No. of Humorous Ads	%	Total
1	Foodstuff	6	25.00	24
2	Consumer Accessories	13	38.24	34
3	Fabrics	0	0	1
4	Traditional Medicine	11	27.50	40
5	Western Medicine	2	18.18	11
6	Entertainment Items	0	0	3
7	Cosmetic (Foreign Brand)	1	25.00	4
8	Cosmetic (Local Brand)	0	0	8
		33	26.4	125

Source: own observation (June 2004)

Some advertisers are cautious about using humorous ads because of the worry that their product become an object of ridicule that the consumers will laugh rather than laugh with them (see Schiffman and Knauk, 1994). Moreover, humorous advertising is appropriate for “some people” rather than “every body” and “always”. Since humor is cultural and cultural bounded, audience’s factor (including individual differences, psychological factors, gender, ethnicity, race, age, education, social class) affect the response to humorous advertising appeals.

In addition, the nature of the product (whether it is low-involvement or high-involvement, and whether it is rational-oriented or feeling-oriented), and the stage of the product life cycle (whether it is existing or new product) also affect the appropriateness of humorous treatment.

Musical Appeal: A study, which examined how background music in advertisements influenced product choice, indicated that the products presented with background music were preferred than those without background music (see Schiffman and Knauk, 1994).

Almost all Myanmar TV ads gave the message in musical form. In Myanmar, 62 percent of TV commercials were presented with musical appeal, especially, ads of foodstuff, consumer accessories, fabrics, entertainment items, and local brand cosmetics were more used this appeal than those of western medicine and foreign brand cosmetics (Table 4.7). This form of advertising could have the simultaneous benefits of both verbal and visual communication.

Table 4.7: Musical Appeals of Myanmar TV Commercials

	TV Ads by Types of Product	No. of Musical Ads	%	Total
1	Foodstuff	19	79.17	24
2	Consumer Accessories	26	76.47	34
3	Fabrics	1	100	1
4	Traditional Medicine	20	50	40
5	Western Medicine	1	9.09	11
6	Entertainment Items	3	100	3
7	Cosmetic (Foreign Brand)	1	25	4
8	Cosmetic (Local Brand)	7	87.5	8
		78	62.40	125

Source: own observation (June 2004)

Summary

This chapter provides the general understanding about TV advertising industry in Myanmar and features of Myanmar TV commercials which is the scene of Myanmar TV advertising picture from the side of business firms. This picture will be completed by adding the view of Myanmar consumers' response behavior to the TV commercials. Such behavior will be found out by analyzing the findings of empirical research described in chapter five and six.

Chapter 5

Focus Group Discussions on TV Commercials and Myanmar Consumers

An analysis of the findings from the empirical research using a qualitative tool: Focus Group Discussion (FGD) is presented in this chapter. Since the intention of focus group discussions is to explore the in-depth insights, idea, and opinions of different consumer groups toward TV commercials, the detail discussions about predetermined topics (described in chapter three) within each group are mentioned at the first part of this chapter. Then, the numerical data concerned with the criteria to measure consumer's response behavior to TV commercials are analyzed in comparison of percentages arrangements. The latest part of this chapter is concerned with the analysis of relationship between three criteria which are likely to be linked with one another: consumer's acceptance level towards TV commercials, consumer's credible source, and trial purchase behavior.

5.1 Findings in Group Discussions

5.1.1 Group One

Eight male participants from low social class were placed in Group One. Discussion of Group One was held in a small room prepared for the convenience of participants at No.10, Yan Pyay Street, Sanchaung. All members sat at a round table and the session was started by a brief introductory explanation about the discussion by the moderator. Then, they were requested to introduce themselves beginning with the participant sitting at the left most of moderator and continued in clockwise direction. Within the discussion, the group members had to refer themselves with the numbers (no. 1 to 8) rather than with their names for more comfortable and smooth interaction. Before the discussion, it was confirmed that all participants are familiar with the TV commercials as well as the products advertised on TV.

The first topic discussed was their habits of TV watching. Although some of the participants have no TV set of their own, they are well exposed to the TV programs as well as TV commercials. They can actively participate and discuss the issues raised in the discussion. All respondents, except one old respondent, watch TV regularly. Concerning with their channel and programme preference, all respondents agreed that they favor MWD channel and their favorite TV program is Korean or Chinese series broadcasted before evening news on MWD. Concerning with their average TV watching time, almost

all of them watched TV two to three hours everyday expect one who spent his time in front of TV for three to four hours.

However, they did not regularly use other media such as periodicals, radio, and cinema, which was discussed under the second topic. The third topic was concerned with the most likeable types of TV ads. They agreed that the humorous dramatized ads with celebrity appeal were the most favored ads. According to the discussion about the message comprehension of the ads, the majority consistently assumed that they could comprehend the messages from the humorous dramatized ads with celebrity appeal. However, one outstanding respondent said that he could more comprehend the message from the ads with fear appeal.

Regarding with fourth topic that they discussed, majority of the respondents assumed the products being advertised on TV as low involvement in nature while two respondents assumed these products as high involvement products. The fifth issue for discussion was their general attitudes toward TV commercials. Most of them generally regard TV ads as entertainment and highly appreciated the ads. However, there were a few respondents who expressed that they do not like the ads.

The sixth topic was concerned with source credibility of different media. They recognized that their choice of brand for some products relied on the information not only received from the TV ads but also received from the word of mouth. This means that the product information from the TV ad must be complemented with the word of mouth information especially from friends and relatives.

The seventh topic that they discussed was their response behavior (purchasing behavior) after receiving the exposure of new TV ad. Half of them claimed that they always make the trial purchase of foodstuff. However, for the other consumer accessories, only half of the respondents made the decision of trial purchase. In case of traditional medicine they always or almost always make the trial purchase. In the case of western medicine, half of them almost always make trial purchase while the other half make it sometimes. They were unable to give the opinion about the entertainment products and the cosmetic products.

The eighth topic that they discussed was the preference in outlet selection. They revealed that they favored to purchase at neighborhood grocers or street vendors. However, two respondents had preference to go shopping from retailers. One important advantage of buying from neighborhood grocers or street vendors is availability of credit purchase. They said that the credit purchase is the inevitable custom between them and

their neighborhood grocers or street vendors. They admitted that the entertainment products and the cosmetic products were not common for them. They never discussed with their spouses in making decisions of purchasing these products. They relied on neighborhood grocers for buying traditional medicine.

The respondents believed that there was no association between the attitude toward a specific TV ad and the trial purchase. They said that there was no association between the ability of message comprehension and the trial purchase behavior.

5.1.2 Group Two

The discussion of group two was made with eight female participants from the low social class. Discussion of group two took place at the same place with the same procedure like group one.

The first topic for discussion was their habits of TV watching. Like the first group, although some respondents admitted that they had no TV set of their own, they were quite familiar with the TV programs as well as the TV commercials. Their participation and discussion was quite lively and active. All respondents watch TV regularly. All respondents commonly agreed that their channel preference was MWD. Their favorite TV programs were Korean or Chinese series broadcasted before evening news on MWD. Almost all of them watched TV three to four hours everyday except one who watch TV more than five hours. However, they rarely reached the other media such as periodicals, radio, and cinema.

In the discussion of the most favorable types of TV ads, they agreed in saying that the humorous dramatized ads with celebrity appeal were the most favored TV ads. Thus according to the discussion of eighth topic, the majority consistently assumed that they could comprehend the messages from the humorous dramatized TV ads with celebrity appeal except one respondent who stated that she could more comprehend the message from the ads with humorous, musical and celebrity appeal. They regarded that the products being advertised on TV were low involvement in nature.

In their discussion about general attitude toward TV commercials, the majority regarded the TV ads as one of the entertainment programs and expressed that they highly appreciated the ads.

Regarding the credibility of different media sources, they expressed that their choice of brand for some products relied not only on the information from TV but also from the word of mouth sources. It indicated that there is a similar feature to male

counterparts in the group one who said that the product information from TV ad must be complemented with word of mouth information especially from friends and relatives.

Their response behavior (purchasing behavior) after receiving the exposure to new TV ad was discussed. Majority of them said that they always make trial purchase on foodstuff items but only half admitted that they make trial purchase on the consumer accessories. In case of purchasing traditional medicine they always or almost always make the trial purchase. In the case of buying western medicine, half claimed that they almost always make trial purchase while the other half said they make trail purchase sometimes. They could not give any opinion for the entertainment products. Half of the respondents said that sometimes they make the trial purchase on the foreign made cosmetics while two respondents reported that they rarely make the trial purchase on those products. Majority always makes trial purchase on the local made cosmetics.

About their preference of outlet selection, they had similar idea like the male counterparts in group one. They revealed that they preferred to purchase at neighborhood grocers or street vendors. However, one respondent expressed that she prefer red to go shopping from retailers. The positive relationship between them and their neighborhood grocers or street vendors was stronger than that of the male respondents since they had more frequent interaction with the sellers. They did not familiar with the entertainment products. For purchasing local made cosmetic products, they rely on their neighborhood grocers. In the case of buying foreign made cosmetics, half of them relied on neighborhood grocers while the remaining half chose retailers. They made the decision for these products on their own.

The majority of respondents said that there is an association existed between the attitude toward a specific TV ad and the trial purchase. However, the majority believed that there was no association between the ability of message comprehension and the trial purchase behavior.

5.1.3 Group Three

Nine male participants from middle social class participated in group three. Discussion of group three was held at No 40B, Bo Nyarna Street, Mayangone. The moderator gave a brief introduction about the purpose and procedure before the discussion started. The discussion followed the same procedure as the discussion of previous groups. Regarding their habit of TV watching, although some claimed that they were occupied with their daily routines, they were familiar with the TV programs as well

as TV commercials. They participated and discussed the issue with the keen interest. Concerning their channel preference, majority of respondents expressed that they prefer MWD channel. Concerning with the favorite TV program, the majority preferred Korean or Chinese series broadcasted before evening news on MWD. However, two participants preferred Korean or Chinese series broadcasted after evening news on MRTV. Most of them watch TV one to two hours everyday except two who spent only less than one hour in front of TV.

Most of the respondents watched TV regularly but they also complemented their leisure with other media such as periodicals and radio. One respondent said that he watched TV only sometimes while another revealed that he watched TV sometimes, but he used other media as well.

Concerning with the most favorable types of TV ad, the humorous dramatized ad with celebrity appeal was the most favorable ad for the majority of respondents while one respondent favored ad with humorous, musical and celebrity appeal and two respondents favored informative TV ads. The majority thought that they could comprehend the messages from the types of TV ads mentioned in above. Regarding the products being advertised on TV, they considered that these products were low involvement in nature. Concerning with their general attitude toward TV commercials, the respondents were equally divided into those who like TV ads and those who were neutral with TV ads. Only one respondent highly appreciated the TV ads.

In the discussion of source credibility of different media, they generally relied on the information not only from TV but also from word of mouth. However, for purchasing western medicine they relied on professional advice.

In the discussion about their response behavior (purchasing behavior) after receiving exposure of new TV ad, majority of them almost always make trial purchase of foodstuff. But only a few make the trial purchase of the consumer accessories, fabrics and traditional medicine and entertainment products. Half of them always make the trial purchase of western medicine.

The discussion topic about the preference in outlet selection revealed that the respondents favored to select the retailers. However, in the case of buying traditional medicine and western medicine, they preferred to buy at the neighborhood grocers or the street vendors. For purchasing entertainment products, they relied on the retailers. They usually make decision independently in purchasing these products.

The respondents expressed their assumption that the association between the attitude toward a specific TV ad and the trial purchase did not exist and the association between the ability of message comprehension and the trial purchase behavior did not exist. Only one respondent thought that there is an association.

5.1.4 Group Four

Although nine female participants from middle social class were invited for group four's discussion, only eight participants took part in the discussion. Discussion of group four was also held at No 40B, Bo Nyarna Street, Mayangone after the session of group three. The same procedure was followed.

Regarding the habit of TV watching, the respondents were familiar with the TV programs as well as with the TV commercials. They participated and discussed the issues less actively than the male group. Majority of the respondents said that they watched TV not on regular basis. Concerning with their channel preference, majority of the respondents expressed that they preferred MWD channel. Regarding the favorite TV program, the majority favored Korean or Chinese series broadcasting before evening news on MWD except one participant who preferred Korean or Chinese series after evening news on MRTV. Majority of them watch TV one to two hours everyday except one participant who spent less than one hour in front of TV.

They used other media such as periodicals and radio through. However, one respondent said that she watched TV regularly and also used other media as well. Concerning with the most favorable types of TV ads, half of the respondents preferred the informative TV ads and some preferred the humorous dramatized ads with celebrity appeal. One respondent preferred the humorous, musical with celebrity appeal TV ads. It was also found out that their capability to comprehend the message usually depends on how much they like the ad.

Regarding the products being advertised on TV, they considered that these products are low involvement in nature. Concerning with their general attitude toward TV commercials, the majority of them perceived neutral and two respondents like the TV ads.

In the discussion of source credibility of different media, they generally rely on the information not only from TV but also from word of mouth. However, for purchasing western medicine, like the male participants, they relied on professional advice. In the case of buying fabrics they relied more on word of mouth information.

Their response behavior (purchasing behavior) after the exposure to new TV ad was widely found among the respondents. Majority of them always make trial purchase of foodstuff and consumer accessories. They almost always make the trial purchase cosmetic products. They made the trial purchase on western medicine occasionally. However, they revealed that they rarely make the trial purchase on fabrics and entertainment products.

Their preference in outlet selection revealed that they favored to select the retailers for purchasing most items. However, in the case of buying traditional medicine and western medicine, half of them preferred neighborhood grocers or street vendors. For buying entertainment products and foreign made cosmetics, they relied on supermarkets. They usually make decision independently in purchasing these products.

All respondents expressed that there was no association existed between the attitude toward a specific TV ad and the trial purchase. Similarly, there was no association existed between the ability of message comprehension and the trial purchase behavior.

5.1.5 Group Five

Although nine male participants from high social class were invited for the group five's discussion, only eight respondents participated in the discussion. Discussion of group five was held at No 36B, Shan Road, Sanchaung. The same procedure was applied like other group discussions.

Regarding their habit of TV watching, although some respondents were occupied with their daily routines and responsibilities, they were familiar with the TV programs as well as TV commercials. Active participation was received during the session. Concerning with their channel preference, equally divided number of respondents chose MRTV and MWD channels. When they discussed about the favorite TV program, the majority like the programs, which provided the knowledge, like Discovery. However, two participants preferred Korean or Chinese series after evening news on MRTV. One participant responded that he preferred Korean or Chinese series before evening news on MWD. Most of them watch TV one to two hours everyday except two who spent only less than an hour in front of TV.

Most of the respondents watched TV sometimes. They also used other media such as periodicals and radio. Two respondents said that they used to watch TV regularly together with other media.

Concerning the most favorable types of TV ads, the humorous dramatized ads with celebrity appeal were the most favorite ads for the majority of respondents. One respondent favored ads with joyful, dramatized and celebrity appeal and another respondent favored informative TV ads. Their capability to comprehend the message usually depends on how much they like the ad. Regarding the products being advertised on TV, they considered these products as low involvement products.

Concerning with their general attitude toward TV commercials, the majority of participants were neutral. Some of them liked the TV ads. In the discussion of source credibility of different media, they generally relied on the information not only from TV but also from word of mouth. However, for purchasing western medicine they relied on the professional advice.

In the discussion about their response behavior (purchasing behavior) after the exposure of new TV ad, they always make trial purchase on entertainment products and almost always made trial purchase on foodstuff and fabrics. But on fabrics and foreign made cosmetics, they only made trial purchase sometimes.

When they discussed the preference in outlet selection, they revealed that they favored the retailers for purchasing most items. However, in the case of buying foodstuff, consumer accessories, foreign made cosmetic products, they usually make decision independently in purchasing these products.

The respondents expressed that there is no association between the attitude toward a specific TV ad and the trial purchase. Except two respondents, they also assumed that there is no association between ability of message comprehension and trial purchase behavior.

5.1.6 Group Six

Eight female respondents from the high social class participated in the discussion. Discussion of group six was held at No 36B, Shan Road, Sanchaung after the group five sessions. The same procedure was applied before the discussion was started.

Regarding their habit of TV watching, although some respondents were occupied with their daily routines and responsibilities, they were familiar with the TV programs as well as TV commercials. Moderate degree of participation was noticed during the session.

Most of the respondents watched TV regularly. Concerning with their channel preference, they expressed their preference to MWD channel. When they discussed the third topic, the favorite TV program for the majority was Korean or Chinese series before

evening news on MWD. One respondent preferred programs like Discovery. Another participant expressed her preference on Korean or Chinese series after evening news on MWD. Regarding the duration of TV watching, majority of them watch TV one to two hours everyday except two respondents who spent less than an hour in front of TV. They also used complementary media such as periodicals and radio. Two respondents said that they watch TV sometimes and also used other media.

Concerning the most favorable types of TV ads, the joyful musical ads with celebrity appeal are the most favorable ads for half of respondents while a few respondents favored informative TV ads. It was noticed that one respondent preferred humorous, dramatized with celebrity appeal ads. Their capability to comprehend the message usually depends on how much they like the ad. Regarding the products being advertised on TV, they considered these products as low involvement products.

Concerning with their general attitude toward TV commercials, the majority of participants were neutral. Only one respondent liked the TV ads. In the discussion of source credibility of different media, they generally relied on the information not only received from TV but also received from word of mouth. However, for purchasing western medicine they relied on professional advice. One respondent stated that she relied on Radio for receiving the information regarding the entertainment products.

In the discussion about their response behavior (purchasing behavior) after the exposure of new TV ad, they always make trial purchase on traditional and western medicine, and entertainment products. They almost always made trial purchase on foodstuff and foreign made cosmetic products. But on consumer accessories, fabrics and local made cosmetics, they made trial purchase sometimes. In the discussion about the preference in outlet selection, they revealed that they favored the retailers in purchasing most items. However, in the case of buying entertainment products and foreign made cosmetic products, they relied on supermarkets. For the procurement of local made cosmetics, they chose neighborhood grocers. They usually made decision independently in purchasing these products.

The respondents expressed that the association between the attitude toward a specific TV ad and the trial purchase did not exist. Similarly, there was no association between ability of message comprehension and trial purchase behavior.

5.2 Analysis and Findings

This study analyzed the findings with frequency distribution tables (Appendix 11), which summarized the characteristics of each type of respondents and relative percentages. It analyzed the common and uncommon characteristics of each type of respondents. These findings were presented in bar graphs in this section for comparison purpose.

5.2.1 Media Habits

As mentioned in chapter 2, consumers' media habits were assessed by their media preference, channel preference, programme preference, and average daily TV watching hour.

5.2.1.1 Media Preference

The findings on media preference of six focus groups in different social and demographic backgrounds were presented in Fig. 5.1. In this figure, the respondents were categorized as those who (1) frequently use TV only, (2) frequently use not only TV but also other media, (3) moderately use TV but frequently use other media, (4) moderately use TV and infrequently use other media, (5) infrequently use TV but frequently use other media, and (6) infrequently use not only TV but also other media.

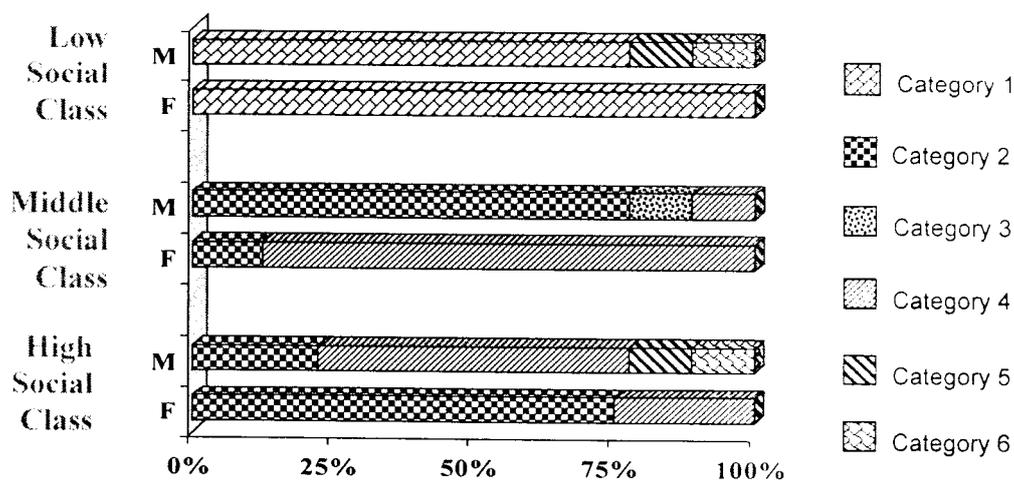


Figure 5.1: Media Preference by Different Types of Respondents

Common and Uncommon Characteristics

There was no female respondent in all social classes, who preferred other media (radio and periodicals) to TV. One significant finding was that unlike the respondents

from middle and high social classes, all male and female respondents from low social class commonly used TV but rarely used other media.

5.2.1.2 Channel Preference

The channel preference between currently available MRTV and MWD by the respondents was described in Figure 5.2.

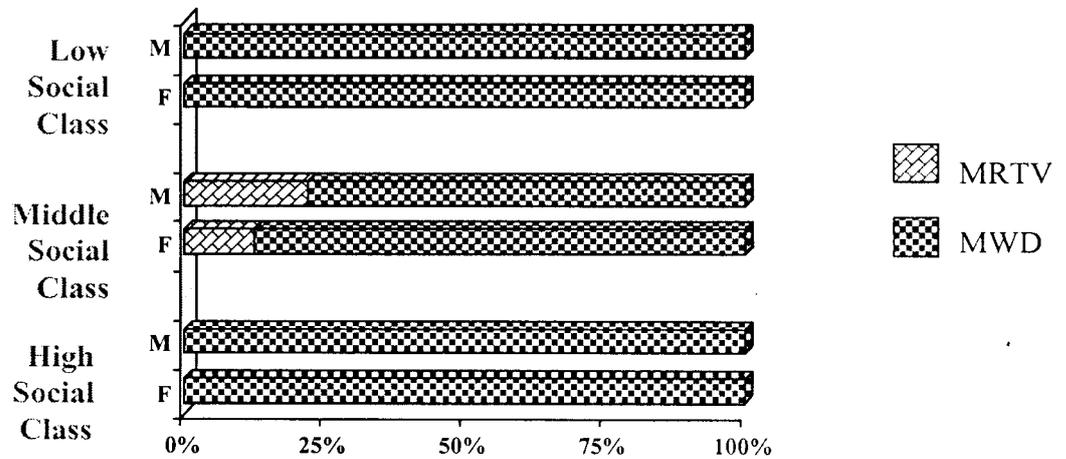


Figure 5.2: Channel Preference by Different Types of Respondents

Common and Uncommon Characteristics

The minority of male and female in middle social class expressed their preference on MRTV. All male and female in low and high social classes had preference on MWD channel.

5.2.1.3 Program Preference

Among the programs broadcasted on both channels, the program preference was examined. Based on their responses, 5 categories are identified; Korean or Chinese TV series broadcasted before and after national news on MRTV, those series broadcasted before and after national news on MWD, and other programs. The results were shown in Figure 5.3.

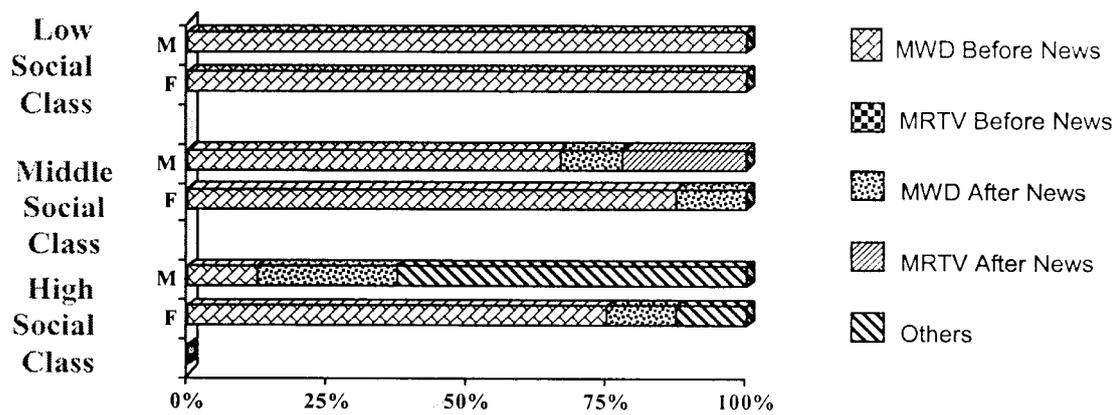


Figure 5.3: Programme Preference by Different Types of Respondents

Common and Uncommon Characteristics

Except the majority of male respondents in high and middle social classes, the majority of both male and female respondents prefer Korean and Chinese TV series before evening news on MWD. Some male and female respondents in high social class and male in middle social class prefer Korean or Chinese TV series after national news on MRTV and other programs.

5.2.1.4 Average Daily TV Watching Hours

The watching hours of TV everyday by the respondents was analyzed in terms of less than one hour, one to two hours, two to three hours, three to four hours, four to five hours and more than five hours (see Figure 5.4).

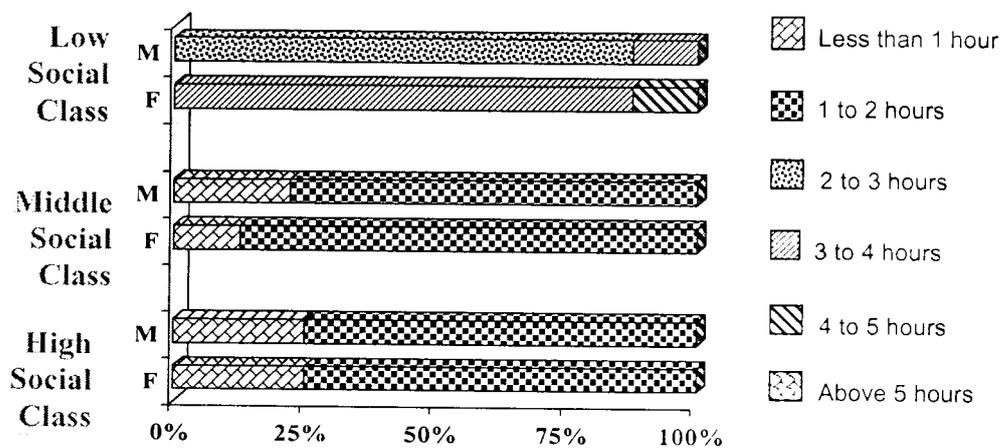


Figure 5.4: Average Daily Watching Hours by Different Types of Respondents
Common and Uncommon Characteristics

The watching time for majority of middle and high social class respondents is one to two hours while a few spend less than one hour in front of TV. There is no respondent who spend more than five hours in all social classes. The majority of female respondents in low social class are found to spend three to four hours of their time in front of TV. Some female respondents in low social class spent up to five hours a day in watching TV.

5.2.2 Attitudes toward TV Commercials

The consumers' perception on the products that were being advertised on Myanmar TV, their most favorite TV ads, types of TV ads that were most easy to comprehend, and consumers' acceptance level of TV commercials were assumed to reflect on the consumers' attitudes toward TV commercials.

5.2.2.1 Perception on the Products Advertising on Myanmar TV Channels

The perception on the products advertising on Myanmar TV channels was described in Figure 5.5.

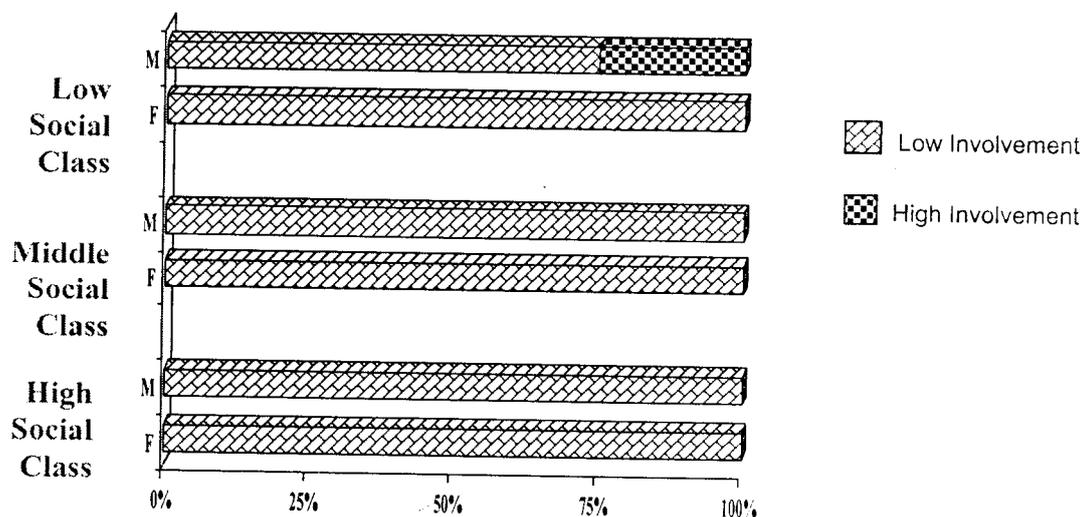


Figure 5.5: Perception on the Products Advertised on TV by Different Types of Respondents

Common and Uncommon Characteristics

The majority of both male and female respondents in all social classes perceived that the products advertising on both TV channels were low-involvement products. A minority of male participants in low social class regarded that these products were high-involvement products.

5.2.2.2 The Most Likeable Types of TV Ads

The most favorite TV Ads of the respondents are classified in 8 categories according to their responses; informative ads are those containing direct and straightforward message without music or drama, joyful, dramatized and celebrity appeal ads are those containing messages presented in joyful and dramatized entertainment using well known celebrities without music, joyful, musical and celebrity appeal ads are those containing joyful entertainment with music by using celebrities to reflect the product related message, humorous, musical and celebrity appeal ads are those containing humorous entertainment with playback music, humorous dramatized and celebrity appeal ads are those containing humorous and dramatized entertainment by using celebrities, Others Ads which does not fall in above categories such as joyful and celebrity appeal, joyful, musical, dramatized and celebrity appeal, and fear appeal. The findings were described in Figure 5.6.

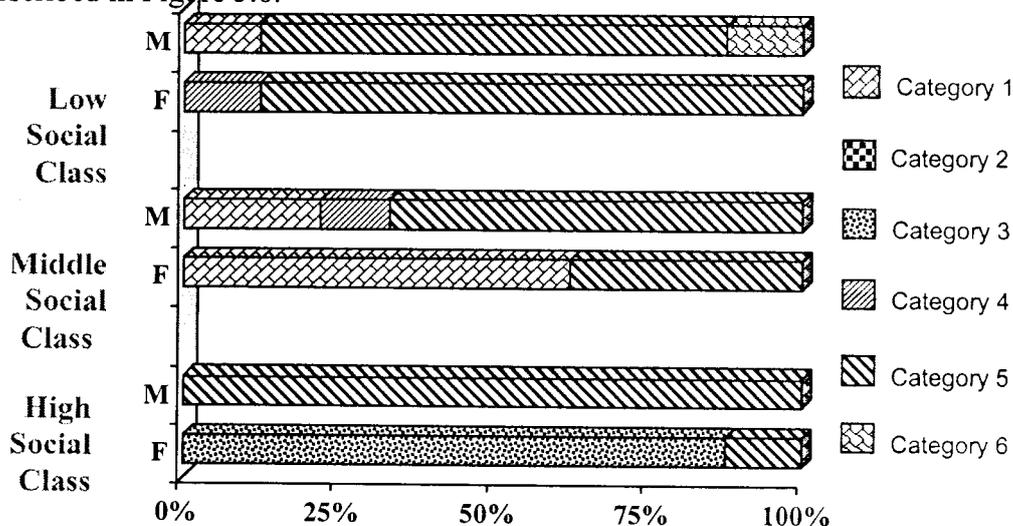


Figure 5.6: Most Likable Types of TV Ads Common and Uncommon Characteristics

All respondents except female in middle and high social class preferred humorous dramatized and celebrity endorsed TV ads. While some females in high social class preferred celebrity endorsed ads with joyful musical appeal, some females in middle social class preferred the simple informative ads.

5.2.2.3 Types of TV Ads Most Easy to Comprehend

The capability of respondents to comprehend the messages from types of TV ads identified previously was presented in Figure 5.7.

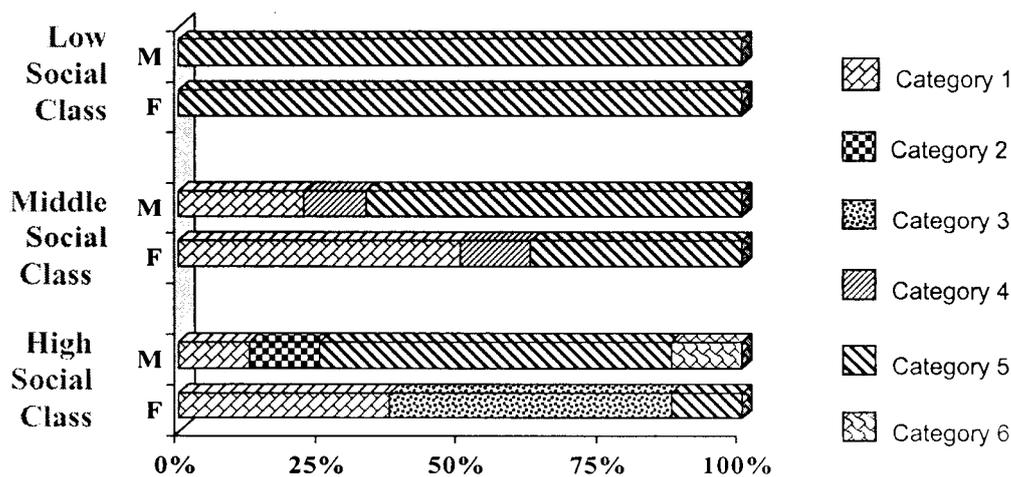


Figure 5.7: Types of TV Ads Most Easy to Comprehend

Common and Uncommon Characteristics

Almost all respondents had the capability to comprehend the message from the types of ad they like.

5.2.2.4 Consumer's Acceptance Level of TV Commercial

Consumer's acceptance level was assessed by five-order scale: highly appreciate, appreciate, neutral, dislike and highly dislike (see Figure 5.8).

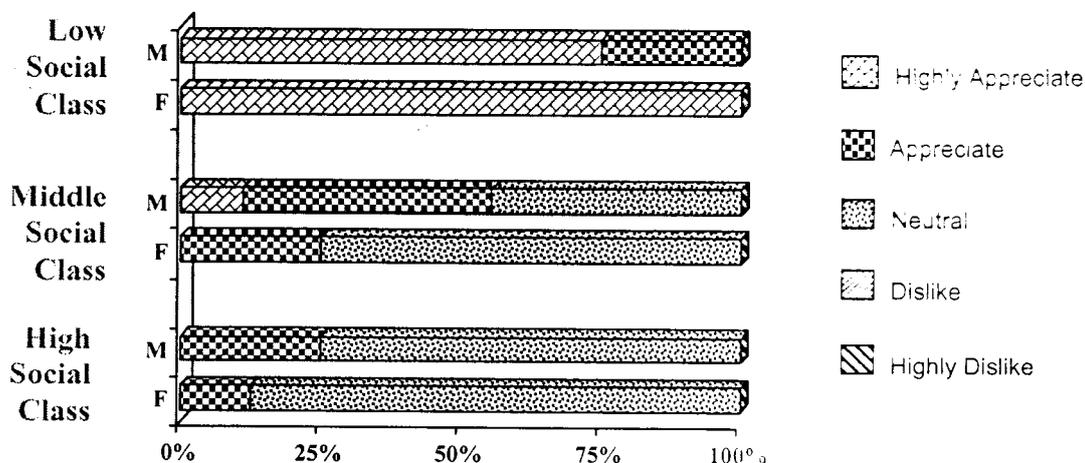


Figure 5.8: Acceptance Level towards the TV Ads

Common and Uncommon Characteristics

While both genders in low social class highly appreciated TV commercials, those male in high and in middle social class were neutral. About half of female respondents in

middle social class appreciated TV ads and the rest were neutral. There was no respondent, who dislike or highly dislike TV commercials.

5.2.3 Response Behavior to TV Commercials

Consumers' response behavior toward TV commercials were assessed by the trial purchase behavior as a consequence of newly exposed TV commercials, the source credibility, and the consumer's outlet preference.

5.2.3.1 Trial Purchase Behavior as a Consequence of Newly Exposed TV Commercials

The trial purchase behavior of the consumers was classified into four categories:

Category One: those who almost always make trial purchase for some products that they consider as common for them after awareness of new TV ads

Category Two: those who sometimes make trial purchase for some products that they consider as common for them after awareness of new TV ads

Category Three: those who rarely make trial purchase for some products that they consider as common for them after awareness of new TV ads

Category Four: those who never make trial purchase for some products that they consider as common for them after awareness of new TV ads

The findings of this behavior regarding eight different products were described in Figure 5.9.

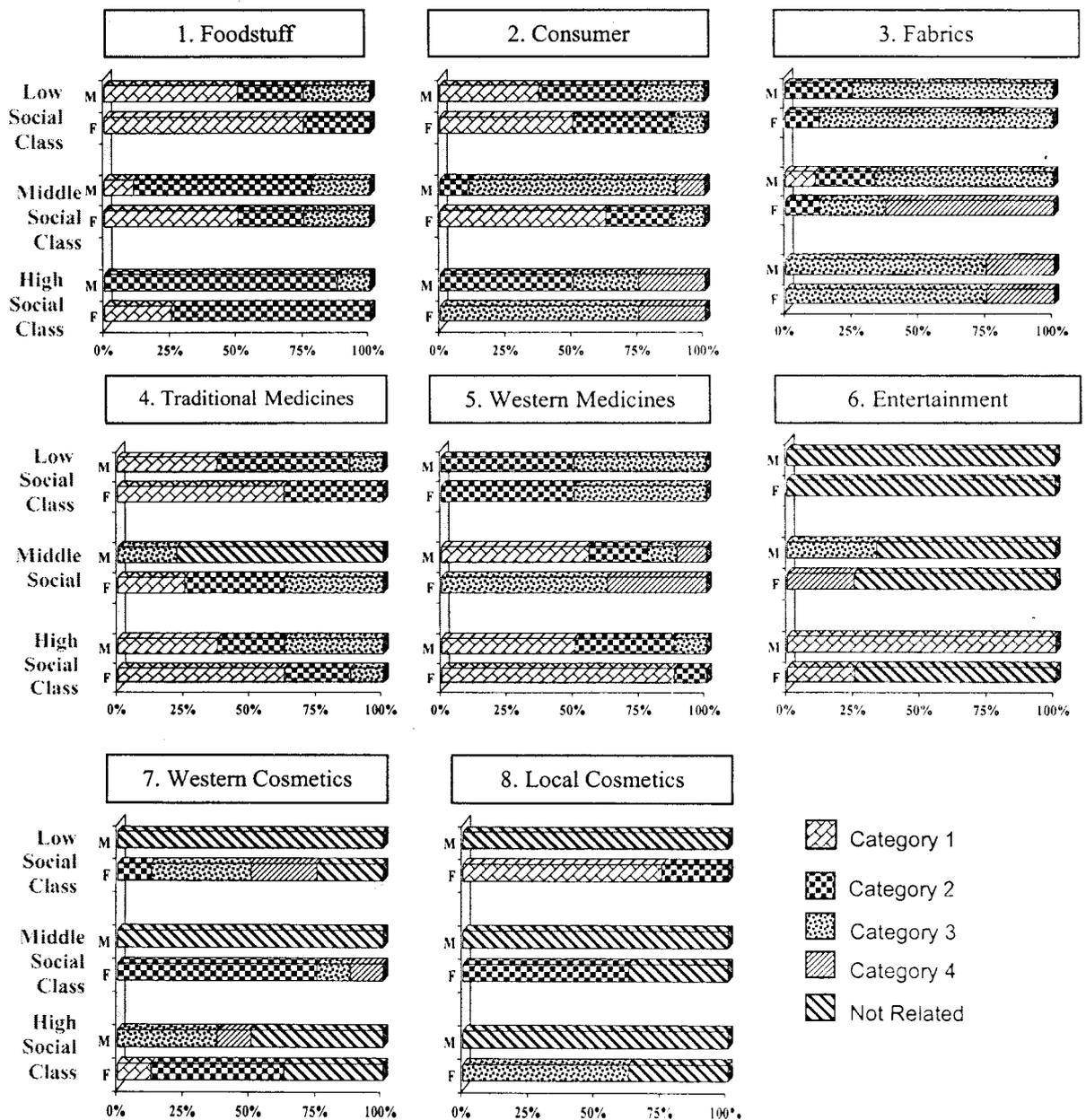


Figure 5.9: Trial Purchase Behaviors after Awareness of New TV Ads

Common and Uncommon Characteristics

Foodstuff Items: The majority of female respondents especially in low and middle classes almost always did trial purchase when they were aware of brand names of foodstuff items from TV commercials. The majority of respondents in all social classes did trial purchase at least sometimes. There was no respondent who never did trial purchase.

Consumer Accessories: Regarding the trial purchasing behavior as a result of consumer accessories TV commercials, both genders in low social class, female in middle social class, and male in high social class almost always do or sometimes do trial purchase after having awareness of brand names of consumer accessories from TV commercials. Male consumers in middle social class and female from high social class rarely do trial purchase as a result of brand awareness of consumer accessories from TV commercials.

Fabrics: The trial purchase behavior as a result of brand awareness of fabrics concerned especially TV commercials of longyi. The majority of respondents in every social class rarely or never do trial purchase when they become aware the brand names of fabrics from TV commercials. Only one male respondent in middle social class almost always do trial purchase of longyi whenever he aware different brands from TV commercials.

Traditional Medicines: The majority of female respondents in low and high social classes almost always do trial purchase whenever they aware the new brands of traditional medicines from TV commercials. Only two male respondents in middle social class are familiar with traditional medicines and these two rarely do trial purchasing as a response to TV commercials.

Western Medicine: The majority of respondents in low and middle social classes sometimes or rarely do trial purchase as a response of western medicine TV commercials and those in high social class almost always do this behavior. Only one male respondent in middle social class never do trial purchase as a response of awareness from western medicine TV commercials.

Entertainment Products: The trial purchase behavior as a result of brand awareness of entertainment products concerned especially music albums of Tape, CD, VCD, and DVD TV commercials. Except male respondents in high social class. all respondents are not familiar with purchasing entertainment products. All male respondents in high social class almost always do trial purchase whenever they are aware of new TV commercials of these products. Although two female respondents in middle social class are familiar with

purchasing entertainment products, they never do trial purchase as a response of TV commercials.

Foreign Brand Cosmetics: The majority of female respondents in low and middle social classes rarely and never do trial purchase and those from high social class sometimes do this response when they are aware of foreign brand cosmetics TV commercials. Although male respondents regardless of their social class are unfamiliar with this type of products, three male respondents in high social class rarely do trial purchase as a result of TV commercials.

Local Brand Cosmetics: All male respondents in all social classes are unfamiliar with purchasing local brand cosmetics. The majority of female respondents in low social class almost always do trial purchase on local brand cosmetics as a response to TV commercials, middle class sometimes do trial purchase on local brand cosmetics as a response to TV commercials, and high social class rarely do trial purchase on local brand cosmetics as a response to TV commercials.

5.2.3.2 Outlet Preference

Regarding the outlet selection, five types of outlets were identified as neighborhood grocers and street vendors (small shops which sell foods and goods for nearby neighborhood), retailers (the shops situated in the local area or local bazaar and usually deal with selling small volume of goods), wholesalers (the shops from the large bazaar and deal with selling large volume of goods), supermarkets (the multi purpose stores usually situated in the large departmental stores), nonspecific (not specific and random selection of outlet selection). The findings regarding the outlet selection for eight different product categories were described in Figure 5.10.

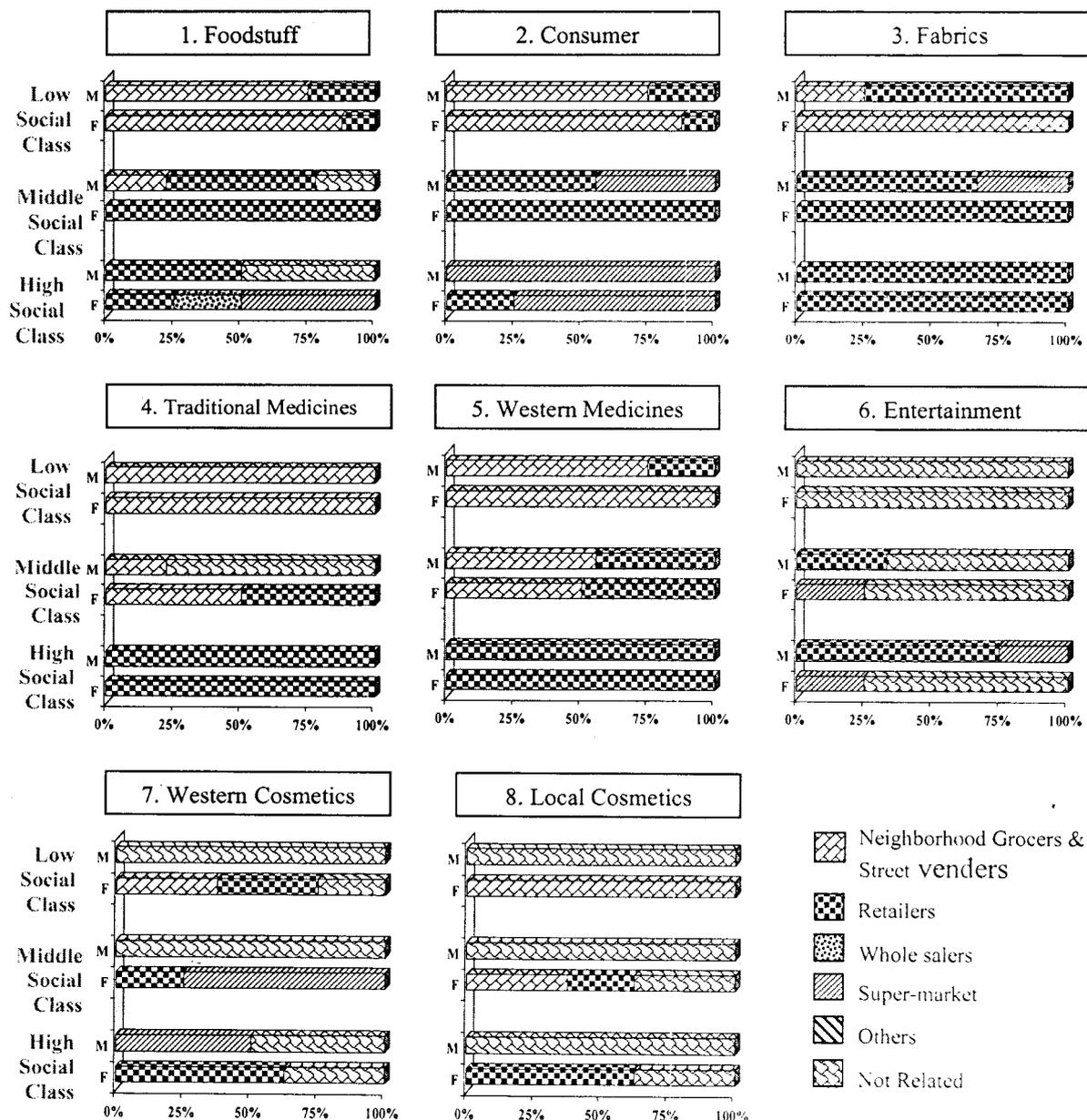


Figure 5.10: Outlet Preferences for Specific Products

Foodstuff Items: The majority of respondents in low social class bought foodstuff items from neighborhood grocers. Both genders in middle social class and male respondents in high social class bought this type of product from retailers at larger bazaar. The majority of female respondents in high social class bought foodstuff items from supermarkets. Some female respondents in high social class buy this type of products from wholesalers because they usually purchase this type of products in larger quantities.

Consumer Accessories: The majority of respondents in low social class used to buy consumer accessories from neighborhood grocers. Those in middle social class used to

buy consumer accessories from retailers at larger bazaars. Some male respondents in middle social class and almost all respondents in high social class buy this type of products in supermarkets.

Fabrics: Nearly all respondents bought fabrics from retailers at larger bazaars. All female respondents in low social class bought fabrics from neighborhood grocers.

Traditional Medicine: All respondents in low social class and male respondents used to buy traditional medicines from neighborhood grocers. All respondents in high social class bought this type of product from retailers at larger bazaars. Half of female respondents in middle social class bought traditional medicine from neighborhood grocers and the rest from retailers at larger bazaars.

Western Medicine: While the majority of respondents in low social class bought western medicine from neighborhood grocers, those in high social class from retail stores. There was an equal division between neighborhood grocers and retail stores for those in middle social class.

Entertainment Products: Entertainment products were not so familiar with the respondents in low and middle social classes. Female respondents in middle and high social classes bought entertainment products from supermarkets. Male respondents in middle and high social classes bought entertainment products from retail stores.

Foreign Brand Cosmetics: This type of product was not familiar with male respondents. Half number of female respondents in low social class bought foreign brand cosmetics from the neighborhood grocers and the rest of them from the retail stores. The majority of female respondents in middle social class bought this type of product from supermarkets and those in high social class from retail stores.

Local Brand Cosmetics: Local brand cosmetics were familiar with female respondents only. All respondents in low social class and the majority in middle social class bought this type of product from neighborhood grocers. All female respondents in high social class bought this type of product from retail stores.

5.2.3.3 Source Credibility

The information seeking behavior of the respondents was examined with different reliable sources of different products in seeking product related information. Based on the available sources for the respondents, six types of sources were identified as follows.

- Category I: the information from TV only is the most reliable source for the respondents
- Category II: the information from radio only is the most reliable source for the respondents
- Category III: the information from magazines, journals and news papers is the most reliable source for the respondents
- Category IV: the information from TV only is regarded as the reliable source when it is complemented by word of mouth information
- Category V: word of mouth only is regarded as the most reliable source of information
- Category VI: others (including the messages received from reference persons, professionals, billboard, cinema, etc.).

The findings were described in Figure 5.11.

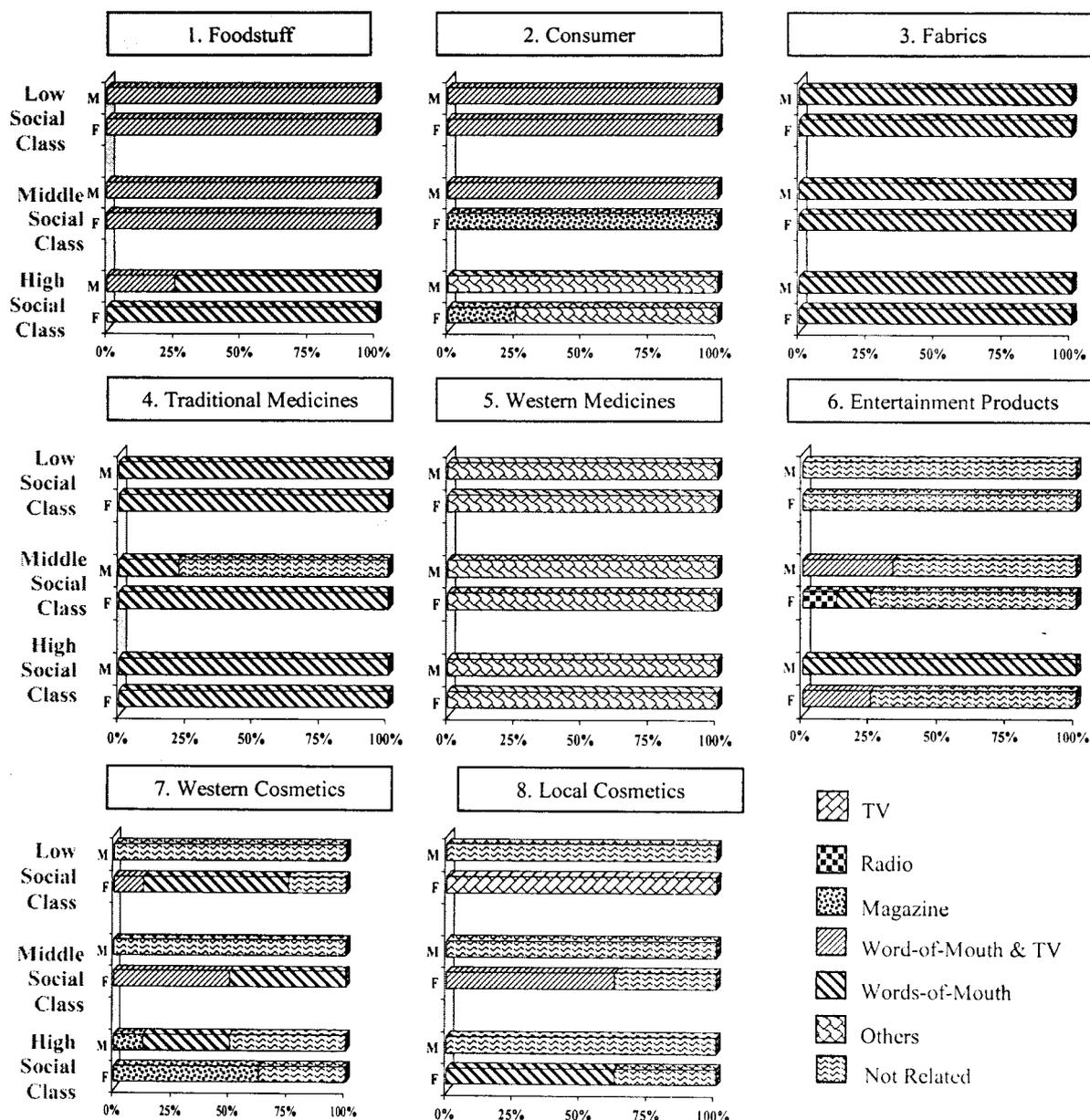


Figure 5.11: Source Credibility Rating

Foodstuff Items: All respondents in low and middle social classes relied on the information received not only TV but also from word-of-mouth in buying foodstuff items. The majority of male and all female respondents in high social class rely on the information only received from word-of-mouth to purchase new brand of foodstuff items.

Consumer Accessories: In buying consumer accessories, respondents in low social class and male respondents in middle social class relied on the information obtained not only from TV but also from word-of-mouth. Nearly all respondents in high social class relied

on the other sources such as family members' opinion and professionals' advise. Female respondents in middle social class relied on the periodicals in purchasing consumer accessories.

Fabrics: All respondents only relied on word-of-mouth information in buying fabric items. There was no different characteristic in buying fabric items between different classes of respondents.

Traditional Medicines: All respondents only relied on the word-of-mouth information in buying traditional medicines. There was no different characteristic in buying traditional medicines among the different classes of respondents.

Western Medicines: All respondents relied on information from the professionals in buying western medicines. There was no different characteristic in buying western medicine among the different classes of respondents.

Entertainment Products: Male respondents in middle social class and female in high social class relied on word-of-mouth information to justify the information from TV commercials in buying entertainment products. Both genders in low social class were not familiar with buying entertainment products. Only one female respondent in middle social class relied on information obtained from radio in buying entertainment products.

Foreign Brand Cosmetics: Female respondents in all social classes were familiar with the foreign brand cosmetics. Male respondents in high social class were also familiar with foreign brand cosmetics such as hair cream, deodorant, and perfume. They relied on TV commercials by justifying with word-of-mouth information in purchasing this type of product. Female respondents in low social class relied on TV with the confirmation of word-of-mouth information in purchasing this type of product. Half of female respondents in middle social class relied on the word-of-mouth source and the rest relied on TV with confirmation with word-of-mouth. Female respondents in high social class relied on the periodicals in purchasing this type of product.

Local Brand Cosmetics: Local brand cosmetics were familiar with only female respondents in all social classes. Female respondents from low social class relied on TV

only in purchasing local brand cosmetics. Those in middle class relied on word-of-mouth only. Those in high social class relied on TV commercials confirmed with the word-of-mouth information.

5.2.4 Analysis of the Relationships between Source Credibility, Acceptance Level of TV Commercials, and Trial Purchase Behavior

The variables between acceptance level and source credibility, acceptance level and trial purchasing, source credibility and trial purchasing behavior for different types of products were crossed and analyzed to understand the relationship between these variables.

5.2.4.1 Acceptance Level and Source Credibility Analysis

Analyzing the distribution pattern of the two variables, acceptance level and source credibility, was based on the question of whether the association exists between the participants' favorability and reliability of TV commercials. Again, this analysis pointed out whether the association pattern between the two variables was different or not for different products.

Figure 5.12: Acceptance Level and Source Credibility Analysis

	Highly Appreciate	Appreciate	Neutral	Dislike	Highly Dislike
Credible	A	B	C	D	E
Credible with Complement of Word of Mouth	F	G	H	I	J
Not Credible	K	L	M	N	O

1. Food Stuff				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
14	8	13	0	0
K	L	M	N	O
1	3	10	0	0

2. Consumer Accessories				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
13	4	8	0	0
K	L	M	N	O
2	7	15	0	0

3. Fabrics				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
0	0	0	0	0
K	L	M	N	O
15	11	23	0	0

4. Traditional Medicine				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
0	0	0	0	0
K	L	M	N	O
15	11	23	0	0

5. Western Medicine				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
0	0	0	0	0
K	L	M	N	O
15	11	23	0	0

6. Entertainment Products				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
5	0	0	0	0
K	L	M	N	O
4	6	0	0	0

7. Foreign made Cosmetics				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
0	2	3	0	0
K	L	M	N	O
8	1	9	0	0

8. Local made Cosmetics				
A	B	C	D	E
0	0	0	0	0
F	G	H	I	J
8	3	2	0	0
K	L	M	N	O
0	0	5	0	0

The upper left blocs (especially the blocs A and B) show that there was no respondent who not only appreciate highly on TV commercials but also regard information from such commercials as reliable. The respondents who fall into bloc F, G, and H (a total of 35 out of 49 for foodstuff items, 25 out of 49 for consumer accessories, and 13 out of 18 for local brand cosmetics) were those who had rather positive attitudes toward TV commercials and they believed the information from TV commercials only after confirmation with word-of-mouth information. The respondents from blocs K, L, and M (a total of 49 out of 49 for fabrics and both traditional and western medicine, 10

out of 15 for entertainment items, 18 out of 23 for foreign brand cosmetics) had inconsistency between their preference and their regard on credibility. In all matrixes, the figures concentrated in lower left blocs. It pointed out the prominent behavior of participants. Even though they did not regard the TV commercials as credible source of information, they appreciate these commercials as entertainment sources.

5.2.4.2 Acceptance Level and Trial Purchasing Analysis

Although some people would accept or like TV ads, it was not certain whether they would buy this advertised product. This analysis was figured out the behavior of synthesis between liking of specific ads and making trial purchase of the products endorsed in such favorable ads.

The participants in the blocs A and B (17 out of 49 for foodstuffs, 11 out of 49 for consumer accessories) had the behavior of consistency between their liking commercials and the frequency of doing trial purchase of the product endorsed in such commercials. The response of participants in blocs C and H (19 out of 49 for foodstuff, 11 out of 49 for consumer accessories, 18 out of 42 for traditional medicine, 17 out of 49 for western medicine, 8 out of 18 for local brand cosmetics) had no relationship between doing trial purchase and the positive attitudes toward TV commercials. They used to do trial purchase frequently or even sometimes the brands endorsed in the TV commercials without liking such commercials.

Figure 5.13: Acceptance Level and Trial Purchase

	Highly Appreciate	Appreciate	Neutral	Dislike	Highly Dislike
Almost Always	A	B	C	D	E
Sometimes	F	G	H	I	J
Rarely	K	L	M	N	O
Never	P	Q	R	S	T

1. Food Stuff				
A	B	C	D	E
12	5	0	0	0
F	G	H	I	J
3	3	19	0	0
K	L	M	N	O
0	3	4	0	0
P	Q	R	S	T
0	0	0	0	0

2. Consumer Accessories				
A	B	C	D	E
9	2	1	0	0
F	G	H	I	J
1	2	10	0	0
K	L	M	N	O
5	7	7	0	0
P	Q	R	S	T
0	0	5	0	0

3. Fabrics				
A	B	C	D	E
0	0	1	0	0
F	G	H	I	J
0	0	6	0	0
K	L	M	N	O
8	10	15	0	0
P	Q	R	S	T
7	1	1	0	0

4. Traditional Medicine				
A	B	C	D	E
4	5	9	0	0
F	G	H	I	J
3	2	9	0	0
K	L	M	N	O
3	2	5	0	0
P	Q	R	S	T
0	0	0	0	0

5. Western Medicine				
A	B	C	D	E
1	6	9	0	0
F	G	H	I	J
2	4	8	0	0
K	L	M	N	O
9	1	5	0	0
P	Q	R	S	T
3	0	1	0	0

6. Entertainment Products				
A	B	C	D	E
0	2	8	0	0
F	G	H	I	J
0	0	0	0	0
K	L	M	N	O
1	1	1	0	0
P	Q	R	S	T
0	0	0	0	0

7. Foreign made Cosmetics				
A	B	C	D	E
0	0	1	0	0
F	G	H	I	J
3	1	7	0	0
K	L	M	N	O
0	3	4	0	0
P	Q	R	S	T
0	1	3	0	0

8. Local made Cosmetics				
A	B	C	D	E
0	2	4	0	0
F	G	H	I	J
1	2	4	0	0
K	L	M	N	O
0	0	5	0	0
P	Q	R	S	T
0	0	0	0	0

5.2.4.3 Source Credibility and Trial Purchase

The analysis of co-existence between source credibility and trial purchase of the brand endorsed by that source was figured out in Figure 5.14. Since almost all participants (42 out of 49 for foodstuff, 30 out of 49 for consumer accessories, 32 out of 49 for traditional medicine, 30 out of 49 for western medicine, 10 out of 15 for entertainment items, 13 out of 18 for local brand cosmetics) were in the cells B, C, E, and

F which intersect the two behavior of positive response to TV commercials by doing trial purchasing and lack of confidence upon such commercials. It pointed out that respondents' trial purchases were rather brand variety seeking behavior without rationally collected information.

Figure 5.14: Source Credibility and Trial Purchase

	Credible TV Only	Credible with Complement of WOM	Not Credible
Almost Always	A	B	C
Sometimes	D	E	F
Rarely	G	H	I
Never	J	K	L
Not Related	M	N	O

1. Food Stuff			2. Consumer Accessories			3. Fabrics			4. Traditional Medicine		
A	B	C	A	B	C	A	B	C	A	B	C
0	16	1	0	9	3	0	0	1	0	0	18
D	E	F	D	E	F	D	E	F	D	E	F
0	17	8	0	6	7	0	0	6	0	0	14
G	H	I	G	H	I	G	H	I	G	H	I
0	2	5	0	6	13	0	0	33	0	0	10
J	K	L	J	K	L	J	K	L	J	K	L
0	0	0	0	4	1	0	0	9	0	0	0
M	N	O	M	N	O	M	N	O	M	N	O
0	0	0	0	0	0	0	0	0	0	0	7

5. Western Medicine			6. Entertainment Products			7. Foreign made Cosmetics			8. Local made Cosmetics		
A	B	C	A	B	C	A	B	C	A	B	C
0	0	16	0	5	5	0	0	1	0	5	1
D	E	F	D	E	F	D	E	F	D	E	F
0	0	14	0	0	0	0	2	9	0	5	2
G	H	I	G	H	I	G	H	I	G	H	I
0	0	15	0	0	3	0	1	6	0	3	2
J	K	L	J	K	L	J	K	L	J	K	L
0	0	4	0	0	2	0	2	2	0	0	0
M	N	O	M	N	O	M	N	O	M	N	O
0	0	0	0	0	0	0	0	0	0	0	0

Summary

This research indicated that the majority of respondents regardless of their social class and gender preferred watching TV. Their average spending time in watching TV was about two to three hours a day which is nearly 25% of total broadcasting time per day. This figure is slightly more for female participants in low social class. Nearly all participants preferred Myawaddy channel and its Korean and Chinese TV series except a few respondents in middle and high social classes. As the majority like celebrity endorsed humorous dramatized TV ads, they are more likely to comprehend message from this type of ads than others.

The majority perceived the products that were being advertised on both TV channels as low-involvement products for them. While the respondents in low social class used to buy this type of products from their neighborhood grocers and street vendors, the majority in both middle and high social class prefer to buy them from retail bazaars. The majority in all social classes have the habit of trial purchase for some products advertised on TV especially foodstuff, consumer accessories, and both traditional and western medicine after being exposed to a new TV commercial regardless of the attitude towards the ads or comprehension of the messages regarding these products.

However, TV ad was not the sole credible source of information for the majority. Mostly, the information was confirmed with word of mouth information. It was also noted that the relationship between trial purchase behavior and capability of message comprehension or attitude toward the specific TV ad did not find out in this research. It indicated that their trial purchase behavior could only be regarded as the brand variety seeking behavior in nature.

The implication for advertising managers is that the TV commercial of low involvement products should be focused on the brand awareness as a primary objective, rather than the communication of attitude-enhancing arguments, i.e. why the brand is better, especially in targeting female consumers in low social class.

Chapter 6

Survey on TV Commercials and Myanmar Consumers

The analysis of numerical data collected from the questionnaire survey of 400 consumers in comparison of percentages form is described in first part of this chapter. The later part is concerned with the analysis of relationship between three criteria similar as those analyzed in chapter five.

6.1 Analysis and Findings

The findings regarding with media habits, attitudes toward TV commercials, and response behavior of 400 respondents were analyzed. The analysis was carried out according to the social class⁴⁰ and gender of the respondents to compare with the findings in Focus Group Discussion (Findings from survey are presented separately in tabular form in Appendix 12). The comparisons were presented with two bar charts; the larger one represented the findings from the questionnaire survey and the smaller one represented the findings from FGD.

6.1.1 Media Habits

Media habits of respondents were assessed by measuring media choice, channel preference, programme preference, and the average daily TV watching hours.

6.1.1.1 Media Preference

In this study consumers were categorized by their media usage pattern as:

1. those who frequently use TV only,
2. those who frequently use not only TV but also other media.
3. those who moderately use TV but frequently other media.
4. those who moderately use TV and infrequently use other media,
5. those who infrequently use TV but frequently other media. and
6. those who infrequently use not only TV but also other media.

The findings regarding media preference of 400 respondents, both male and female from different social classes and the different genders, were presented in Figure 6.1.

⁴⁰ The definitions of each social class were similar with the definitions in FGD.

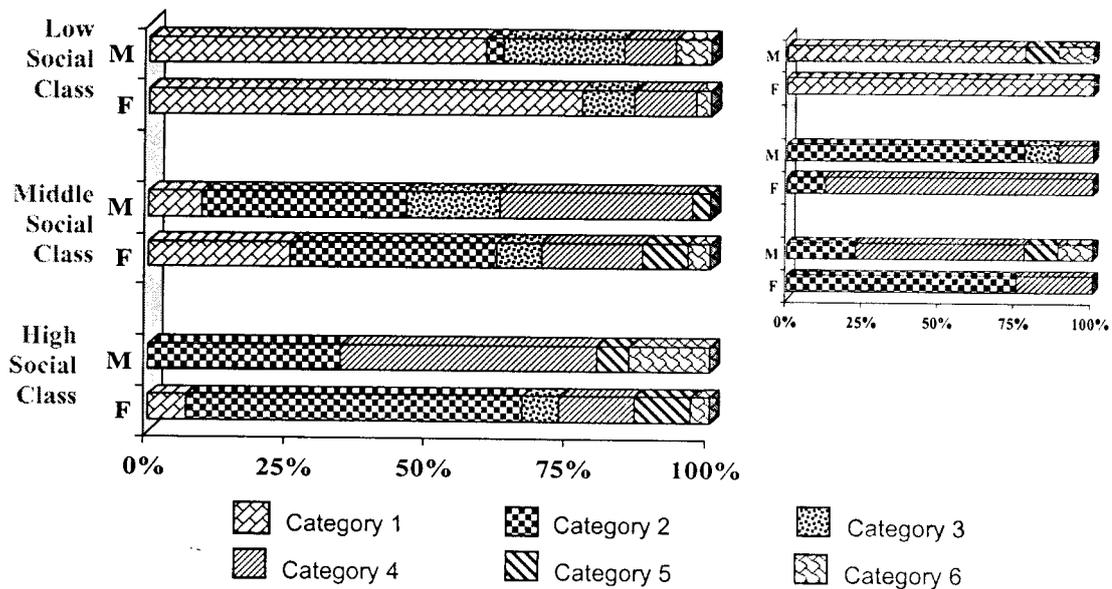


Figure 6.1: Media Preference by Different Types of Respondents

It was found out that, 60% of male and 77% of female in low social class watched TV frequently but they rarely used other media. In the Middle class, 36% of male and 37% of female were the frequent users of not only TV but also other media. The majority of male from high social class (46%) used both TV and other media sometimes, while majority of female (60%) were frequent users of TV as well as other media.

To compare with the findings from FGD, it was found out that while the findings of both studies regarding the respondents in low and high social class were consistent with each other, the findings of both studies regarding with the respondents in middle social class had the different pattern. Both male and female in middle social class usually use not only TV as regularly used medium but also other media such as radio and journals as frequently used media while the remaining respondents prefer TV to other media.

6.1.1.2 Channel Preference

The choice of more favored TV channel between currently available channels (MRTV and MWD) by the respondents was examined and described in Figure 6.2.

Figure 6.2 shows the finding of survey on 400 respondents according to the different social classes and gender on which channel they favored more. It is found that majority of both male and female from all social classes favored more on MWD TV channel.

It was found out that the findings of both studies regarding the respondents in all social class were consistent with each other. Both studies indicated that the majority of respondents prefer to MWD channel to MRTV.

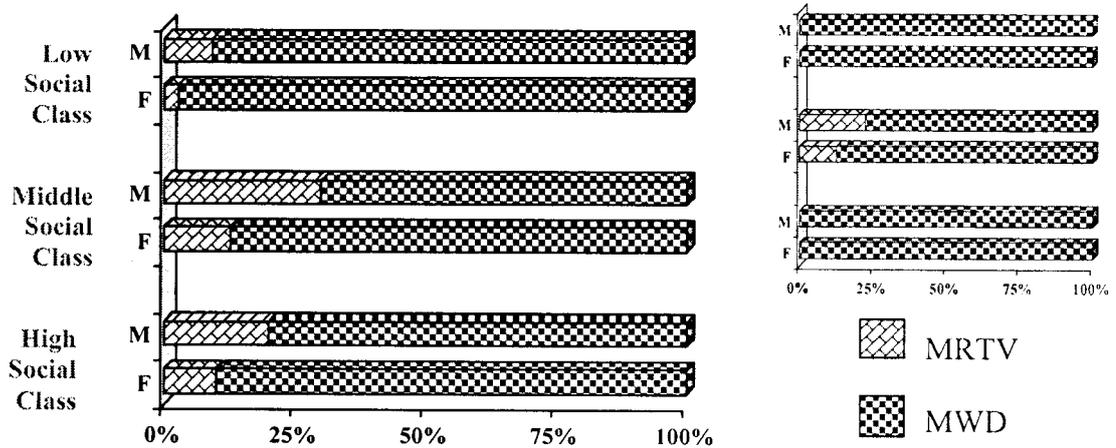


Figure 6.2: Channel Preference by Different Types of Respondents

6.1.1.3 Programme Preference

Among the programmes broadcasted on both channels, the program which is regarded by the respondents as their most favorite programme was also examined. Based on their responses, 5 categories were identified; Korean or Chinese series on MRTV before national news (Category 1), Korean or Chinese series on MWD before national news (Category 2), Korean or Chinese series on MRTV after national news (Category 3), Korean or Chinese series on MWD after national news (Category 4). The fifth group comprises any programme other than the above programs. The results were shown in Figure 6-3.

Figure 6-3 shows the survey result of 400 respondents about their most favorite programme according to the genders and the social classes. Majority of both male (83%) and female (83%) in low social class expressed Korean or Chinese Series from MWD before 8:00 PM as their most favorite programme. Similar finding was also found out in those of middle social class however less strong response was noted (67%) for male and (54%) for female.

In the case of male respondents in high social class, there was no single majority for any specific programme as their most favorite programme. However, 93% of female counterpart chose Korean or Chinese Series of MWD channel before 8:00 PM as their most favorite programme.

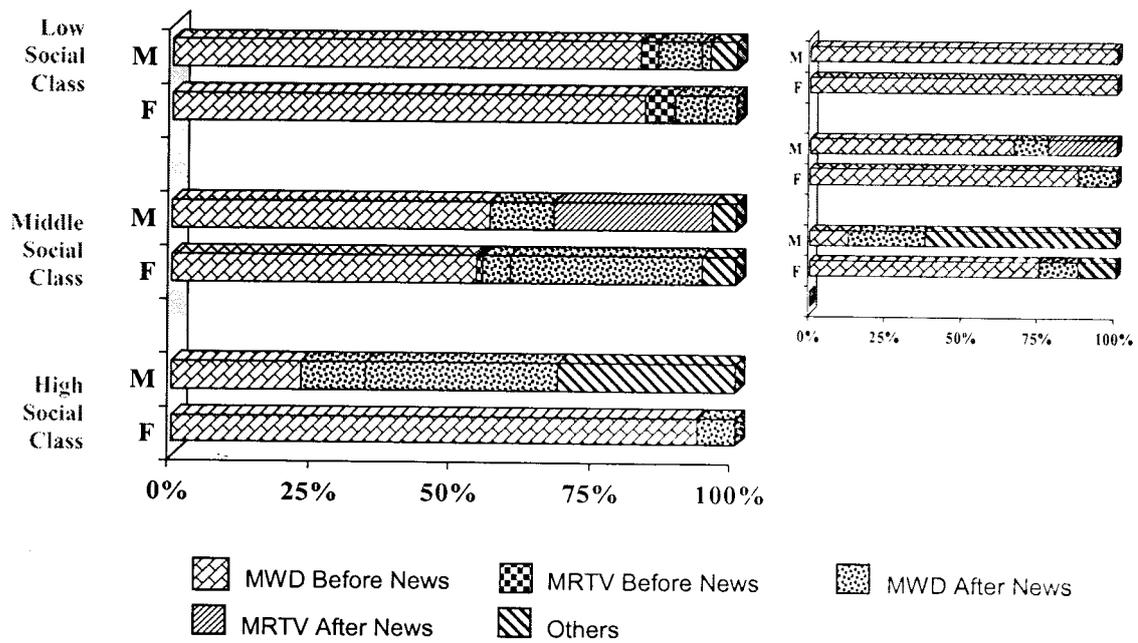


Figure 6.3: Program Preference by Different Types of Respondents

To compare with the findings from FGD, it was found out that the findings of both studies regarding with the respondents in all social class had the same pattern. While the majority of respondents from low and middle social class and female from high social class prefer the programme of Korean series before 8:00 p.m. news, the majority male from high social class favor other programmes.

6.1.1.4 Average Daily TV Watching Hour

The daily TV watching hour of the respondents was described in terms of less than one hour, one to two hours, two to three hours, three to four hours, four to five hours and more than five hours and presented in Figure 6.4.

Figure 6.4 shows the TV watching hours of 400 consumers in different social classes and different genders. More than half (57%) of male in low social class spent 2-3 hours whereas majority of the female counterparts (72%) spent 3-4 hours in watching TV.

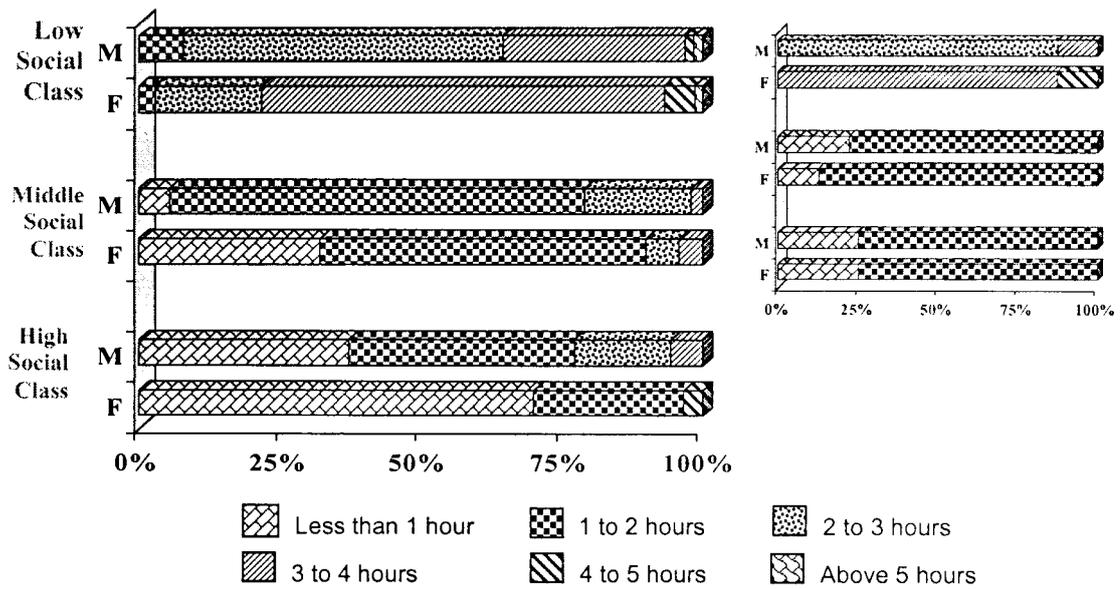


Figure 6.4: Average Daily Viewing Hours by Different Types of Respondents

Regarding the middle class respondents, majority of both male (74%) and female (58%) spent 1-2 hours in watching TV. The majority of high social class male respondents (74%) spent less than two hours while majority of female counterparts took less than one hour for watching TV everyday.

In comparing with the findings from FGD, it was found out that the findings of both studies regarding the respondents in all social class were consistent with each other. The average daily TV watching hour was more for the respondents from low social class than for those from other two classes.

6.1.2 Attitudes toward TV Commercials

Respondents' attitudes towards TV commercials was assessed by four criteria: respondent's perception on the products advertised on Myanmar TV, their most favorite TV ads, types of TV ads that are most easy to comprehend, and consumers' acceptance level of TV commercials.

6.1.2.1 Perception on the Products Advertised on Myanmar TV Channels

The perception on the products advertised on Myanmar TV channels was described in Figure 6.5.

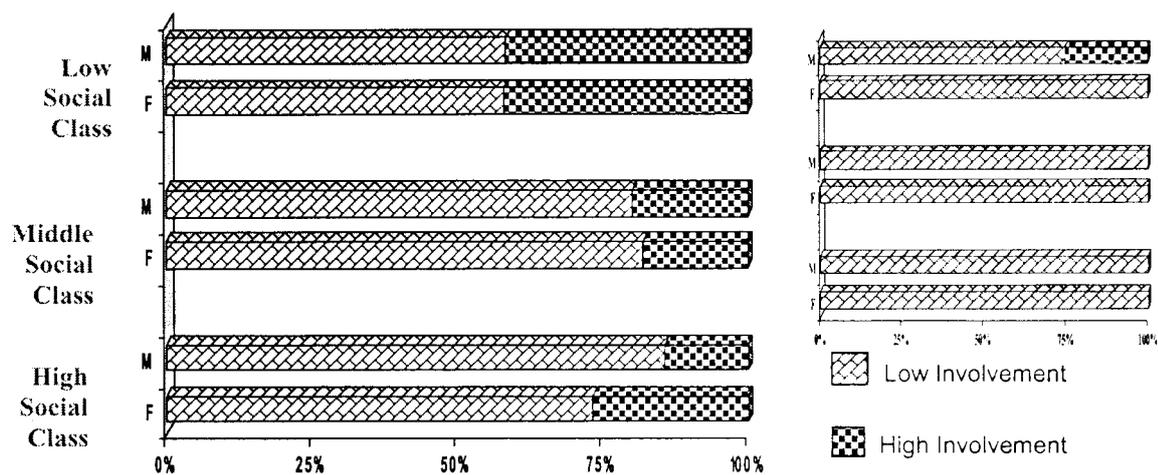


Figure 6.5: Perception on the Products Advertised on TV by Different Types of Respondents

According to Figure 6.5, the majority of respondents regardless of gender and social class perceive the advertised products on both TV channels as low-involvement products.

To compare with the findings from FGD, it was found out that the findings of both studies regarding the respondents in all social class were consistent with each other except the characteristic found in FGD is stronger than that of survey in terms of proportion. The majority of respondents perceived most of the products advertised on TV as both low important and low cost items.

6.1.2.2 The Most Likeable Types of TV Ads

The types of TV Ads which are most favored by the respondents were classified in 8 categories: informative ads are those containing direct and straightforward message without music or drama, joyful, dramatized and celebrity appeal ads are those containing messages presented in joyful and dramatized entertainment using well known celebrities without music, joyful, musical and celebrity appeal ads are those containing joyful entertainment with music by using celebrities to reflect the product related message, humorous, musical and celebrity appeal ads are those containing humorous entertainment with playback music, humorous dramatized and celebrity appeal ads are those containing humorous and dramatized entertainment by using celebrities, and Others which does not fall in above categories such as joyful and celebrity appeal, joyful, musical, dramatized

and celebrity appeal, and fear appeal. The findings regarding this behavior were described in Figure 6.6.

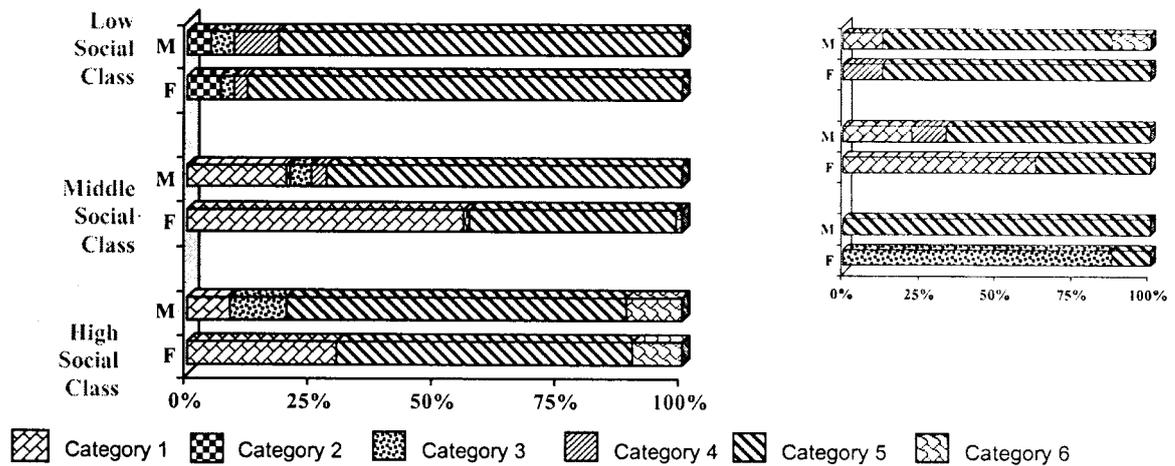


Figure 6.6: The Most Likeable Types of TV Ads

According to the Figure 6.6, majority of both male (70%) and female (82%) respondents in low social class like ads with humorous dramatized and celebrity appeal the most. Regarding the middle social class, half of male respondents liked humorous dramatized ads the most while 40% of female counterparts liked the same as male counterparts. The rest liked different types of Ads. Majority of male and female consumers from high social class (60% each) also liked humorous dramatized ads the most.

To compare with the findings from FGD, it was found out that while the findings of both studies regarding with the respondents in low and middle social class were consistent with each other, the female respondents in high social class had the different pattern although the consistent finding was found for male counterparts in both studies. The majority of respondents except female from high social class prefer TV ads with humorous drama acted by popular celebrities.

6.1.2.3 Types of TV Ads, the Most Easy to Comprehend

From which types of TV ads, the respondents were capable to comprehend the messages were examined and the results were presented in Figure 6.7.

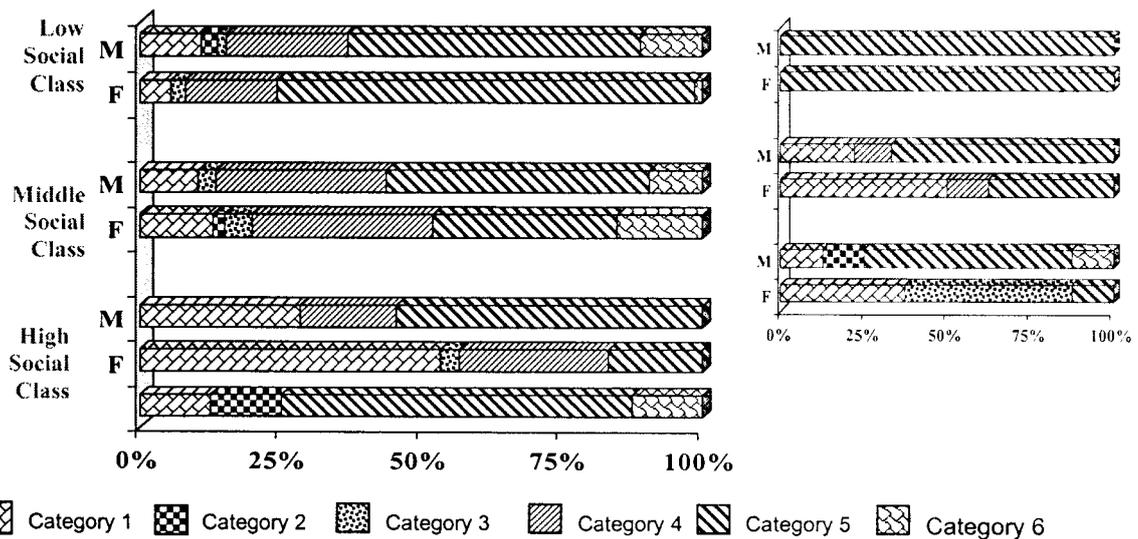


Figure 6.7: Types of TV Ads, the Most Easy to Comprehend

Dramatized emotional ads were more easy to comprehend for (52%) of male and (74%) of female respondents in low social class. Both male and female respondents in middle social class could comprehend the message from the different types of TV ads. The dramatized and celebrity endorsed ads could be more comprehensive for more than half of male respondents in high social class while the female counterparts could be able to understand more from the informative ads.

To compare with the findings from FGD, it was found out that although the data distribution was more scattered in the results of survey, the findings of both studies regarding with the respondents in low social class were mostly consistent with each other.

Although the data distribution was more scattered in the results of survey, the findings of both studies regarding with the respondents in middle social class were mostly consistent with each other.

6.1.2.4 Acceptance Level towards TV Commercials

The acceptance level towards TV commercials was categorized as five-order scale: highly appreciated, appreciated, neutral, dislike and highly dislike. General acceptance of 400 respondents towards the TV commercials was described in Figure 6.8. In low social class, 63% of male and 71% of female highly appreciated the TV commercials. In the case of middle class, half of male and 36% of female remained neutral. For the high social class, majority of both male and female (54%) and (60%) respectively appreciated the TV commercials.

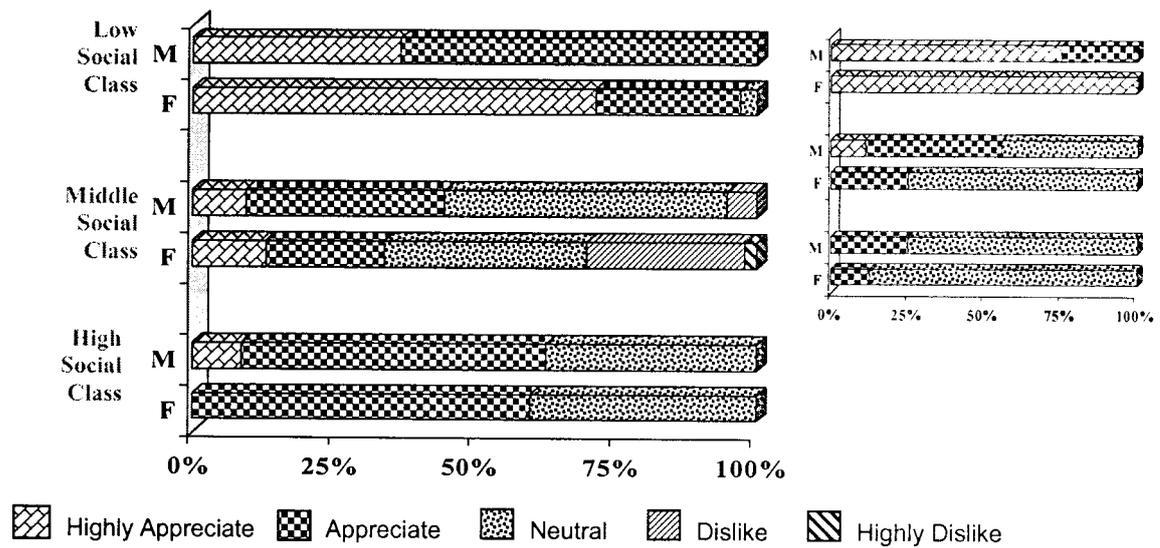


Figure 6.8: Acceptance Level towards the TV Ads

To compare with the findings from FGD, it was found out that although the proportions of respondents who are “highly appreciated” TV commercials and those who are normally “appreciated” is reversed in the two research studies, the overall findings of both studies regarding with the respondents in all social class were consistent with each other.

6.1.3 Response Behavior toward TV Commercials

Consumer’s response behavior toward TV commercials was assessed by trial purchase behavior as a consequence of newly exposed TV commercials, source credibility, and consumer’s outlet preference.

6.1.3.1 Trial Purchase Behavior as a Consequence of Newly Exposed TV Commercials

The trial purchase behavior of the consumers after awareness of new TV ads of low-involvement products are classified into four categories:

Category One: those who almost always make trial purchase for some products they consider as common for them after awareness of new TV ads

Category Two: those who sometimes make trial purchase for some products they consider as common for them after awareness of new TV ads

Category Three: those who rarely make trial purchase for some products they consider as common for them after awareness of new TV ads

Category Four: those who never make trial purchase for some products they consider as common for them after awareness of new TV ads

The findings for different product commercials are described in Figure 6.9.

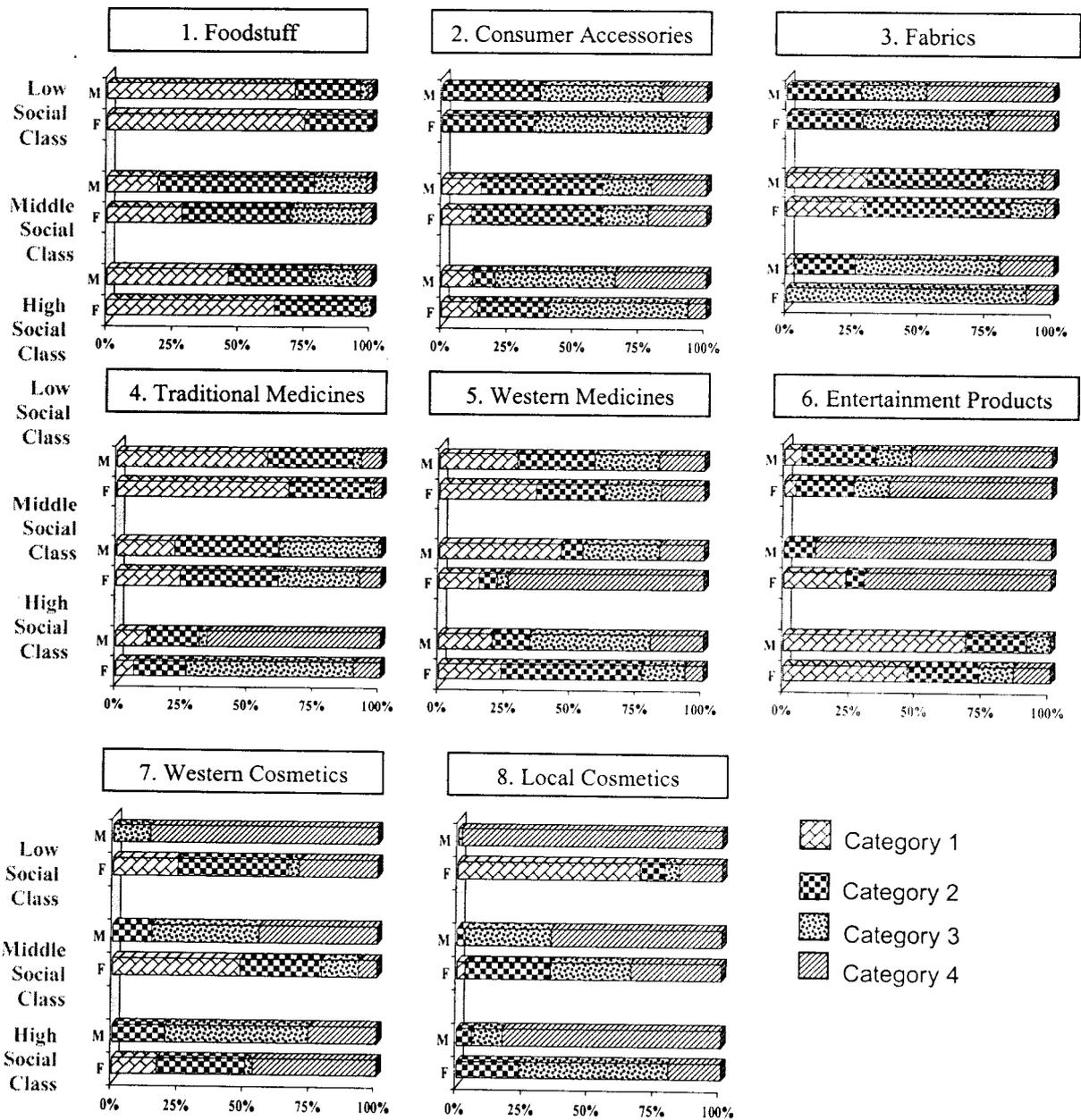


Figure 6.9: Trial Purchase Behaviors after Awareness of New TV Ads

Figure 6.9 shows survey result of the trial purchase behavior as a consequence of newly exposed TV commercials for different types of product. The majority of male in low social class almost always made trial purchase for foodstuff and traditional medicine. They rarely made trial purchase for entertainment products and cosmetics. It is found that

47% of male respondents never made trial purchase for fabric. The majority of female counterparts almost always make trial purchase of foodstuff, traditional medicine and cosmetics. They rarely do trial purchase of consumer accessories and entertainment products. In the middle social class, the response behavior was found to be widely distributed among the male and female respondents.

In the high social class, 68% of male respondents almost always make trial purchase of entertainment products. Majority of them rarely make trial purchase for the products of fabric, traditional medicine, and cosmetics. Majority of female counterparts almost always make trial purchase of the products of foodstuff and foreign brand cosmetics. In addition, sometimes, 53% of female make trial purchase for western medicine while majority of them rarely make it for the products of consumer accessories, fabric, traditional medicine and local brand cosmetics.

To compare with the findings from FGD, it was found out that

- (a) The findings of both studies regarding with the male respondents in low social class were consistent with each other for foodstuff items, consumer accessories, traditional and western medicines, entertainment items and both foreign and local brand cosmetics, but the different pattern was found for fabrics.
- (b) The findings of both studies regarding with the female respondents in low social class were consistent with each other for consumer accessories, both traditional and western medicine, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for foodstuff items.
- (c) The findings of both studies regarding with the male respondents in middle social class were consistent with each other for foodstuff items, fabrics, traditional and western medicines, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for consumer accessories
- (d) The findings of both studies regarding with the female respondents in middle social class were consistent with each other for foodstuff items, consumer accessories, both traditional and western medicine, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for fabrics
- (e) The findings of both studies regarding with the male respondents in high social class were consistent with each other for fabrics, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for foodstuff items, consumer accessories, both traditional and western medicine

(f) The findings of both studies regarding with the female respondents in high social class were consistent with each other for consumer accessories, fabrics, traditional medicine, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for foodstuff items and western medicine

6.1.3.2 Outlet Preference

Regarding the outlet selection, based on their responses, five types of outlets were identified as neighborhood grocers and street vendors, retailers, wholesalers, supermarkets, nonspecific. Outlet preferences for different types of products by gender groups in different social classes from survey were described in Fig. 6.10.

The male respondents in low social class usually choose neighborhood grocers and street vendors for all types of product purchases except the entertainment products that they relied on other sources. The female counterparts mostly chose the neighborhood grocer and street vendors for all types of product purchases except the entertainment products that they relied on retailers of larger bazaars.

In the middle social class, majority of male relied on retailers of bazaars (71% for foodstuff, 76% for consumer accessory goods, 67% for fabric, 64% for traditional and 100% for western medicine). Majority of female counterparts chose retailers of bazaars for all types of products except western medicines in which the case that they also relied on neighborhood grocers and street vendors.

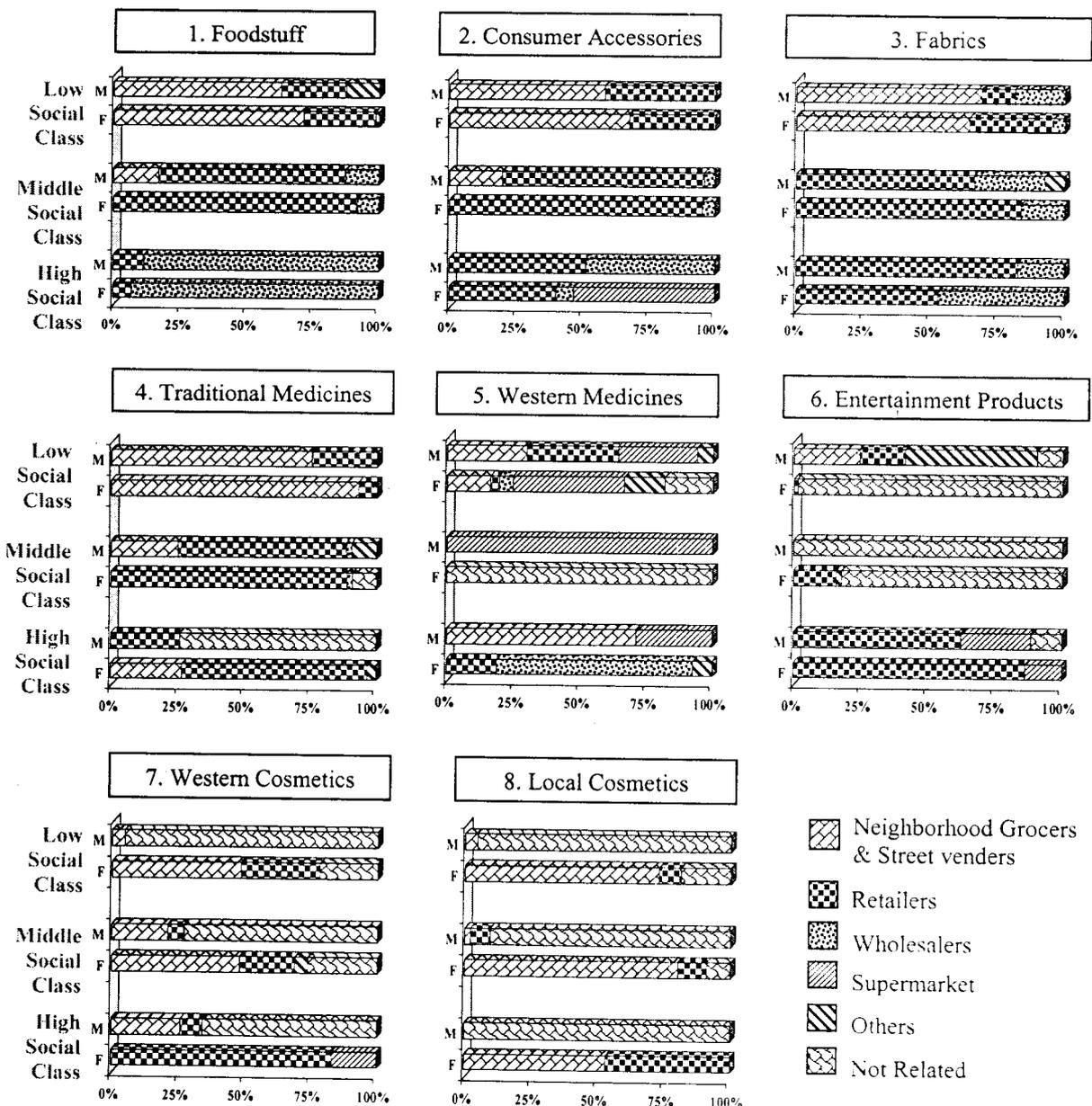


Figure 6.10: Outlet Preferences for Specific Products

Majority of male in high social class relied wholesalers of larger bazaars for purchasing foodstuff (89%). They relied on retailers of bazaars for purchasing consumer accessories (51%), fabrics (83%), traditional medicines (100%), western medicines (63%) and entertainment products (71%).

Majority of female consumers from high social class usually choose retailers for purchasing fabric (53%), traditional (70%) and western medicines (70%), entertainment products (87%) and foreign brand cosmetics (83%). They rely on wholesalers of larger

bazaars for purchasing foodstuff (63%) and neighborhood grocers for local brand cosmetics (53%).

To compare with the findings from FGD, it was found out that

(a) The findings of both studies regarding with the male respondents in low social class were consistent with each other for foodstuff items, consumer accessories, traditional and western medicines, entertainment items and both foreign and local brand cosmetics, but the different pattern was found for fabrics.

(b) The findings of both studies regarding with the female respondents in low social class were consistent with each other for foodstuff items, consumer accessories, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for traditional and western medicine.

(c) The findings of both studies regarding with the male respondents in middle social class were consistent with each other for foodstuff items, consumer accessories, fabrics, traditional medicines, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for western medicine.

(d) The findings of both studies regarding with the female respondents in middle social class were consistent with each other for foodstuff items, consumer accessories, fabrics, both traditional and western medicine, entertainment items, and local brand cosmetics, but the different pattern was found for fabrics foreign brand cosmetics.

(e) The findings of both studies regarding with the male respondents in high social class were consistent with each other for fabrics, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for foodstuff items, consumer accessories, and western medicine.

(f) The findings of both studies regarding with the female respondents in high social class were consistent with each other for consumer accessories, fabrics, traditional medicine, entertainment items, and local brand cosmetics, but the different pattern was found for foodstuff items, western medicine and foreign brand cosmetics.

6.1.3.3 Source Credibility

The information seeking behavior of the respondents refers to different reliable sources of different products in seeking product related information. Based on the available sources for the consumers, six types of sources were identified as TV (the information from TV only is regarded most reliable by the respondents), Radio (the information from radio only is regarded most reliable by the respondents), periodicals (

the information from magazines, journals and news papers is regarded most reliable by the respondents), word of mouth with the complement of TV (the information from TV only is not regarded most reliable by the respondents and they regard most reliable when it is complemented by word of mouth information), word of mouth only (it is regarded other people's opinion as the most reliable source of information) and others (including the messages coming from reference persons, professionals, billboard, cinema etc).

Figure 6.11 shows survey results of source credibility for different types of media by consumers in different social classes and different genders. The majority of male respondents from low social class relied on word-of-mouth message for the purchase of consumer accessories, traditional medicine, western medicine, entertainment products and foreign and local brand cosmetics. In the case of buying fabric, they relied on other sources. Among the female counterparts, 85% relied on TV for the purchase of traditional medicine. It was also found out that all female consumers relied on word-of-mouth messages and TV message for local brand cosmetics. They regarded the word-of-mouth as a reliable source for purchasing consumer accessories, fabrics, entertainment products and foreign brand cosmetics. They relied on other sources for buying western medicine.

In the middle class, the majority of male consumers relied on word-of-mouth as well as TV for the purchase of foodstuff, consumer accessories, fabrics and traditional medicine. For buying western medicine, they relied on other sources. Similar finding was observed with the female counterparts.

In the high social class, similar finding was observed that the male consumers relied on word-of-mouth as well as TV for the purchase of foodstuff, consumer accessories, fabrics and traditional medicine. For buying western medicine, they relied on other sources. They relied on TV for the purchase of entertainment products. It was also found that the female counterparts had similar behavior except for the purchase of foreign brand cosmetics for which they relied more on magazines and word-of-mouth.

To compare with the findings from FGD, it was found out that

- (a) The findings of both studies regarding with the male respondents in low social class were consistent with each other for foodstuff items, consumer accessories, fabrics, traditional medicines, and both foreign and local brand cosmetics, but the different pattern was found for western medicine and entertainment items.
- (b) The findings of both studies regarding with the female respondents in low social class were consistent with each other for foodstuffs, consumer accessories, fabrics,

both traditional and western medicine, entertainment items, and foreign brand cosmetics, but the different pattern was found for local brand cosmetics.

(c) The findings of both studies regarding with the male respondents in middle social class were consistent with each other for foodstuff items, consumer accessories, fabrics, traditional medicines, and both foreign and local brand cosmetics, but the different pattern was found for western medicine and entertainment items.

(d) The findings of both studies regarding with the female respondents in middle social class were consistent with each other for foodstuff items, consumer accessories, both traditional and western medicine, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for fabrics.

(e) The findings of both studies regarding with the male respondents in high social class were consistent with each other for foodstuff items, fabrics, and both foreign and local brand cosmetics, but the different pattern was found for consumer accessories and entertainment items.

(f) The findings of both studies regarding with the female respondents in high social class were consistent with each other for foodstuff items, fabrics, traditional medicine, entertainment items, and both foreign and local brand cosmetics, but the different pattern was found for consumer accessories.

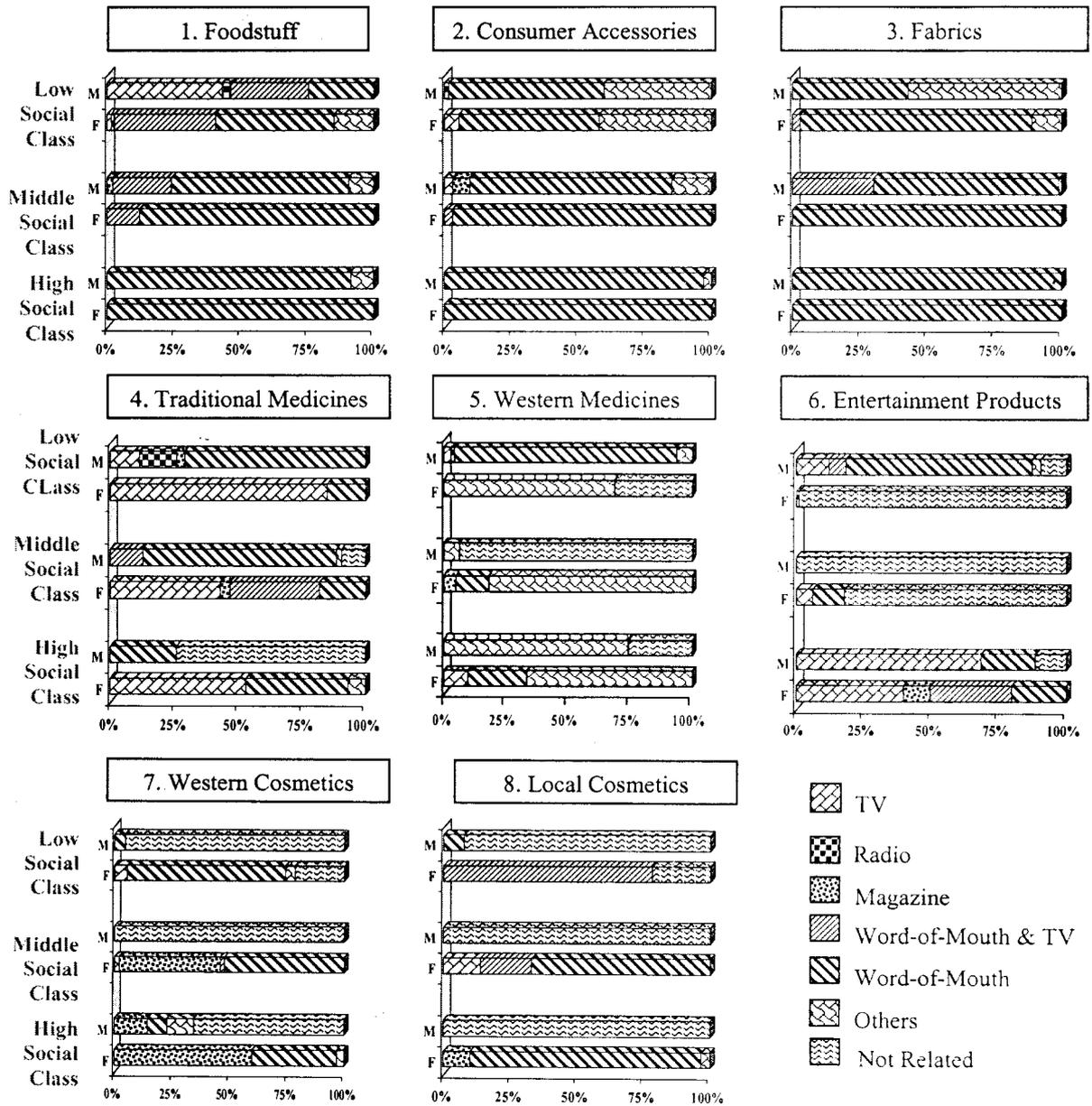


Figure 6.11: Source Credibility Rating

6.1.4 Analysis of the Relationships between Source Credibility, Acceptance Level of TV Commercials, and Trial Purchase Behavior

The variables between acceptance level and source credibility, acceptance level and trial purchasing, source credibility and trial purchasing behavior for different types of products were analyzed to understand the relationship between these variables.

6.1.4.1 Acceptance Level and Source Credibility Analysis

Analyzing the distribution pattern of the two variables (acceptance level and source credibility) was based on whether the consistency between the participants' favorability and reliability of TV commercials. Again, this analysis pointed out that whether the association pattern between the two variables was different or not for different products.

Figure 6.12: Acceptance Level and Source Credibility Analysis

	Highly Appreciate	Appreciate	Neutral	Dislike	Highly Dislike
Credible	A	B	C	D	E
Credible with Complement of Word-of-Mouth	F	G	H	I	J
Not Credible	K	L	M	N	O

1. Food Stuff					2. Consumer Accessories					3. Fabrics					4. Traditional Medicine				
A	B	C	D	E	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E
0	1	11	17	0	4	0	0	0	0	0	0	0	0	0	66	23	36	4	0
F	G	H	I	J	F	G	H	I	J	F	G	H	I	J	F	G	H	I	J
6	44	14	14	2	7	9	5	0	0	16	9	6	0	0	18	21	8	0	0
K	L	M	N	O	K	L	M	N	O	K	L	M	N	O	K	L	M	N	O
96	107	86	2	0	91	143	96	33	2	86	143	105	33	2	18	108	67	29	2

5. Western Medicine					6. Entertainment Products					7. Foreign made Cosmetics					8. Local made Cosmetics				
A	B	C	D	E	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E
1	1	3	0	0	3	14	33	0	0	1	3	2	0	0	0	3	11	2	0
F	G	H	I	J	F	G	H	I	J	F	G	H	I	J	F	G	H	I	J
0	0	0	0	0	3	6	4	0	0	1	0	1	0	0	38	13	26	0	0
K	L	M	N	O	K	L	M	N	O	K	L	M	N	O	K	L	M	N	O
101	151	108	33	2	96	132	74	33	2	100	149	108	33	2	61	6	74	33	2

The numbers fall in upper left blocs (especially the blocs A and B) show the number of respondents who appreciated highly on TV commercials as well as regarded the information from such commercials as reliable. The numbers fall in these blocs were

relatively small for all products except traditional medicine. Sixty-six respondents out of 400 (which is relative higher proportion of bloc A's for different products) highly appreciated TV ads and they relied the message received from TV commercials.

The respondents in blocs F, G, and H were those who had the positive attitudes toward TV commercials and they believed the information from TV commercials only after confirming with information from word-of-mouth source. The respondents from blocs K, L, and M had no relationship between their liking TV ads and their regarded on credibility of TV ads. Like the correspondent finding from the previous qualitative research, the figures concentrated in lower left blocs. It pointed out the prominent behavior of participants. Even though they did not regard the TV commercials as credible source of information, they appreciated these commercials because they accept TV commercials as entertainment sources.

In summary, the majority of respondents were not credible commercial information received from TV for every category of product except traditional medicine. Respondents received most of the commercial information from word-of mouth and sometimes respondents confirmed with worth-of mouth information after having awareness of information from TV commercials. The above findings reveal that there was no association between the two variables of respondents' source credibility for commercial information from TV and attitudes toward TV commercials. These findings were valid for foodstuff items, consumer accessories, traditional medicines, western medicines, foreign brand cosmetics, and local brand cosmetics. The relationships of above two variables for fabrics and entertainments cannot be proved since some cells of such cross-tables are in zero value.

6.1.4.2 Acceptance Level and Trial Purchase Analysis

Although some people would accept TV ads, it is not certain whether they would buy this advertised product. This analysis figured out the behavior of synthesis between liking of specific ads and trial purchase of the products endorsed in such favorable ads.

Figure 6.13 Acceptance Level and Trial Purchase Analysis

	Highly Appreciate	Appreciate	Neutral	Dislike	Highly Dislike
Almost Always	A	B	C	D	E
Sometimes	F	G	H	I	J
Rarely	K	L	M	N	O
Never	P	Q	R	S	T

1. Food Stuff				
A	B	C	D	E
11	47	96	11	0
F	G	H	I	J
40	103	12	2	2
K	L	M	N	O
42	2	3	0	0
P	Q	R	S	T
9	0	0	0	0

2. Consumer Accessories				
A	B	C	D	E
0	2	26	4	1
F	G	H	I	J
10	37	82	24	1
K	L	M	N	O
72	62	1	8	0
P	Q	R	S	T
20	51	2	0	0

3. Fabrics				
A	B	C	D	E
6	16	31	5	1
F	G	H	I	J
16	46	65	18	0
K	L	M	N	O
68	48	4	9	1
P	Q	R	S	T
12	42	11	1	0

4. Traditional Medicine				
A	B	C	D	E
28	53	41	14	0
F	G	H	I	J
39	51	31	10	1
K	L	M	N	O
32	29	19	9	1
P	Q	R	S	T
3	19	10	0	0

5. Western Medicine				
A	B	C	D	E
44	36	32	7	0
F	G	H	I	J
4	43	20	7	0
K	L	M	N	O
8	43	25	10	1
P	Q	R	S	T
46	32	34	9	1

6. Entertainment Products				
A	B	C	D	E
8	7	23	6	0
F	G	H	I	J
21	39	2	6	0
K	L	M	N	O
7	9	3	7	0
P	Q	R	S	T
65	97	83	14	2

7. Foreign made Cosmetics				
A	B	C	D	E
16	17	28	10	0
F	G	H	I	J
14	37	35	7	0
K	L	M	N	O
22	34	15	14	0
P	Q	R	S	T
50	64	33	2	2

8. Local made Cosmetics				
A	B	C	D	E
5	9	29	11	0
F	G	H	I	J
2	33	6	10	0
K	L	M	N	O
19	27	34	8	0
P	Q	R	S	T
76	83	42	4	2

According to the data distribution, the three groups were obvious. The respondents who fall in the upper left blocs (A, B, F and G) had the relationship between their liking TV commercials and the frequency of doing trial purchase of the product endorsed in such commercials (group one). The respondents in blocs K, L, P and Q were those who did less trial purchase of the products advertised on TV although such commercials were likeable for them (group two). The participants of blocs C and H were those who positively respond to TV commercials by doing trial purchase, but had neutral attitudes towards such commercials (group three). They usually did trial purchase of the brands endorsed in the TV commercials frequently although they did not favor such commercials sometimes.

The majorities' behavior of association between the two variables, the acceptance of TV commercials and the trial purchase as a consequence of newly exposed TV commercial was different for different types of products. The majority of respondents had the behavior of group one for foodstuff items, traditional medicine, and western medicine, and behavior of group two for consumer accessories, entertainment items, fabrics, both foreign and local brand cosmetics. Some respondents had the behavior of group three for foodstuff items, consumer accessories, fabrics, and traditional medicine.

6.1.4.3 Source Credibility and Trial Purchase Analysis

The analysis of co-existence between credible source and trial purchase of the brand endorsed by that source was figured out.

Figure 6.14: Source Credibility and Trial Purchase Analysis

	Credible TV Only	Credible with Complement of WOM	Not Credible
Almost Always	A	B	C
Sometimes	D	E	F
Rarely	G	H	I
Never	J	K	L

1. Food Stuff			2. Consumer Accessories			3. Fabrics			4. Traditional Medicine		
A	B	C	A	B	C	A	B	C	A	B	C
18	36	131	3	24	6	0	6	53	89	33	14
D	E	F	D	E	F	D	E	F	D	E	F
3	23	133	1	5	148	0	16	129	31	6	95
G	H	I	G	H	I	G	H	I	G	H	I
7	16	24	0	2	138	0	8	122	2	6	82
J	K	L	J	K	L	J	K	L	J	K	L
1	5	3	0	0	73	0	1	65	7	2	33
5. Western Medicine			6. Entertainment Products			7. Foreign made Cosmetics			8. Local made Cosmetics		
A	B	C	A	B	C	A	B	C	A	B	C
3	0	116	43	2	0	0	0	71	11	38	5
D	E	F	D	E	F	D	E	F	D	E	F
2	0	72	7	8	33	0	0	93	3	16	32
G	H	I	G	H	I	G	H	I	G	H	I
0	0	85	0	2	24	3	2	80	0	13	75
J	K	L	J	K	L	J	K	L	J	K	L
0	0	122	0	1	260	3	0	148	0	10	197

The blocs B, C, E, and F intersect the two behavior of positive response to TV commercials by doing frequent trial purchasing and lack of confidence upon such

commercials. On the other hand, the respondents contained in the blocs H, I, K, and L were those who did not do trial purchase of the products advertised on TV and had negative attitude toward TV commercials as unreliable source.

Nearly half of the majorities included in the former group and the rest in later for all products except foodstuff items, entertainment items, and local brand cosmetics. It points out that the majority of respondents do trial purchase of foodstuff items more frequently than other products advertised on TV without confidence upon the information from such TV commercials.

In summary, although it was very rare to be credible messages from TV commercials, respondents do trial purchase of every type of product sometimes. The less credible messages from TV commercials were fabrics and western medicine commercials and most credible messages from TV commercials were traditional medicine commercial. The majority perceives the products that were being advertised on both TV channels as low-involvement products for them. Since the respondents in low social class usually buy this type of products in their neighborhood grocers and street vendors and the majority in both middle and high social class prefer to buy them in retail bazaars, much recommendation received from the neighborhood grocers and familiar retailers. The majority of respondents heavily rely on these sources of commercial information.

Summary

Among different categories of product, foodstuff items, consumer accessories and fabrics were more common to all types of consumers regardless of gender and social class. The coincidence of liking TV commercials of these products and trial purchase of these products was found out. However, consumers were not credible commercial information received from TV commercials. They relied on TV as a source of awareness of product brand names and they confirmed with worth-of mouth information. Most of the worth of mouth information was received from the neighborhood grocers and familiar retailers.

Purchasing and using traditional medicine is more common for female from low and middle social class and the coincidence between credibility towards TV commercials of traditional medicine and trial purchase of this product was relatively higher than that of other products.

The entertainment products such as Tape, VCD, CD, DVD, and movie advertisements were more familiar with both genders from high social class. But according to the nature of these products, TV commercials were useful for them as a source of informing the product was being existed and the majority of consumers relied to buy these products mostly based on word-of-mouth information.

Purchasing western medicines was more common to female from all social classes. Although they relied on the information from the source of professionals to purchase this type of product, they also did trial purchase frequently when they aware some western drugs commercials on TV.

While female from low social class were more familiar to buy local brand cosmetics, those from middle and high social class were more favored to purchase foreign brand cosmetics. In buying local brand cosmetics, the majority of female consumers from low social class do trial purchase whenever they like local cosmetics TV commercials. This behavior was also found out sometimes in purchasing other products by female consumers from low social class.

Since the majority perceives the products that are being advertised on both TV channels as low-involvement ones for them, the above behavior seems to be valid for purchasing this low-involvement products. TV is the appropriate medium to advertise this type of product if the advertising objective was just to intend brand awareness since the majority of consumers appreciate TV commercials and do trial purchasing without message credibility and attitude formation towards products. The considerable number of respondent especially from low social class follows action (trial purchase) after liking TV commercials. Thus, advertisers who aim to have immediate sales in their introductory stage can be beneficial by using TV as long as whose commercials are entertaining and creating likeability for above type of people. Another substantial number of people regardless of social class do trial purchase after having awareness of message from TV commercials especially for some products such as foodstuff, consumer accessories, traditional medicine, and local brand cosmetics. This trial purchasing can be concluded as consumer variety seeking behavior. Finally, it can be concluded that TV advertising is the appropriate strategy for advertisers who want to introduce their product especially foodstuff, consumer accessories, traditional medicine and local brand cosmetics, but it cannot guarantee whether subsequent purchasing would be followed after trial purchasing.

This research indicates that the majority of respondents regardless of their social class and gender prefer TV viewing. Their average spending time in watching TV is about two to three hours a day which is nearly 25% of total broadcasting time per day. This figure is slightly more for female participants in low social class. Nearly all participants prefer Myawaddy channel and its Korean and Chinese TV series except for a few respondents from middle and high social classes.

The humorous and dramatized ads with celebrity appeal are most applicable for respondents. This research also found that there exist the synthesis between the two phenomena of liking of TV ads and ability to comprehend message from these TV ads.

For above reasons, the theme of TV commercial on low involvement products should be focused on brand awareness as a primary objective by using entertaining appeal, rather than the communication of attitude-enhancing arguments about why the brand is better especially in targeting female consumers from low social class.

Chapter 7

Conclusion

The aim of this study is to find out the Myanmar consumers' response behaviour to promotional stimuli from TV medium. This aim is important for two reasons. One is that the influence of promotional stimuli should be measured by assessing consumer's response behaviour to it. The other is that tapping the area of consumer behaviour and TV advertising is worthy for the reason of relatively new business events emerging in Myanmar such as producing import substitution products, developing innovative products using foreign technology, providing new services for changing life styles and establishing competitive advantages among the competing enterprises..

Even though MRTV and MWD are operated by government agencies, each has its unique features and distinct programmes. For example, while audience's image on MRTV is more tedious and orientation is government's propaganda-programmes, MWD is more lively and orientation is entertaining programmes. However, MRTV has the advantage of wider coverage than MWD since MWD is still out of reach in some remote areas.

Audience's tastes, selection, and impressions are different for different media (TV, radio, magazines, billboards, newspapers, etc.) as well as different channels and programmes of same medium. This variation in media habits has examined consumers' media habits which is actually consumers' learning behaviour to stimuli and found that different groups of consumer have different media habits.

Also a consumer's attitude is formed or changed as a response to stimuli based on many factors. In this study, consumers' motivation to learn stimuli and characteristics of stimuli are considered to be determinants in forming or changing consumers' attitudes. It is found that consumers' attitudes toward TV commercials of different groups of consumer have different formation of attitudes.

Based on consumer's different learning and attitude forming patterns, different responses might be expected. For this, consumer's response behaviour to TV commercials confirms that different groups of consumer have different response behaviours to TV commercials.

The research findings (presented in chapter 5 and 6) for each component of the conceptual framework of this study is summarized in a diagram as figure 7.1. The summary of the findings shows especially for female respondents in low social class that:

- The respondents enjoy to watch TV ads.
- The respondents prefer Korean and Chinese TV series on MWD channel.
- The respondents appreciate TV ads, which are dramatized humorous appeal with celebrities.
- The respondents can comprehend the messages from above kinds of TV ads more easily.
- The respondents receive the brand awareness from the TV ads, and they confirm the message of the TV ads with information from the word of mouth.
- After watching TV ads the respondents do trial purchase.

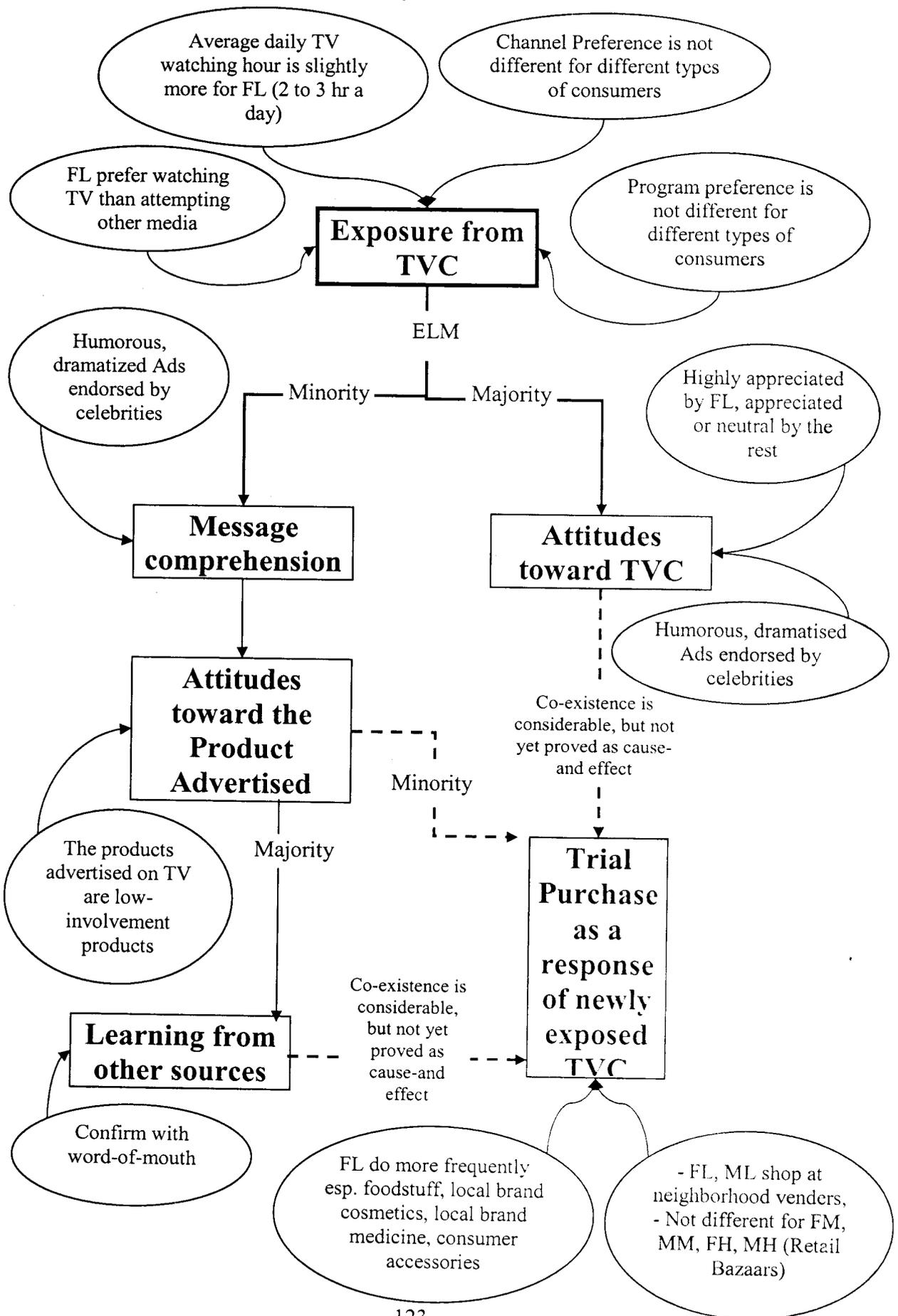
Another finding is that almost all respondents perceive the products advertised on TV as low involvement products. The findings of the research implies that the consumers peripherally learn the exposure from TV ads. Therefore, they enjoyed the TV ads as a kind of entertainment and they had positive attitudes toward TV ads. However, when they want to receive the reliability of message, they relied on other sources especially word of mouth source.

This study found out that the respondents living in Yangon preferred to watch MWD channel. However, the advertiser had to be careful that MWD could not reach all rural areas. Therefore, the advertisers who like to use TV commercials must take into account the geographical target market of their products when they choose the TV channels.

The advertisers use TV ads, which are dramatized humorous appeal with celebrities if they want to receive the positive attitude towards TV ads, which can lead to make trial purchase. However, to choose the types of TV ads with information requirement of the product need to be seriously considered.

Advertising on Myanmar TV is the appropriate strategy for the advertisers who produce and/or sell the low-involvement products in large scale. The market of low involvement products is a huge market. Hence, the expectation of increase in sales volume could be possible after showing TV ads.

Fig. 7.1 – Myanmar Consumer’s Response Behavior to TVC



On the other hand, the expenditure of producing TV ads is a considerable amount to be allocated. To maintain the price competitiveness in the market, the advertiser should allocate the capital expenditure incurred by producing TV ads by practicing mass production.

The findings of the research implies that Myanmar TV ads have very low information content and yet seem to be effective at affecting attitude as well as trial purchasing action. It is considered that secondary inducements (celebrity, music, story, etc) association to an advertised product/brand can create positive attitude as well as action for it.

Those TV ads serve not only to create awareness for new product/brand but also to reinforce brand preference or top-of mind awareness in the face of competitive advertising. Such brand awareness is especially important when the advertising is aimed not only to get new customers, but also to create brand loyalty of the existing customers and expand word of mouth advertising: Female consumers are more interested in doing so. Therefore, promoting brand awareness is also a favorable advertising objective.

For low-involvement products, customers do not care to get much information from the ads. Therefore, the secondary inducement rather than ad content is important in TV advertising for those products.

However, this finding can not contribute for high-involvement products because the empirical research was conducted for currently advertised low-involvement consumer products on Myanmar TV channels only. Another weakness is in the area of representativeness of the empirical research which was conducted in Yangon only. Generally, there is the similar nature (including family discretionary income, environment, living standard) between rural people and those in urban slums of Yangon.

Based on the findings of consumer research undertaken, the other implications to advertisers, advertising agencies, and media concerning with advertising objective setting, target segment selection, and media, message, and distribution strategies formulation can also be suggested.

The objective of advertising should not be short-run sales because advertising is only one of the factors influencing sales as well as the impact of advertising usually occurs over the long run. Advertising should therefore mainly attempt to influence behavioral actions such as recognizing a new brand, developing desire to purchase, visiting a retailer, trying a new brand, increasing usage levels, or maintaining existing

brand loyalties. After setting the objective of advertising, the target segment must be specified and communicating strategies including media and message strategies that influence the behavior of such target segment must be developed.

Since most of the product advertised on Myanmar TV channels are low-involvement consumer products, the later type of objective is more common for Myanmar TV ads. The specific common alternatives the advertisers currently use as advertising objectives of Myanmar TV ads are:

- to create awareness for the new brand which leads to stimulate a trial purchase (after which let the brand on its own to gain acceptance), and
- to increase usage for the brands that have already been familiar with consumers.

The majority of Myanmar TV ads rarely set the following objectives:

- to create brand attitude based on strong argumentations about the product/brand,
- to communicate facts about the brand, in particular about its attributes which in turn influence its brand comprehension, and
- to associate desire feeling (warmth, energy, fun, anticipation, fear, or concern, etc.) with the brand and the use experience which leads to position desired brand image or personality.

Moreover, most of the Myanmar TV advertising campaigns do not focus upon a single, well-defined objective. They usually set several objectives to involve more than one target segment. For instance, some advertising campaigns intend to gain awareness among one segment and to remind their existence to another.

Some advertisers set multiple objectives for the same target segment. For instance, some advertising campaigns intend to establish recall effect and increase usage rate simultaneously. However, an advertising campaign that can maximize effectiveness on one objective fails on other objectives. The empirical research also indicates that Myanmar TV ads very often gain to attract attention to the ad that can lead to gain brand awareness and brand trial, however, fail to form brand attitude through knowledge of brand attributes. One of the reasons is that most of Myanmar TV ads not only use famous celebrities but also let them endorse the product/brand by acting lengthy scenes. This type of advertising can gain attention of a lot of people, but fail to form brand attitudes because people who watch this type of ad usually pay attention more to the celebrities and less to the message content of the ad. The Elaboration Likelihood Model explains this way of information processing as peripheral processing. Therefore, it can be concluded

that most of the Myanmar consumers simply enjoy the TV commercials as a kind of entertainment and they process cues from TV ads through peripheral route as right brain activity. Even if they could comprehend the message given from the ads, they usually use information from other sources, especially word of mouth for confirmation.

The research also indicates that the majority of people do trial purchasing almost always after they have seen the product/brand in TV ads. According to the above reasoning, this behavior seemed to be based on brand awareness only; however, trial purchase not always depends on brand awareness but also on learning about key brand attributes. The trial purchasing based on rational reasoning rather than on awareness only is more likely to improve brand loyalty because people who do trial purchasing based on brand awareness only can switch brands easily whenever they are aware of the new brands. Therefore, TV ads which have the objectives of 'to gain awareness' only can gain immediate sales⁴¹ but fail to be guaranteed for subsequent sales.

After making decisions about objective of the ad, the advertisers should select target audience segment and then determine the media as well as message strategies. An important factor that should be considered in target audience selection is the advertiser's chosen approach for target markets. When he or she chooses undifferentiated (or total market) approach, a single marketing mix is usually developed and directs it at the entire market. The advertisers of staple food items such as cooking oil, rice, wheat, certain kinds of firm produce, and other goods that most customers think of as identical to competing products usually use this approach. Thus, they usually make one type of product with little or no variation, set one price, and establish one distribution system to reach all customers in the total market as well as design one promotional program (including advertising program) aimed at everyone. However, they often try to distinguish their products from competitors' products through promotional activities. They usually use TV advertising as an effective medium to convince consumers that their products are superior and preferable to competing brands. When an advertiser wants to direct his or her marketing efforts towards a single market segment through a single marketing mix (called concentrated approach) or towards two or more segments by developing a marketing mix

⁴¹ From interviews with the advertisers, there is a belief that using TV ads can provide increase in sales income of the advertised products. Therefore, when competitors started using the TV ads, one should also use TV ads to protect its market share of the one's product. The owner of one of the well-known traditional medicines decided to advertise his products on TV since his competitor received remarkable increase sales revenue after using TV ads.

for each segment (multi-segment approach), he or she is inevitably required to select specific target segment(s).

One needs to understand consumer behavior of each tentative segment to provide greater satisfaction to them. The total consumers can be grouped into various segments by using various bases. In this study, consumer behavior (their media habits and their responsive behavior to commercial stimuli) in different groups classified by using some demographic bases is examined. The implication to advertisers is that demographically segmented consumer groups have different media habit and responsive behavior to commercial stimuli. Since consumers are classified into gender and 'high', 'middle', and 'low' social classes based on their education status, occupations, and possessions, consumers in both urban and urban slum are included in the study. The field research was conducted in Yangon only but the gender-wise findings and findings on middle and low social classes could represent for consumers in rural also.

The empirical research found out that almost all respondents watched TV ads, although not many people in the low social class had TV sets in their homes. For people from the low social class, TV ads serve also as entertainment because they may not have other leisure activities. Moreover, they rely more on TV ads as the source on commercial information since they do not use other media so much. It was clear that although people in other social classes spent lesser hours in watching TV than the people in low social class, they also enjoyed watching TV as well as TV ads. Therefore, TV can be used as a common medium for the people in all social classes.

Because the respondents regarded the products advertised on TV were low involvement products, the brand awareness from TV ads was more important for not only customers but also retailers. Since customers will make little effort to buy these products, it is important that the recognizing of one brand name out of many brands of the similar products can lead to sales. Additionally, the target market for low involvement consumer products is a huge market because people in all social classes are affordable to buy these products. Therefore, it is suitable to use TV as the common media, which can reach people in all social classes for giving commercial information.

The study can also give some product specific considerations for using TV ads for the advertisers. It is indicated that there are some people who never or rarely purchase some products. Particularly, consumers from low social class never or rarely buy entertainment products, fabric items, and foreign brand cosmetics currently advertised on

TV. Similarly, female consumers from middle and high social classes rarely purchase local brand cosmetics currently advertised on TV.

The female consumers are more familiar in buying traditional medicines, and both foreign and local brand cosmetics. Thus, TV advertisements of specific brands should target female consumers for these three types of products. As both genders are equally related with the remaining products of foodstuff items and consumer accessories, the advertisers and agencies of these products can create advertisements without gender emphasized appeals. However, according to the research findings, male consumers are more familiar with purchasing western medicines and entertainment products.

Product familiarity depends on consumer's social class for traditional medicine, entertainment products, and foreign brand cosmetics. But in contrast, among the products currently advertised on TV, low-involvement foodstuff items and consumer accessories are more common for all types of consumers regardless of social class. Thus, the advertisers and advertising agencies should avoid creating the advertisements of foodstuff items and consumer accessories that target specific social class.

The research indicates that the respondents prefer watching TV to other media. Their average spending time in watching TV was about two to three hours a day, which is nearly 25% of total broadcasting time per day. The female participants in low social class spent more hours in watching TV. The implication from these findings is that TV is an effective media class when an advertiser want to communicate consumers in whatever classes. If he or she wants to communicate female in low social class or in rural area, TV is the most preferable medium to other media classes.

Even though Myanmar people seem to enjoy watching TV, only four local channels are available in Myanmar. Therefore, the choice of TV media is quite limited not only for the audience but also for the advertisers who like to advertise on TV media. Out of two major channels and two recently introduced channels available in Myanmar, the respondents preferred MWD channel. Thus, the most likely to be effective media vehicle for Myanmar TV advertisers is MWD channel. According to their favorite programs, the most preferable media options should be scheduled in the time slots of Korean and Chinese series. The MRTV, however, has advantage in reaching the rural areas. This channel is favored for presenting Myanmar movies, which are preferred by people in rural areas. Similarly, City FM radio is popular among young listeners in Yangon.

Therefore, the advertisers should take into account what geographical areas will be their target market to choose the TV channels to advertise. However, this study cannot give much information about consumer behaviour towards TV commercials in rural areas since it focuses on the respondents in Yangon area. In addition, the effect of radio should also be taken into account to study the consumer behaviour of people in rural areas.

This study indicated that the humorous and dramatized ads with celebrity appeal provided comprehensive commercial message for the respondents especially those from low social class. The positive relationship between the two phenomena of liking of TV ads and ability to comprehend the message from these TV ads.

Celebrity, catchword, dramatized, humorous, and musical appeals of commercials have critical role to give the commercial message, especially for the respondents in low social class, which involves people with lower educational status. For the educated respondents in other two social classes, it seems that they are able to generate more message-related attitudes from the informative ads. Therefore, the advertisers and advertising agencies should focus on brand awareness as a primary objective by using entertaining appeal, rather than the communication of attitude-enhancing arguments about "why the brand is better" especially in targeting female consumers from low social class. Since TV ads are less likely to lead to cognitive elaboration and more likely to lead to peripherally created attitude, people respond to them accordingly. The more the TV commercials are likeable and entertaining, the more positive response of trial purchase will result.

Moreover, since the TV itself is a low-involvement medium, people respond more positively to TV ads of low-involvement products. Thus, one of the reasons of Myanmar consumers' positive response of trial purchase is that most of the products advertised on Myanmar TV channels are low-involvement ones such as local brand cosmetics, traditional medicines, and low-priced items of foodstuff and consumer accessories.

However, the comprehension of message and the reliability of message are different. The findings showed that some of the respondents confirmed the advertising message with word of mouth source. This condition indicates that the comprehension of message is not sufficient for credibility of the message given by the ads. The reliability of message mainly depends on the consistency of message given and the specifications and the quality of the product, which can be realized when the product is actually used. Therefore, it is really important for the advertiser that not only to give the message of the

product but also to produce and distribute the product in accordance with the specifications and the quality mentioned in the message.

Because the respondents also relied on the recommendations of retailers, a promotional mix of TV commercials and promotion through intermediaries should be made to achieve both brand awareness and intermediaries' recommendations. However, it should not be forgotten that real creditability relies on the quality of the product.

One important fact to consider in formulating message strategy is cost effectiveness of the ads. Although commercials with celebrity, dramatized, humorous, and musical appeals are the favorite ads and comprehensive ads for people in different classes, creating these ads are expensive (Chapter 4). Therefore, the cost effectiveness should be carefully analyzed before the message strategy is formulated.

According to advertisers, sales increased following commercials on TV. Therefore, the advertisers should take time in preparing their production schedule and distribution channels to meet with potential increase demand. The brand awareness received from TV ads can disappear when the customers fail to find the product advertised at the retail outlets. Especially, since the products advertised on TV are perceived as low involvement products for consumers, they can be substituted with many similar products at any time.

Additionally, advertising on TV is a suitable promotional strategy only for the larger business. One reason is that cost effectiveness of TV ads can be achieved through mass distribution. Consequently, advertising cost levied on the consumers will reduce price competitiveness and be able to avoid high break even sales. The other reason is that to maintain the brand awareness received from TV ads, the sufficient production and distribution plan is required to fill the products advertised at the retail outlets scattered in the targeted areas. According to the experience of advertisers of traditional medicines, they had to distribute the product as soon as the first advertisement was broadcasted. If not, the first impression was lost due to the unavailability of new brand and it is difficult to achieve the success of new brand. For these reasons, advertisers' distribution strategy should be complemented with advertising strategy.

Finally, since the majority of Myanmar TV ads emphasize popularity by using pop stars and pop music, consumers' purchases as the results of these popular ads also indicate that they also like pop actions. It is important to note that the desire to purchase will decline as soon as the popularity of such ad declines. Therefore, the same format or design of ads should not be used repeatedly for a long period because they can diminish

by time: change of ad design should be considered if necessary. The reminder ads are necessary to gain subsequent sales and retain existing consumers' attention and the result of loyal purchase.

Appendices

Major Dimensions Used to Segment U.S Markets

Geographic

Region	Pacific, Mountain, West North Central, West South Central, East North Central, East South Central, South Atlantic, Middle Atlantic, New England
County size	A, B, C, D
City or SMSA size	Under 5,000; 5,000-20,000; 20,000-50,000; 50,000-100,000; 100,000-250,000; 250,000-500,000; 500,000-1,000,000; 1,000,000-4,000,000; 4,000,000 or over
Density	Urban, suburban, rural
Climate	Northern, southern

Demographic

Age	Under 6, 6-11, 12-19, 20-34, 35-49, 50-64, 65+
Sex	Male, female
Family size	1-2, 3-4, 5+
Family life cycle	Young, single; young, married, no children; young, married, youngest child Under 6; young, married, youngest child 6 or over; older, married, with Children; older, married, no children under 18; older, single; other
Income	Under \$ 10,000; \$10,000-\$15,000; \$15,000-\$20,000; \$20,000-\$25,000; \$25,000-\$30,000; \$30,000-\$50,000; \$50,000 and over.
Occupation	Professional and technical; managers, officials, and proprietor; : clerical. Sales; craftspeople, foremen; operatives; farmers; retired; students; Housewives; unemployed
Education	Grade school or less; some high school; high school graduate; some college; college graduate
Religion	Catholic, Protestant, Jewish, other
Race	Whit, Black, Oriental.
Nationality	American, British, French, German, Scandinavian, Italian, Latin American, Middle Eastern, Japanese

Psychographic

Social class	Lower lowers, upper lowers, working class, middle class, upper middles, Lower uppers, upper uppers.
Lifestyle	Straights, swingers, longhairs
Personality	Compulsive, gregarious, authoritarian, ambitious.

Behavioral

Occasions	Regular occasion, special occasion
Benefits	Quality, service, economy
User status	Nonuser, ex-user, potential user, first-time user, regular user
Usage rate	Light user, medium user, heavy user
Loyalty status	None, medium, strong, absolute
Readiness stage	Unaware, aware, informed, interested, desirous, intending to buy
Attitude toward product	Enthusiastic, positive, indifferent, negative, hostile

Source: Philip Kotler, Marketing Management, 2004

AIDA, DAGMAR, and Innovation-Adoption Models

AIDA Model

The AIDA model, developed in the 1920s, suggested that an effective personal sales presentation should attract Attention, gain Interest, create a Desire, and precipitate Action. According to this model, the sales person must first get the attention of the customer and then arouse some level of interest in the company's product or service. Strong levels of interest will hopefully create desire by the customer to own or use the product. The action stage in the AIDA model involves getting the customer to make a purchase commitment and closing the sales.

DAGMAR Model

The DAGMAR model also suggests that there is a mental steps through which a brand or object must step to gain acceptance by consumer. An individual starts by being aware of a brand's presence in market. The initial step is to increase consumer awareness of a brand to advance one step the hierarchy. The second step of the communication process is brand comprehension, which involves learning something about the brand. The third step is the attitude step and intervenes between comprehension and final action. The action step involves some explicit behavior such as trying a brand for the first time, visiting a store, or requesting information.

Innovation-Adoption Model

The Innovation-Adoption model includes five stages: awareness, interest, evaluation, trial and adoption. In the awareness stage potential adopters become aware that the new product exists. At this stage they know very little else about it and may not be motivated to learn any more unless they feel the innovation is of interest to them. The marketer's challenge is to move potential adopters to the interest stage, where they will learn more about the product such as its features, benefits, advantage, price, and availability. In the evaluation stage consumers will decide whether the new product meets their needs and satisfies specific purchase criteria and goals. The best way to evaluate a new product is through actual usage or trial. After trial, consumers may move to the adoption stage if they decide to purchase the product or continue to use it. However, the outcome of trial may be rejection if the consumer decides against purchasing the new product or brand or using it in the future.

Demographic Classifications in Some Other Countries

(1) Social Class Ratings in U.S

Little agreement exists among sociologists on how many distinct class divisions are necessary to adequately describe the class structure of the United States. Most early studies divided the members of specific communities into five or six social-class groups. However, other researchers have found nine-, four-, three-, and even two- class schemas suitable for their purposes. The choice of how many separate classes to use depends on the amount of detail that the researcher believes is necessary to explain adequately the attitudes or behavior under study. The following distribution of the U.S population shows five category subdivision of U.S. citizens. (Schiffman and Kanauk, 2004)

Percent Distribution of Five-Category Social-Class Measure

SOCIAL CLASS	PERCENTAGE
Upper	4.3
Upper-middle	13.8
Middle	32.8
Working	32.3
Lower	16.8
Total percentage	100.0

Source: Eugene Sivadas, George Mathew, and David J. Curry, "A Preliminary Examination of the Continued Significance of Social Class to Marketing: A Geodemographic Replication," Journal of Consumer Marketing, 14(6) (1997).

The following findings from a continuing survey undertaken by the Gallup organization that estimates the relative honesty and perceived ethical standards that people assign to a sample of basic occupational title.(Schiffman and Kanauk, 2004)

Occupational Rankings in Terms of Honesty and Ethical Standards

OCCUPATION	2001 RANK	COMBINED PERCENT
Firefighters	1	90
Nurses	2	84
Members of U.S. military	3	81
Police officers	4	68
Druggists/pharmacists	5	68
Medical doctors	6	66
Clergy	7	64
Engineer	8	60
College teachers	9	58
Dentists	10	56
Accountants	11	41
Bankers	12	34
Journalists	13	29
Congressmen / Congresswomen	14	25
Business executives	15	25
Senators	16	25
Auto mechanics	17	22
Stockbrokers	18	19
Lawyers	19	18
Labor union leaders	20	17
Insurance salespeople	21	13
Advertising practitioners	322	11
Car salespeople	23	8

Source : The Gallup Poll Monthly, December 2001.

Individual or family income is another socioeconomic variable frequently used to approximate social-class standing. Researchers who favor income as a measure of social class use either amount or source of income. The following categories of U.S people are used for each of these income variables.(Schiffman and Kanauk, 2004)

Typical Categories Used for Assessing Amount or Source of Income

AMOUNT OF INCOME	SOURCE OF INCOME
Under \$ 25,000 per year	Public welfare
\$ 25,000 to \$ 49,999	Private financial assistance
\$ 50,000 to \$ 79,999	Wages (hourly)
\$ 75,000 to \$ 99,999	Salary (yearly)
\$ 100,000 to \$ 124,999	Profits or fees
\$ 125,000 to \$ 149,999	Earned wealth
\$ 150,000 to \$ 174,999	Inherited wealth, interest, dividends, royalties
\$ 175,000 to \$ 199,999	
\$ 200,000 and over	

Although income is a popular estimate of social-class standing, not all consumer researchers agree that it is an appropriate index of social class. Some argue that a blue-collar automobile mechanic and a white-collar assistant bank manager may both earn \$ 53,000 a year, yet because of(or as a reflection of)social-class differences, each will spend that income in a different way. How they decide to spend their incomes reflects different values. With this context, it is the difference in values that is an important discrimination of social class between people, not the amount of income they earn. (Schiffman and Kanauk, 2004)

Other Variables

Quality of neighborhood and dollar value of residence are rarely used as sole measures of social class. However they are used informally to support or verify social-class membership assigned on the basis of occupational status or income. Possessions have also been used by sociologists as an index of social class. Chapin's Social Status Scale focuses on the presence of certain items of furniture and accessories in the living room (types of floor or floor covering, drapes, fire place, library table, table, telephone, or

bookcases) and the condition of the room (cleanliness, organization, or general atmosphere) (Schiffman and Kanauk, 2004).

Analysts of social class often divide people in the United States into five classes by using the following characteristics (Skinner, 1994).

Class	General Characteristics
Upper	Socially prominent; possess inherited wealth; may live in family mansions in mature, exclusive neighborhoods; investors, merchants, and high-level professional; college degrees from major institutions
Upper-middle	Well educated and career oriented; professionals and middle management; gregarious and socially at ease; have high expectations of their children
Lower-middle	Respectability is major objective; live in suburban tract homes; owners of small businesses, office workers, semiprofessionals, and white-collar workers
Upper-lower	Blue-collar, semiskilled workers, seeking job security; want to improve social position; reside in older, less expensive neighborhoods or suburban tracts; earned good incomes
Lower-lower	Poorly educated, poverty stricken; welfare recipients; unskilled workers plagued by high unemployment; live in substandard and slum areas

Source: Skinner, 1994

(2) Social Class Ratings in Japan

Every year in Japan, a "Life of the Nation" survey asks citizens to place themselves into one of five social-class categories: upper, upper-middle, middle-middle, lower-middle,

and lower class. Whereas in the late 1950 over 70 percent of respondents placed themselves into one of the three middle-class categories, by the late 1960s, and continuing on through today, close to 90 percent categorize themselves as “middle class”.

(3) Social Class Rating in China

Chinese consumers are primarily composed of the two segments: “little rich” _ those 15 percent with annual household income of about \$ 3,200, and (2) “yuppies” _ those 5 percent with annual household income of about 9,500.

(4) Social Class Rating in UK

The NRS¹ social grade definitions have been in use for decades, ostensibly for audience profiling and targeting by the media, publishing and advertising sectors, and has become established as a generic reference series for classifying and describing social classes, especially for consumer targeting and consumer market research.

Social Grade Classifications in UK

Social Grade	Social Status	Occupation
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical, junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi and unskilled manual workers
E	Those at lowest level of subsistence	State pensioners or widows (no other earner), casual or lowest grade workers

Source: <http://www.businessballs.com/demographicsclassifications.htm>

¹ NRS stands for National Readership Survey (NRS Ltd). NRS is a not-for-profit company which is funded by the UK Institute of Practitioners in Advertising (IPA), Newspaper Publishers Association (NPA), and Periodical Publishers Association (PPA).

(5) Social Class Ratings in EU

The European Society for Opinion and Marketing Research (ESOMAR) has embarked on a program to harmonize social grade classifications across various European countries.

The EU countries covered are: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, and UK. As lifestyles, incomes, and educational levels vary from country to country, it is difficult to develop a classification from an existing national one and the ESOMAR classifications: A, B, C1, C2, D, E1, E2, and E3 are mainly based on the terminal education age and occupation of the main income earner.

The level of household ownership of ten consumer durables is also a contributory factor in the social class categorizations. The consumer durables are color TV, still camera, clock radio, electric drill, video recorder, electric deep fat fryer, two or more cars, PC / home computer, second home, and video camera

Although there are some difference in definitions between countries, the broad definitions are as follows:

- A Well educated top managers and professionals
- B Middle managers
- C1 Well educated non-manual employees, skill workers and business owners
- C2 Skilled workers and non-manual employees
- D Skilled and Unskilled manual workers and poorly educated people in non-manual/managerial positions
- E less well educated and skilled and unskilled manual workers, small business owners and farmers / fishermen
- E1 Mainly poorly educated supervisors / skilled manual workers and better-educated unskilled workers
- E2 Mainly very poorly educated supervisors / skilled manual workers and small business owners plus very poorly educated non-office, non-manual employees

Source: <http://www.businessballs.com/demographicsclassifications.htm>

Summaries of Previous Researches

(1) Summary of "T Advertising"

"T Advertising" categorize the social stratifications into five different social classes; Upper, Upper Middle, Middle, Lower Middle, and Lower Classes.²

Among five social classes stratified by "T Advertising", upper and upper middle social classes³ were selected to conduct the six Focus Group Discussions. The groups consisted of two types of persons; the Traditionalist and the Modernist. Each type of person covered men, women and teenagers, who live in Yangon area. Therefore, the groups in the study were divided into six broad segments⁴: (1) Traditionalist Men; (2) Traditionalist Women; (3) Traditionalist Teenagers; (4) Modernist Men; (5) Modernist Women; and (6) Modernist Teenagers⁵.

(i) The Traditionalists

The study defined that the Traditionalists possess the following characteristics.

1. Religion plays an important role in their lives. Especially, the adults have more inclination in religion.
2. Their actions are guided by the innate sense of willingness to conform to traditional rules and rituals.
3. Respect for elders is ingrained in their character. They have the readiness to bear the burden of elders in the family.
4. Men are "home-centric". Women engage in household chores. Teens lend their helping hands for doing household duties.

Traditionalist Men are risk averse, unpretentious, and relatively not ambitious, content with traditions and rituals. However, they recognize the changing nature of the culture. They are divided into two sub-segments; the Contented Men, who assume that the self-oriented contentment is critical for their life, and the Family Men, who find security and

² The definition of each social class was not mentioned in the study.

³ The research report did not explain why these two classes were selected.

⁴ The research did not explain how the social class of participants was determined and how participants were selected to form the groups.

⁵ These terminologies were used in the original study.

contentment within the family. Neither of these groups has any desire to change its status quo.

Traditionalist Women are conservative and have ambition for their children. They are limited in their interest, style and appearance. They are deeply superstitious believing in social taboos. They are proud of their own culture and suspicious of western culture. They cared a great deal for their parents and spend their spare time to look after them. They can be divided into two sub-segments; The Traditional Wives, who consider themselves as the queen of their home, and The Ideal Daughters, who balance their time between their home and their family. Neither of these groups has any desire to change its status quo.

Traditionalist Teenagers are patriotic at heart. They are interested in studying or working overseas; with the intention of eventually returning to the homeland. They are not interested in questioning social taboos; instead they follow these taboos with the sense of "mother knows best". They admire their elders. They are diligent workers. They hesitate to embrace behavioral traits, which are broadly defined by the modern teenage aspirations and attitudes. The influences of western culture cannot influence them greatly and they are not ready to imbibe these influences.

(ii) The Modernists

In contrast to the Traditionalists, the study defined the Modernists with the following characteristics.

1. They are mostly business-oriented. Religion plays a lesser role in their lives.
2. They desire business expansion, both nationally and internationally.
3. They prefer material comfort and quality products.
4. They have brand awareness and image consciousness.
5. They have open-minds with international news and cultural influences. They do not hesitate to emulate these influences.

The Modernist Men are keen to travel overseas for further education. According to the study, based on the degree of "work-centricism" and related sense of self-"centricism", the Modernist Men could be sub-grouped into: Career Men, who desire the achievement at the work place, Aspiring Men, who pay attention to family affairs yet yearning to have

workplace success, and Jet Setters, who are totally driven by status and image. They are western culture oriented. The penchant for luxury brands keeps them preoccupied.

The Modernist Women focus on achievement and success. They are deeply involved in offering their children a better life than their own, including an overseas education. Based on the differences in their primary interest, the study divided the Modernist Women into: Career Women, who grab all opportunities for their career, Perfect Mums, who are desirous of providing better opportunities than existing status, and Ambitious Mums, who are more aggressive in their role as mothers by personally keeping abreast of possible opportunities that their kids can avail of. They focus on looking good without being concerned with brand awareness.

The Modernist Teenagers are geared towards freedom of action without bearing responsibility. They do not like to be restricted by parental control. They are western culture oriented. They are prone to spending on the latest clothes and leisure pursuits. They easily succumbed to the temptations of the popular western culture due to the result of global marketing efforts. Their interest is to enjoy life and to have a lifestyle that provides freedom and flexibility.

General Profile of Myanmar Consumers

“T Advertising” studied the Myanmar consumer profile relating to consumer culture in terms of brand awareness, key purchase drivers, exposure to foreign cultures and perception of country of origin of purchased goods, and media habit.

(i) Consumer Culture in Terms of Brand Awareness

According to the “T Advertising”, the consumers’ overall brand awareness is quite low except for some international brand names that they can recall spontaneously. Male participants recognized Toshiba, Sony, Nikon, and IBM; female participants recognized Revlon, Samsung, National, and Rolex; and teenagers recognized Arrow, Levi’s, Adidas, and Hang Tan. The majority of participants were not aware of the brands of the local companies. It was found out that the associations with brands appeared to be learnt mainly via advertising campaigns. The learning process of participants was aided by a few symbols and logos of some international brands.

(ii) Key Purchase Drivers

For all adult participants, the claim of good quality, reasonable price, and the availability of products were the key purchase drivers for the buying decision of personal products. For the teenagers, the stylish designs were the most influencing cause for their purchase decision of personal products. They also considered reasonable price and good quality but with a lesser degree of concern. Female participants particularly stressed on good quality when they decide to buy personal products and cosmetics. They perceived that using substandard products would be harmful to their appearance. Price and the availability of products played an important role in the purchase of household products. Brand switching based on discounts or easy availability was a common case.

(iii) Exposure to Foreign Cultures and Perception of Country of Origin of Purchased Goods

The availability of satellite TV has provided the advertisements of foreign products of other cultures to the Myanmar public. Consumers have quickly noticed any emerging trend in fashion, home decoration, food and social etiquette. Teenagers have high tendency to adapt the foreign cultural influences. They are also a growing market segment for foreign products. Participants' perceptions toward impressive country of origin associated with quality products are:

- USA for IT products, garments, pharmaceutical products, automobiles, and cosmetics
- Japan for electrical items, A/V items, automobiles, and machinery
- Germany for automobiles and pharmaceutical products
- France for cosmetics and fashion products

(iv) Media Habit

Regarding the media habit, male participants preferred watching satellite TV to terrestrial TV for the primary purpose of receiving news and information. By contrast, all female participants watched both satellite and terrestrial TV for the purpose of enjoying entertainment and having pleasure. They watched more video movies than the male participants. Generally, teenagers watched both video movies and TV as their favorite leisure activity. Different perceptions of commercials on satellite TV and terrestrial TV emerged since the former is more associated with a higher degree of sophistication and

originality in story lines, while the latter is associated with a larger incidence of monotony and lack of originality.

(2) Some Published Information of MMRD

Myanmar Marketing Research and Development (MMRD) has conducted many consumer studies. Especially, MMRD has prepared the annual reports of TV rating in Myanmar since December 1997. MMRD collects data every week relating to the most favorite program of the week, the most favorite ads of the week, and watching period of each Myanmar TV channel (MRTV and MWD).

Regarding the TV Viewing Incidence, it is predominantly among all Metro and Urban people. The Nationwide incidence is 47%, for Metro people it is 74%, for Urban people it is 59% and for Rural area it is 38%⁶ The TV viewing incidence by channel shows MRTV to be slightly higher than MWD (40% vs. 39%). It also indicates that young age groups watch TV more than older age group. The Korean and Chinese series are the most popular programs on MWD and Myanmar Movies are the most popular programs on MRTV.

A consumer buying behavior research conducted by MMRD in 2003 compared the effectiveness of advertising for different media. This research measured the cause of buying some specific products simultaneously advertised in different media. According to the findings of this research, TV advertisements are the most powerful means to buy these specific products not only in urban but also in rural area. The detail findings are shown in Table 2.6.

⁶ MMRD

Table 3.4 Effectiveness of Different Media of Advertising

Sr.	Description	Whole Country	Greater Yangon	Urban	Rural
1	Television	84%	91%	82%	84%
2	Poster	20%	11%	30%	16%
3	From other Person	18%	2%	19%	20%
4	Billboard	10%	22%	17%	4%
5	Magazine	9%	3%	9%	10%
6	Journal	6%	3%	6%	6%
7	Radio	4%	4%	1%	6%
8	Newspaper	4%	12%	6%	2%
9	Branded Car	3%	6%	6%	2%
10	Branded Plastic Packs	3%	0%	4%	3%
11	Sunshade	2%	0%	3%	2%
12	Branded Shop	1%	0%	1%	2%
13	Directory Book	1%	1%	1%	0%
14	Cinema	1%	1%	1%	0%
15	Light Box	0%	1%	0%	0%
16	Don't Remember	1%	1%	2%	1%

Source: MMRD (2004)

Respondents participated in Focus Group Discussion

Group 1

Date: 5.9.2004

Address: No 10, Yan Pyo Rd, Sanchaung

No	Name	Age	Occupation	Address
1	Saw See See Po	34	Lower Division Clerk DMS	Htoo Gyi Quarter for DMS, Tarmwe
2	Htay Oo	33	Unskilled Labour of Construction site	205, Nweni 2 Street, North Okkalapa
3	Zaw Win	28	Store Keeper	34, Yadanar Kyune, North Okkalapa
4	Cho Lay	29	Store Keeper	Kyan Sit Thar Street, Hline Tharyar
5	Kyaw Naing	30	Trishaw Cyclist	62, Naiké Binda Street, Insein
6	Myint Kyaing	45	Menial Worker	BOC Quarter for DMS, Kamayut
7	Kyaw Naing Swe	30	Trishaw Cyclist	135, Anawyahtar Street, Thingangyun gyi, Mingalardone
8	U Mani	50	Menial Worker	Dala quarter for DMS

Group 2

Date: 5.9.2004

Venue: No 10, Yanpyo Rd, Sanchaung

No	Name	Age	Occupation	Address
1	Aye Aye Khine	28	Lower Division Clerk DMS	Htoo Gyi Quarter for DMS, Tarmwe
2	Daw San	50	Housemaid	40, BoNyarna Street, Mayangone
3	Su Su Mar	25	Dependent	34, Yadanar Kyune, North Okkalapa
4	Daw Sein Tin	60	Dependent	Yankin Street, Montleksunggone, Sanchaung
5	Ma Cho	30	Sweeper	Dala Quarter for DMS
6	Yin Yin Aye	40	Dependent	BOC Quarter for DMS, Kamayut
7	Thin Thin Le	30	Dependent	135, Anawyahar Street, Thingangyun gyi, Mingalardone
8	Ohnmar San	20	Casual Seller	Ward 3, Mayangone

Group 3

Date: 12.9.2004

Venue: No 40 B, Bo Nyarna Rd, Mayangone

No	Name	Age	Occupation	Address
1	U Soe Tint	51	Personal Assistance MoH	IM1 Quarter, Lanmadaw
2	Dr .Mya Nyana Soe	32	Training Officer DMS	Kyaukone, Yankin Township
3	U Soe Naing	39	Office Staff Thilawar Project	111, Aungmingalar Street, Kyaukmyaung
4	U Chu Sein	53	Car dealer	Yanpyo Street, Sanchaung
5	Dr. Myo Win Latt	48	General Practitioner	Lanthit Road, Insein
6	Dr. Aung Zaw	49	General Practitioner	Aung San, Insein
7	U Win Maung	52	Civil Engineer	Panbin Gyi Street, Kyi Myindaing
8	Ko Than Tun	47	Video Store owner	Wailuwon Street, Sanchaung
9	U Kyaw Naing	40	Assistant Manager, MTE	No 6, Timber Factory, MTE,Botahtaung

Group 4

Date: 12.9.2004

Venue: No 40 B, Bo Nyama Rd, Mayangone

No	Name	Age	Occupation	Address
1	Daw Mar Mar Swe	40	Assistant Lecturer, UOP	30/6 Outhahapaja St, Kyaikasan Ward, Bahan
2	Daw Aye Aye Mone	38	Assistant Manager	Kyaunshwewar Avenue, Alone
3	Dr Moe Sandi	30	Training Officer	207, 16 th St, Lathar
4	Daw Win Tin	49	Staff Officer, DMS	BOC quarter, Kamayut
5	Daw Nan Taung	53	Nursing Officer	LHV School, Bahan
6	Daw Aye New Myint	44	Dependent	36 Thuhka St, Sanchaung
7	Dr Ohn Mar Sein	43	MO, Layhtaunkan Hospital	Layhtaunkan Station Hospital
8	Ma Mya Mya Aye	39	Dependent	Yanpyo St, Sanchaung

Group 5

Date: 19.9.2004

Venue: 36 B, Shan Rd, Sanchaung

No	Name	Age	Occupation	Address
1	Col Min Thein Tint	47	Ministry of Defence	Pyar Pone St, Sanchaung
2	Dr Thein Zaw Myint	46	Orthopaedic Surgeon	36 B, Shan Rd
3	Dr Min Sein	45	Senior Surgeon	Strand Rd, Lanmadaw
4	Maj Than Zaw	48	Deputy Director	Nawarat Avenue, Dagon
5	U Thant Zaw	41	Music Manage, Oasis Studio	10th mile quarter, Insein
6	U Myint Aung (Yarzar Win Tint)	57	Musician	Bogyoke Museum Lane, Bahan
7	U Tin Shwe	50	Construction Owner	Kandawgyi Avenue, Mingalartaungnyunt
8	Dr Thein Myint	48	Lecturer, UoM 2	Bahosi Quarter, Lanmadaw

Date: 19.9.2004

Venue: 36 B, Shan Rd, Sanchaung

No	Name	Age	Occupation	Address
1	Daw Thint Thint	44	Dependent	Pyar Pone St, Sanchaung
2	Daw Hla Lay	4	Store Owner Bogyoke Market	Yaw Min Gyi Rd, Dagon
3	Dr Le Le Kyin	45	Owner, Nilar Specialist Clinic	Strand Rd, Lanmadaw
4	Maj Tin Moe Than	46	Dental Surgeon ,No 2 Military Hospital	Nawarat Avenue, Dagon
5	Capt Sandar Nwe	38	Nursing Officer, DSGH	10th mile quarter, Insein
6	Daw Aye Thein	45	Dependent	Bogyoke Museum Lane, Bahan
7	Daw Yin Yin Hla	46	Construction Owner	Kandawgyi Avenue, Mingalartaungnyunt
8	Dr Daw Thi Thi	50	Private Clinic Mandalay	No 2, Aungdawmu, 27 th St, Mandalay

Appendix 6

Session Plan of Focus Group Discussion

	Group One	Group Two	Group Three	Group Four	Group Five	Group Six
Date	5-9-2004	5-9-2004	12-9-2004	12-9-2004	19-9-2004	19-9-2004
Venue	10, Yan Pyo St. Sanchaung	10, Yan Pyo St. Sanchaung	40B Bonyana Lane, Pyay Rd. Mayangon	40B Bonyana Lane, Pyay Rd. Mayangon	36B, Shan Rd. Sanchaung	36B, Shan Rd. Sanchaung
Time	11:00 a.m. to 1:10 p.m.	2:00 p.m. to 4:00 p.m.	10:00 a.m. to 12:00 noon	2:00 p.m. to 4:00 p.m.	10:00 a.m. to 12:00 noon	2:00 p.m. to 4:00 p.m.
Moderator	Daw Win Mar	Daw Win Mar	Daw Win Mar	Daw Win Mar	Daw Win Mar	Daw Win Mar
Observer	Dr. Than Zaw Myint	Dr. Than Zaw Myint	Dr. Than Zaw Myint	Dr. Than Zaw Myint	Dr. Than Zaw Myint	Dr. Than Zaw Myint

Surveyed Townships

1. Botahtaung
2. North Dagon
3. Thagaeta
4. North Okkla
5. Tamway
6. Yankin
7. Kyimyindaing
8. Alon
9. Dagon
10. Sangyaung
11. Latha
12. Mayangon
13. Dala
14. Thanlyin
15. Kyauktan
16. Thonegwa
17. Hlaingthaya
18. Hmawbi
19. Insein
20. Mingaladon

Sample Size Calculation for Survey

In order to get maximum standard error of estimate of population at level of significance 5% (i.e. $\alpha=0.05$, and thus $z_{\alpha}=z_{0.05}=1.96$).

In degree of precision (E) be 0.05, the maximum sample size can be calculated as

$$\begin{aligned}n &= (1.96)^2(0.5)(0.5) / (0.05)^2 \frac{(1-96)^2(0.5)(0.5)}{(0.05)^2} \\ &= 384.16\end{aligned}$$

Thus the sample size 400 was recognized as suitable amount for this study.

Questionnaire on Behavior of Consumers on TV Commercials

- 1. Name -----
- 2. Gender -----
- 3. Age -----
- 4. Education -----
- 5. Occupation -----
- 6. Monthly Income -----
- 7. Address -----
- 8. Type of Resident -----

- 9. Possession Car Type No -----
- TV set Type No -----
- Refrigerator Type No -----
- Washing Machine Type No -----
- Satellite Receiver Type No -----

10. What types of environment do your neighbors reside?

- Urban slum or poor squatter area
- Decent environment
- Pleasant environment

11. Among the following, which one does represent your media habit?

- Watching TV more than five days a week, but infrequently trying other media
- Watching TV more than five days a week and frequently trying other media
- Watching TV between three and five days a week and frequently trying other media
- Watching TV between three and five days a week and infrequently trying other media
- Watching TV less than two days a week , but frequently trying other media
- Watching TV less than two days a week and frequently trying other media

12. How long do you usually watch TV?

- One hour and less
- Between one to two hours
- Between two to three hours
- Between three to four hours
- Between four to five hours
- More than five hours

13. Which TV channel do you prefer?

- MRTV MWD

14. What is your most favorite TV program? (tick only one programme which may be from either MRTV or MWD)

Sr. No	Programs on MRTV	Mark your most favorite
1	National News	
2	International News	
3	ASEAN program	
4	Religious Program	
5	Agricultural Development	
6	Industrial Development	
7	Towards Nation building	
8	Health Education Program	
9	Education Program	
10	International Football Program	
11	English Language Program	
12	Sports	
13	Music Program	
14	Program for Children	
15	Anyeint	
16	Myanmar Movies	
17	Myanmar Videos	
18	Korea/Chinese TV Series	
19	Discovery Program	
20	National News	

Sr. No	Programs on MWD	Mark your most favorite
21	International News	
22	Morning Religious Program	
23	Physical Fitness Program	
24	Education Program	
25	International Football Program	
26	English Language Program	
27	Sports	
28	Music Program	
29	Program for Children	
30	Anyeint	
31	Myanmar Movies	
32	Myanmar Videos	
33	Korea/Chinese TV Series	

15. Your attitude towards TV commercials

Highly appreciate

Appreciate

Neutral

Dislike

Highly dislike

16. What is your preferred type of TV commercial?

Simple Informative ads

joyful, dramatized and celebrity appeal ads

joyful, musical and celebrity appeal ads

humorous, musical and celebrity appeal ads

humorous, dramatised and celebrity appeal ads

Others if any (describe) -----

17. In which group do the majority of products advertised on TV belong to?

With serious consideration

With light consideration

18. Where do you usually buy most of the products advertised on TV? (Mark for individual product)

Serial No	Product	Neighborhood Grocers	Retailers	Wholesalers	Supermarkets	Other
1	Foodstuff					
2	Consumer Accessories					
3	Fabric					
4	Traditional Medicine					
5	Western Medicine					
6	Entertainment Products					
7	Cosmetics (Foreign)					
8	Cosmetics (Local)					

19. Which source gives you credible message to purchase above products? (Mark for individual Product)

Serial No	Product	TV	Radio	Magazine	Word of Mouth & TV	Word of Mouth	Other
1	Foodstuff						
2	Consumer						
3	Accessories						
4	Fabric						
5	Traditional Medicine						
6	Western Medicine						
7	Entertainment						
8	Products						
	Cosmetics (Foreign)						
	Cosmetics (Local)						

20. Which type of message from TV commercial is easily understandable for you?

- Simple Informative ads
- joyful, dramatized and celebrity appeal ads
- joyful, musical and celebrity appeal ads
- humorous, musical and celebrity appeal ads
- humorous, dramatised and celebrity appeal ads
- Others if any (describe) -----

21. How do you respond after being exposed to the new TV commercial for particular product?

Serial No	Product	Almost always make trial purchase	Sometimes make trial purchase	Rarely make trial purchase	Never make trial purchase
1	Foodstuff				
2	Consumer				
3	Accessories				
4	Fabric				
5	Traditional				
6	Medicine				
7	Western Medicine				
8	Entertainment				
	Products				
	Cosmetics (Foreign)				
	Cosmetics (Local)				

1. (AAG) A ADVERTISING GROUP CO., LTD
2. ARTMAN CO., LTD
3. ASIAN TIME CO., LTD
4. AUNG KYAW ZAW
5. BATES MYANMAR
6. CREATIVE DESIGNER CO., LTD. MULTI MEDIA & ADVERTISING
7. FAMOUS ADVERTISING GROUP
8. FOREVER GROUP
9. GOLDEN MYANMAR INFORMATION & ADVERTISING LTD.
10. GOOD DAY CO., LTD.
11. GRACE MEDIA LTD.
12. INYA MARKETING & COMMUNICATIONS LIMITED.
13. JOINT COM
14. LASER VIDEO
15. LASTING INTI. LTD.
16. LOVE
17. LUCKY FIVE BROTHERS CO., LTD.
18. MAG CO., LTD.
19. MAHA MEDIA GROUP
20. MIN THU CO., LTD.
21. MAG CO., LTD. MULTI ADVERTISING GROUP
22. MINGALAR MOE
23. MODERN ADVERTISING CO., LTD.
24. MOE KYAW THU
25. MULTIMEDIA GROUP
26. MYANMAR GANAD ADVERTISING CO., LTD
27. MYANMAR MACCOMM PR ADVERTISING CO., LTD. (ASSOCIATED WITH AMMIRATI PURIS LINTAS)
28. (MMI) MYANMAR MEDIA INT'L LTD.
29. MYANMAR SPA TODAY ADVERTISING LTD.
30. MYANMAR TELEVISION & RADIO DEPT.
31. MYANMAR UNITY ADVERTISING GROUP LTD.
32. NEW GENERATION INFORMATION & ADVERTISING GROUP
33. NOVEL LIGHT MEDIA LTD. (BUSINESS POCKET GUIDE)
34. PACIFIC KING CO., LTD.
35. PANN THA DINN QUALITY ADVERTISING
36. PIXEL ART
37. PRAKIT & FCB (MYANMAR) LTD.
38. PREMIER SERVICES
39. PRODUCTION & DESIGN GROUP (PDG)
40. QUA QUA MA MA ADVERTISING CO., LTD.
41. SAIL MCCANN-ERICKSON
42. SATELLITE CO., LTD
43. SAW MIN (MR)
44. SIGMA ADVERTISING FIRM
45. SUN GRAPHIC ENGINEERING
46. SUNRIDER ADVERTISING CO., LTD
47. THEIK DI SHIN
48. THEIN ZAN TINT (ART)
49. THE NEW VISION
50. TODAY ADVERTISING LTD.
51. TRIDENT MEDIA CO., LTD
52. WHIZ KIDS

Findings from Focus Group Discussion

Table 5.1 Media Preference of Participants in Six Focus-Groups

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		No	%	No	%	No	%	No	%	No	%	No	%	
Low	Male	7	87.50									1	12.50	8
	Female	8	100.00											8
Middle	Male			7	77.78	1	11.11	1	11.11					9
	Female			1	12.50			7	87.50					8
High	Male			2	25.00			5	62.50			1	12.50	8
	Female			6	75.00			2	25.00					8

Table 5.2 Channel Preference of Participants in Six Focus-Groups

Social Class	Gender	MRTV		MWD		Total
		No.	%	No.	%	
Low	Male			8	100.00	8
	Female			8	100.00	8
Middle	Male	2	22.22	7	77.78	9
	Female	1	12.50	7	87.50	8
High	Male	4	50.00	4	50.00	8
	Female			8	100.00	8

Table 5.3 Programme Preference of Participants in Six Focus-Group

Social Class	Gender	Korean or Chinese series on MRTV (before 8:00 news)		Korean or Chinese series on MWD (before 8:00 news)		Korean or Chinese series on MRTV (After 8:00 news)		Korean or Chinese series on MWD (After 8:00 news)		Others		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
Low	Male			8	100.00							8
	Female			8	100.00							8
Middle	Male			6	66.67	2	22.20	1	11.10			9
	Female			7	87.50	1	22.50					8
High	Male			1	12.50	2	25.00			5	62.5	8
	Female			6	75.00			1	12.50	1	12.5	8

Table 5.4 Average Daily TV Viewing Hours of Participants in Six Focus-Group

Social Class	Gender	<1		1-2		2-3		3-4		4-5		5+		Total
		No	%	No	%	No	%	No	%	No	%	No	%	
Low	Male					7	87.50	1	12.50					8
	Female							7	87.50	1	12.50			8
Middle	Male	2	22.22	7	77.78									9
	Female	1	12.50	7	87.50									8
High	Male	2	25.00	6	75.00									8
	Female	2	25.00	6	75.00									8

Table 5.5 Perception on the Products Advertised on TV

Social Class	Gender	Low-involvement		High-involvement		Total
		No.	%	No.	%	
Low	Male	6	75.00	2	25.00	8
	Female	8	100.00			8
Middle	Male	9	100.00			9
	Female	8	100.00			8
High	Male	8	100.00			8
	Female	8	100.00			8

Table 5.6 The Most likeable types of TV Ads

Social Class	Gender	1		2		3		4		5		6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male									8	100.00			8
	Female									8	100.00			8
Middle	Male	2	22.22					1	11.11	6	66.67			9
	Female	4	50.00					1	12.50	3	37.50			8
High	Male	1	12.50	1	12.50					5	62.50	1	12.50	8
	Female	3	37.50			4	50.00			1	12.50			8

Table 5.7 Types of TV Ads Most Easy to Comprehend

Social Class	Gender	1		2		3		4		5		6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male	1	12.50							6	75.00	1	12.50	8
	Female							1	12.5	7	87.50			8
Middle	Male	2	22.22					1	11.1	6	66.67			9
	Female	5	62.50							3	37.50			8
High	Male									8	100.00			8
	Female					7	87.5			1	12.50			8

Table 5.8 Consumer's Acceptance Level of TV Commercial

Social Class	Gender	Highly Appreciate		Appreciate		Neutral		Dislike		Highly Dislike		Total
		No	%	No	%	No	%	No	%	No	%	
Low	Male	6	75.00	2	25.00							8
	Female	8	100.0									8
Middle	Male	1	11.11	4	44.44	4	44.44					9
	Female			2	25.00	6	75.00					8
High	Male			2	25.00	6	75.00					8
	Female			1	12.50	7	87.50					8

Table 5.9 Trial Purchase Behavior for Foodstuff Items

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male	4	50.00	2	25.00	2	25.00			8
	Female	6	75.00	2	25.00					8
Middle	Male	1	11.00	6	66.67	2	22.22			9
	Female	4	50.00	2	25.00	2	25.00			8
High	Male			7	87.50	1	12.50			8
	Female	2	25.00	6	75.00					8

Table 5.10 Trial purchase Behavior for Consumer Accessories

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male	3	37.50	3	37.50	2	25.00			8
	Female	4	50.00	3	37.50	1	12.50			8
Middle	Male			1	11.11	7	77.78	1	11.11	9
	Female	5	72.50	2	25.00	1	12.50			8
High	Male			4	50.00	2	25.00	2	25	8
	Female					6	75.00	2	25	8

Table 5.11 Trial Purchase Behavior for Fabrics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male			2	25.00	6	75.00			8
	Female			1	22.50	7	87.50			8
Middle	Male	1	11.11	2	22.22	6	66.67			9
	Female			1	12.50	2	25.00	5	62.5	8
High	Male					6	75.00	2	25	8
	Female					6	75.00	2	25	8

Table 5.12 Trial purchase Behavior for Traditional Medicines

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male	3	37.50	4	50.00	1	12.50			8
	Female	5	62.50	3	37.50					8
Middle	Male					2	100.00			2
	Female	2	25.50	3	37.50	3	37.50			8
High	Male	3	37.50	2	25.00	3	37.50			8
	Female	5	62.50	2	25.00	1	12.50			8

Table 5.13 Trial Purchase Behavior for Western Medicines

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male			4	50.00	4	50.00			8
	Female			4	50.00	4	50.00			8
Middle	Male	5	55.55	2	22.22	1	11.11	1	11.11	9
	Female					5	62.50	3	37.5	8
High	Male	4	50.00	3	37.50	1	12.50			8
	Female	7	87.50	1	12.50					8

Table 5.14 Trial Purchase Behavior for Entertainment Items

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male									0
	Female									0
Middle	Male					3	100.00			3
	Female							2	100	2
High	Male	8	100.00							8
	Female	2	100.00							2

Table 5.15 Trial Purchase Behavior for Foreign Brand Cosmetics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male									0
	Female			1	17.00	3	50.00	2	33	6
Middle	Male									0
	Female			6	75.00	1	12.50	1	12.5	8
High	Male					3	75.00	1	25	4
	Female	1	20.00	4	80.00					5

Table 5.16 Trial Purchase Behavior for Local Brand Cosmetics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male									0
	Female	6	75.00	2	25.00					8
Middle	Male									0
	Female			5	100.00					5
High	Male									0
	Female					5	100.00			5

Table 5.17 Outlet Preference for Foodstuff Items

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male	6	75.00	2	25.00					8
	Female	7	87.50	1	12.50					8
Middle	Male	2	22.22	5	55.56			2	22.22	9
	Female			8	100.00					8
High	Male			4	50.00			4	50.00	8
	Female			2	25.00	2	25.00	4	50.00	8

Table 5.18 Outlet Preference for Consumer Accessories

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Total
		N	%	N	%	N	%	N	%	
Low	Male	6	75.00	2	25.00					
	Female	7	87.50	1	12.50					
Middle	Male			5	55.56			4	44.44	
	Female			8	100.00					
High	Male							8	100.00	
	Female			2	25.00			6	75.00	

Table 5.19 Outlet Preference for Fabrics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Total
		N	%	N	%	N	%	N	%	N	%	
Low	Male	2	25.00	6	75.00							8
	Female	8	100.00									8
Middle	Male			6	66.66			3	33.33			9
	Female			8	100.00							8
High	Male			8	100.00							8
	Female			8	100.00							8

Table 5.20 Outlet Preference for Traditional Medicine

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Total
		N	%	N	%	N	%	N	%	N	%	
Low	Male	8	100.00									8
	Female	8	100.00									8
Middle	Male	2	100.00									2
	Female	4	50.00	4	50.00							8
High	Male			8	100.00							8
	Female			8	100.00							8

Table 5.21 Outlet Preference for Western Medicine

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Total
		N	%	N	%	N	%	N	%	N	%	
Low	Male	6	75.00	2	25.00							8
	Female	8	100.00									8
Middle	Male	5	55.56	4	44.44							9
	Female	4	50.00	4	50.00							8
High	Male			8	100.00							8
	Female			8	100.00							8

Table 5.22 Outlet Preference for Entertainment Items

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Total
		N	%	N	%	N	%	N	%	N	%	
Low	Male											0
	Female											0
Middle	Male			3	100.00							3
	Female							2	100.00			2
High	Male			6	75.00			2	25.00			8
	Female							2	100.00			2

Table 5.23 Outlet Preference for Foreign Brand Cosmetics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Total
		N	%	N	%	N	%	N	%	N	%	
Low	Male											0
	Female	3	50.00	3	50.00							6
Middle	Male											0
	Female			2	25.00			6	75.00			8
High	Male							4	100.00			4
	Female			5	100.00							5

Table 5.24 Outlet Preference for Local Brand Cosmetics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Total
		N	%	N	%	N	%	N	%	N	%	
Low	Male											0
	Female	8	100.00									8
Middle	Male											0
	Female	3	60.00	2	40.00							5
High	Male											0
	Female			5	100.00							5

Table 5.25 Credible Source for Foodstuff Items

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male							8	100.00					8
	Female							8	100.00					8
Middle	Male							9	100.00					9
	Female							8	100.00					8
High	Male							2	25.00	6	75.00			8
	Female									8	100.00			8

Table 5.26 Credible Source for Consumer Accessories

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male							8	100.00					8
	Female							8	100.00					8
Middle	Male							9	100.00					9
	Female					8	100.00							8
High	Male											8	100.00	8
	Female					2	25.00					6	75.00	8

Table 5.27 Credible Source for Fabrics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male									8	100.00			8
	Female									8	100.00			8
Middle	Male									9	100.00			9
	Female									8	100.00			8
High	Male									8	100.00			8
	Female									8	100.00			8

Table 5.28 Credible Source for Traditional Medicines

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male									8	100.00			8
	Female									8	100.00			8
Middle	Male									2	100.00			2
	Female									8	100.00			8
High	Male									8	100.00			8
	Female									8	100.00			8

Table 5.29 Credible Source for Western Medicines

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male									8	100.00			8
	Female									8	100.00			8
Middle	Male									9	100.00			9
	Female									8	100.00			8
High	Male									8	100.00			8
	Female									8	100.00			8

Table 5.30 Credible Source for Entertainment Items

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male													0
	Female													0
Middle	Male							3	100.00					3
	Female			1	50.00					1	50.00			2
High	Male									8	100.00			8
	Female							2	100.00					2

Table 5.31 Credible Source for Foreign Brand Cosmetics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male													0
	Female							1	20.00	5	80.00			6
Middle	Male													0
	Female							4	50.00	4	50.00			8
High	Male					1	25.00			3	75.00			4
	Female					5	100.00							5

Table 5.32 Credible Source for Local Brand Cosmetics

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male													0
	Female	8	100.00											8
Middle	Male													0
	Female							5	100.00					5
High	Male													0
	Female									5	100.00			5

Table 6-1 Media Preference of respondents

Social Class	Gender	Category 1		Category 2		Category 3		Category 4		Category 5		Category 6		Total
		N	%	N	%	N	%	N	%	N	%	N	%	
Low	Male	39	100.00	2	3.00	14	22.00	6	9.00			4	6.00	65
	Female	57	77.00			7	9.00	8	11.00			2	3.00	74
Middle	Male	9	9.00	35	36.00	16	17.00	33	34.00	3	3.00			96
	Female	25	25.00	37	37.00	8		18	18.00	8	8.00	4	4.00	100
High	Male			12	34.00			16	46.00	2	6.00	5	14.00	35
	Female	2	7.00	18	60.00	2		4	14.00	3	10.00	1	3.00	30

Table 6-2 Channel Preference of respondents

Social Class	Gender	MRTV		MWD		Total
		No.	%	No.	%	
Low	Male	6	9	59	91	65
	Female	2	3	72	97	74
Middle	Male	29	30	67	70	96
	Female	13	13	87	87	100
High	Male	7	20	28	80	35
	Female	3	10	27	90	30

Table 6-3 Programme Preference of Respondents

Social Class	Gender											Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
Low	Male	2	3	54	83	1	2	5	8	3	4	65
	Female	4	5	62	83	4	6	4	6			74
Middle	Male			54	67	27	28	11	11	4	4	96
	Female	1	1	54	54	34	34	5	5	6	6	100
High	Male			8	23	12	34	4	11	11	32	35
	Female			28	93	2	7					30

Table 6-4 Average Daily TV Viewing Hours of Respondents

Social Class	Gender	<1		1-2		2-3		3-4		4-5		5+		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low	Male			5	8	37	57	21	32	1	2	1	2	65
	Female			2	3	14	19	53	72	4	5	1	1	74
Middle	Male	5	5	71	74	18	19	2	2					96
	Female	32	32	58	58	6	6	4	4					100
High	Male	13	37	14	40	6	17	2	6					35
	Female	21	70	8	27					1	3			30

Table 6-5 Perceptions on the Products TV

Social Class	Gender	Low-involvement		High-involvement		Total
Low	Male	38		27		65
	Female	43		31		74
Middle	Male	77		19		96
	Female	82		18		100
High	Male	30		5		35
	Female	22		8		30

Table 6-6 The Most likeable types of TV Ads

Social Class & Gender	1		2		3		4		5		6		Total
	No	%	No	%	No	%	No	%	No	%	No	%	
Low Male			3	5	3	5	6	9	53				65
Low Female			5	7	2	3	2	3	65				74
Middle Male	19		1	1	4	4	3	3	69				96
Middle Female	56		1	1					42		1	1	100
High Male	3				4	11			24		4	11	35
High Female	9								18		3	10	30

Table 6-7 Types of TV Ads Most Easy to Comprehend

Social Class	Gender	1		2		3		4		5		6		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low	Male	7	10	2	3	1	2	14	22	34	52	7	10	
	Female	4	5			2	3	12	16	55	74	1	2	
Middle	Male	10	10			3	3	29	30	45	47	9	9	
	Female	13	13	2	2	5	5	37	37	38	28	15	15	
High	Male	10	29					6	17	19	54			
	Female	18	53			1	3	8	27	5	17			

Table 6-8 Acceptance level towards TV Commercials

Social Classes	Gender	Highly Appreciated		Appreciated		Neutral		Dislike		Highly Dislike		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
Low	Male	24	37	41	63							65
	Female	53	71	19	26	2	3					74
Middle	Male	9	9	34	35	48	50	5	6			96
	Female	13	13	21	21	36	36	28	28	2	2	100
High	Male	3	9	19	54	13	37					35
	Female	-	-	18	60	12	40					30

Table 6-9 Trial Purchase for Foodstuff Items

Social Class & Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male	46	71	16	25	2	3	1	1	65
Low Female	55	74	19	26					74
Middle Male	18	19	57	59	19	20	2	2	96
Middle Female	31	31	46	46	29	29	4	4	100
High Male	16	46	11	31	6	17	2	6	35
High Female	19	63	10	33	1	3			30

Table 6.10 Trial Purchase for Consumer Accessories

Social Class and Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male			24	37	30	46	11	17	65
Low Female			26	35	42	56	6	8	74
Middle Male	14	15	44	46	18	19	20	20	96
Middle Female	11	11	49	49	18	18	22	22	100
High Male	4	11	3	9	16	46	12	34	35
High female	4	13	8	27	16	53	2	7	30

Table 6.11 Trial Purchase for Fabrics

Social Class and Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male			18	28	16	25	31	47	65
Low Female			21	28	35	47	18	24	74
Middle Male	29	30	43	45	20	20	4	5	96
Middle Female	29	29	55	55	13	3	3	3	100
High Male	1	3	8	23	19	54	7	20	35
High female					27	90	3	10	30

Table 6.12 Trial Purchase for Traditional Medicine

Social Class and Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male	37	57	21	32	2	3	5	8	65
Low Female	48	65	23	31	1	1	2	3	74
Middle Male	21	22	38	40	36	37	1	1	96
Middle Female	24	24	37	37	31	21	8	8	100
High Male	4	11	7	20	1	3	23	66	35
High female	2	7	6	20	19	63	3	10	30

Table 6.13 Trial Purchase for Western Medicine

Social Class and Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male	19	29	19		16	25	11	17	65
Low Female	27	36	19	25	16	22	12	16	74
Middle Male	44	46	8	8	28	29	16	17	96
Middle Female	15	15	7	7	4	4	74	74	100
High Male	7	20	5		16		7	20	35
High female	7	23	16	53	5	17	2	7	30

Table 6.14 Trial Purchase for Entertainment Items

Social Class and Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male	4	6	18	28	9	14	34	52	65
Low Female	3	4	16	22	10	13	45	61	74
Middle Male			11	11			85	89	96
Middle Female	23	23	7	7			93	93	100
High Male	24	68	8	23	3	9			35
High female	14	47	8	27	4	13	4	13	30

Table 6.15 Trial Purchase for Foreign Brand Cosmetics

Social Class and Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male					9	14	56	86	65
Low Female	18	24	31	42	3	4	22	30	74
Middle Male			14	14	39	41	43	43	96
Middle Female	48	48	31	31	14	14	7	7	100
High Male			7	20	19	54	9	26	35
High female	5	16	10	33	1	3	14	47	30
			7	23	17	57	6	20	30

Table 6.16 Trial Purchase for Local Brand Cosmetics

Social Class and Gender	1		2		3		4		Total
	No.	%	No.	%	No.	%	No.	%	
Low Male					1	1	64	98	65
Low Female	51	69	7	9	4	5	12	16	74
Middle Male			3	3	31	32	62	64	96
Middle Female	3	1	32	32	31	31	34	34	100
High Male			2	6	4	11	29	83	35
High female			7	23	17	57	6	20	30

Table 6-17 Outlet Preference of Foodstuff Items

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male	41	63	16	25					8	12	65
Low Female	53	72	20	27					1	1	74
Middle Male	16	17	68	71	12	12					96
Middle Female			92	92	8	8					100
High Male			4	11	31	89					35
High Female			2	7	28	63					30

Table 6-18 Outlet Preference of Consumer Accessories

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male	38	58	27	42							65
Low Female	50	68	24	32							74
Middle Male	19	20	73	76	4	4					96
Middle Female			95	95	5	5					100
High Male			18	51	17	49					35
High Female			12	40	2	7	16	53			30

Table 6-19 Outlet Preference of Fabrics

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low-Male	45	69	8	12	12	19					65
Low-Female	48	65	23	31	3	4					74
Middle-Male			64	67	25	26			7	7	96
Middle-Female			84	84	16	16					100
High-Male			29	83	6	17					35
High-Female			16	53	14	47					30

Table 6-20 Outlet Preference of Traditional Medicine

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low-Male	49	75	16	5							65
Low-Female	69	93	5	7							74
Middle-Male	24	25	61	64	2	2			9	9	96
Middle-Female			89	98	2	2					91
High-Male			9	100							9
High-Female	8	27	21	70					1	3	30

Table 6-21 Outlet Preference of Western Medicine

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low-Male	41	63	19	29					5	8	65
Low-Female	47	92	4	8							51
Middle-Male			6	100							6
Middle-Female	41	41	49	49	8	8			2	2	100
High-Male	8	31	18	69							26
High-Female			21	70			9	30			30

Table 6-22 Outlet Preference of Entertainment Items

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low-Male	16	25	11	17					32		59
Low-Female			1	100							1
Middle-Male											0
Middle-Female			16	89					2	11	18
High-Male			22	71			9	29			31
High-Female			26	87			4	13			30

Table 6-23 Outlet Preference of Foreign Brand Cosmetics

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low-Male	3	100									3
Low-Female	36	62	22	38							58
Middle-Male	20		6								26
Middle-Female	48		21						5		74
High-Male	9	75	3	25							12
High-Female			25	83			5	17			30

Table 6-24 Outlet Preference of Local Brand Cosmetics

Social Class & Gender	Neighborhood Grocers & Street vendors		Retailers		Wholesalers		Supermarket		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low-Male	3	100									3
Low-Female	54		6	8							60
Middle-Male	2		7								9
Middle-Female	80		11								91
High-Male											
High-Female	16	53	14	47							30

Table 6.25 Credible Source for Foodstuff Items

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male	28	43	2	3			19	29	16	25			65
Low Female	1	1	1	1			28	38	33	44	11	15	74
Middle Male					2	2	21	22	64	67	9	9	96
Middle Female							12	12	88	88			100
High Male									32	91	3	9	35
High Female									30	100			30

Table 6.26 Credible Source for Consumer Accessories

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male			1	2					38	58	26	40	65
Low Female	4	5							39	53	31	42	74
Middle Male	3	3			6	6			73	76	14	15	96
Middle Female							3	3	97	97			100
High Male									34	97	1	3	35
High Female									30	100			30

Table 6.27 Credible Source for Fabrics

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male									28	43	37	57	65
Low Female							2	3	64	86	8	11	74
Middle Male							29	30	66	69	1	1	96
Middle Female									100	100			100
High Male									35	100			35
High Female									30	100			30

Table 6.28 Credible Source for Traditional Medicine

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male	7	11	9	15	2	3			44	71			62
Low Female	63	85							11	15			74
Middle Male							12	14	73	84	2	2	87
Middle Female	43	43			4	4	35	35	18	18			100
High Male									9	100			9
High Female	16	53							12	40	2	7	30

Table 6.29 Credible Source for Western Medicine

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male	2	3	1	2					58	79	4	6	65
Low Female											51	100	51
Middle Male											6	100	6
Middle Female					5	5			13	13	82	82	100
High Male											26	100	26
High Female	3	10							7	23	20	67	30

Table 6.30 Credible Source for Entertainment Items

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male	8	13					4	7	45	76	2	3	59
Low Female									1	100			1
Middle Male													
Middle Female	6	33							12	67			18
High Male	24	77							7	23			31
High Female	12	40			3	10	9	30	6	20			30

Table 6.31 Credible Source for Foreign Brand Cosmetics

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male									3	100			3
Low Female	4	7							51	88	3	5	58
Middle Male													
Middle Female	2	2			44	44	2	2	52	52			100
High Male					5	42			3	25	4	33	12
High Female					18	60			11	37	1	3	30

Table 6.32 Credible Source for Local Brand Cosmetics

Social Classes and Gender	TV		Radio		Magazine		Words of Mouth & TV		Words of Mouth		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Low Male									5	100			5
Low Female							58	100					58
Middle Male													
Middle Female	14	14					19	19	67	67			100
High Male													
High Female					3	10			26	87	1	3	30

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