THE INFLUENCE OF FOREIGN MARKETING COMMUNICATIONS

ON MYANMARESE CONSUMERS BEHAVIOR.

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A Thesis Submitted in Partial Fulfillment of the Requirements

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ผลกระทบของการสื่อสารการตลาดต่างชาติต่อพฤติกรรมผู้บริโภค
และการใช้คุณค่าทางวัฒนธรรมในเมียนมาร์

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วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญานิเทศศาสตรมหาบัณฑิต
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ในปัจจุบันเทคโนโลยีในยุคโลกาภิวัตน์นั้นสามารถทำให้มนุษย์ติดต่อสื่อสารกันได้อย่าง
ไร้พรมแดน ซึ่งนั้นก็เปิดโอกาสในการขยับขยายภาคธุรกิจให้กับบริษัทข้ามชาติมากยิ่งขึ้น การใช้
ระบบในการสื่อสารที่มีมาตรฐานเดียวกันทั้งหมดอาจก่อให้เกิดผลกระทบและการเปลี่ยนแปลง
ทางวัฒนธรรมได้

ในวันที่ 8 พฤศจิกายน พุทธศักราช 2555 ประธานาธิบดี เทียน เส่ง ได้เปลี่ยนแปลง
กฎหมายเกี่ยวกับการลงทุนของชาวต่างชาติใหม่ การเปลี่ยนแปลงกฎหมายนี้ส่งผลให้ชาวต่างชาติ
สามารถเข้ามาลงทุนประเทศเมียนมาร์ได้อย่างอิสระมากยิ่งขึ้น จากสถิติแสดงให้เห็นว่าการเติบโต
ของตลาดมีปริมาณเพิ่มขึ้นมากกว่า 5 เท่าในระหว่างปี 2532 – 2556 หลังจากที่เปลี่ยนแปลง
กฎหมายดังกล่าว ผู้เขียนจึงเกิดความสนใจที่จะค้นหาสาเหตุของการเติบโตของเศรษฐกิจใน
ประเทศเมียนมาร์ ผลกระทบของการสื่อสารการตลาดต่างชาติ ต่อพฤติกรรมผู้บริโภคและการใช้
คุณค่าทางวัฒนธรรมในเมียนมาร์ จุดประสงค์ของงานวิจัยนี้คือ (1) เพื่อที่จะศึกษาสื่อที่ใช้ในการ
โฆษณามีผลต่อการรับรู้และยอดขายสินค้า (2) เพื่อศึกษาเกี่ยวกับวัฒนธรรมมีผลกระทบต่อการ
ยอมรับสินค้าต่างประเทศในประเทศเมียนมาร์ กลุ่มตัวอย่างที่ถูกเลือกในการวิจัยในครั้งนี้คือกลุ่ม
ที่เปิดรับสื่อมากที่สุด ซึ่งมีคุณสมบัติดังต่อไปนี้ ชาวเมียนมาร์ที่มีอายุระหว่าง 18-64 อาศัยอยู่ใน
เมืองย่างกุ้ง

จากผลการวิจัยเกี่ยวกับค่าใช้จ่ายในการโฆษณาของบริษัทต่างประเทศในประเทศเมียน
มาร์มีผลกับตัวแปรดังต่อไปนี้คือ (1) การรับรู้ (2) ยอดขายของสินค้า (3) ความชื่นชอบในตัวสินค้า
ในยี่ห้อของต่างประเทศ และ วัฒนธรรมประจำชาติของประเทศเมียนมาร์มีผลในด้านบวกต่อการ
ยอมรับของสินค้าต่างประเทศ

PAMELA MULHERN: THE INFLUENCE OF FOREIGN MARKETING COMMUNICATIONS ON MYANMARESE CONSUMERS BEHAVIOR.. ADVISOR: ASSOC. PROF. WORAWAN ONGKRUTRAKSA, Ph.D., 122 pp.

In the era of globalization whereby the barriers of time and distance have been lifted through technological advancements, businesses have now the opportunity to expand effortlessly, rapidly and efficiently across borders, hence, the birth of numerous multi-national corporations across the globe. Utilizing standardization as a key means to communication, local host countries to foreign brands have become increasingly vulnerable to cultural imperialism, westernization and culture deterioration.

As of November 8th 2012, Myanmar's president Thein sein has established new foreign investment laws which formally announced Myanmar as a country freely open for trade. With astounding statistics that demonstrate how the Burmese market have flourished in foreign direct investments, an average growth by 542 percent per year between 1989 and 2012, the author took interest in exploring the explanation behind the successes in communicational tactics of these foreign brands in Myanmar. The sample group explored was male and female ages between 18-64 living in Yangon.

Findings to reveal how high advertising expenditures made by foreign brands have viciously bombarded Burmese populates with standardized brand messages and have resulted in (1) Higher awareness, recognition and recall of multi-national brands over local brands (2) Higher product usage of foreign brands over local brands and finally (3) Higher product preference of foreign brand over local brands.

Field of Study:	Strategic Communication Management	Student's Signature ....
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CHAPTER I

INTRODUCTION

1. Background

In the era of globalization where the barriers of time and distance are eliminated through technological developments, businesses can now expand effortlessly, rapidly, and efficiently across borders. New technologies has moved the world towards grasping the concept of a global city or village in which we, in theory, can see, hear and acknowledge everything at any given time and place (Bullmore, 2000). Local corporations are building themselves into multi-national corporations whereby the company's success not solely falls back upon company profits and revenue but marketing communications aids in building brand equity and establishing the company brand name as valued asset. Brand equity is the reputation, meaning and value of a brand name or symbol which is built over time through the use of marketing communications (Levitt, 1983). With such vast developments in mobility, transportation and communication means, it has become more popular for brands to expand beyond their borders of origin into larger yet unfamiliar markets. For that reason, communicators, advertisers or even multinational corporations are increasingly becoming more aware and knowledgeable of the global market.

Anyone who wants to go global must understand the local- their own local and the locals of their consumers which they aim to target their communications towards (Mazrui, 1972). Global advertising can only be implemented in an effective and efficient manner if there are global consumers that have core universal or westernized values. However, as consumers' values and behavior vary across culture, standardized marketing communication tactics fails to be effective in all markets. (Mooij, 2002). Nevertheless, multinational corporations still opt for standardization as their main methods of global advertising. Standardization not only accomplishes in keeping a consistent brand image worldwide but it can also manage media quality along with reduce costs in media productions. With standardized brand communications being spread both locally and on an international scale, globalization, or the dissemination of brand messages projected from each multi-

national into foreign markets may have the grave impact upon consumer behavior of the host country. The gap between countries within the world is rapidly becoming less significant and the world's cultures along with the unique values shared amongst people are becoming closer in many respects that every day surroundings such as taste in music, fashion, and technologies are becoming more similar across the world (Bullmore, J. (2000)). As a result, marketing communications executed by these multi-national corporations could be a key player in deteriorating the uniqueness found within each country's culture.

Education by Gender and Age Group
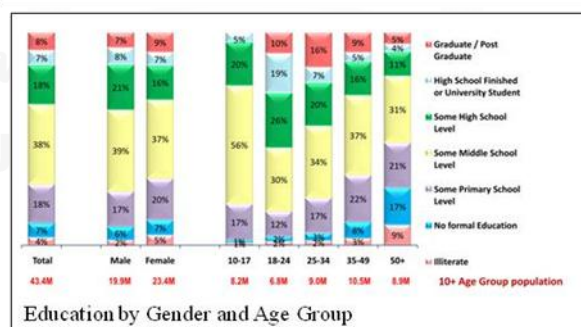
As of 8th November 2012, Myanmar's president Thein Sein established a new foreign investment Law which formally announced Myanmar as a country freely open for trade. Having established themselves as a country that welcomes foreign investors, the advertising industry in Myanmar simultaneously began to flourish. As a

result of the advertisement industry boom, Myanmar populates are now viciously being bombarded by marketing communications messages which have been implemented by foreign investors and large multi-national corporations. Consequently, consumer behaviors along with the Burmese cultural identity are at risk of westernization. With this, a clear motive is indicated as to why the author would intend to pursue research upon the influences of international marketing communications on consumer behavior and culture values of Myanmar populates.

Looking more closely at the country of study, Myanmar is ranked 27th largest populated country in the world with an estimated population of 55.64 million which can be divided into 46% male, 56% female whereby based upon 16+ population 56% married, 36% single, 7% widow and 1% divorced. The country consists of 14 states and divisions, 67% rural, 23% urban and 10% metropolitan. Looking further into Myanmar populates' demographic profile, education levels in Myanmar vary tremendously where 4% are illiterate, 7% with no formal education, 18% Primary School, 38% Middle School, 18% High School, 7% High School graduates/University Students and finally, 8% Graduates/Post Graduates. Nevertheless, the adult literacy rate is relatively high being 83.1% of the total population. Furthermore, average monthly personal income in Myanmar is relatively low at 84,000 Kyats or US$91.16.

Being that Myanmar's trade barriers have been lifted and the country is relatively rich in natural resources, has a young workforce and is close to the world's most dynamic trading economies including China and India, businessmen, entrepreneurs and multi-national corporations are drawn in to make investments. Yangon is the former capital of Myanmar whereby now has become the main commercial city with a total population of about 6 million. The predominant language or dialect spoken is Burmese and up to 89% of the total population considers Buddhism to be their main religion.

Total Advertising Expenditure (Myanmar)
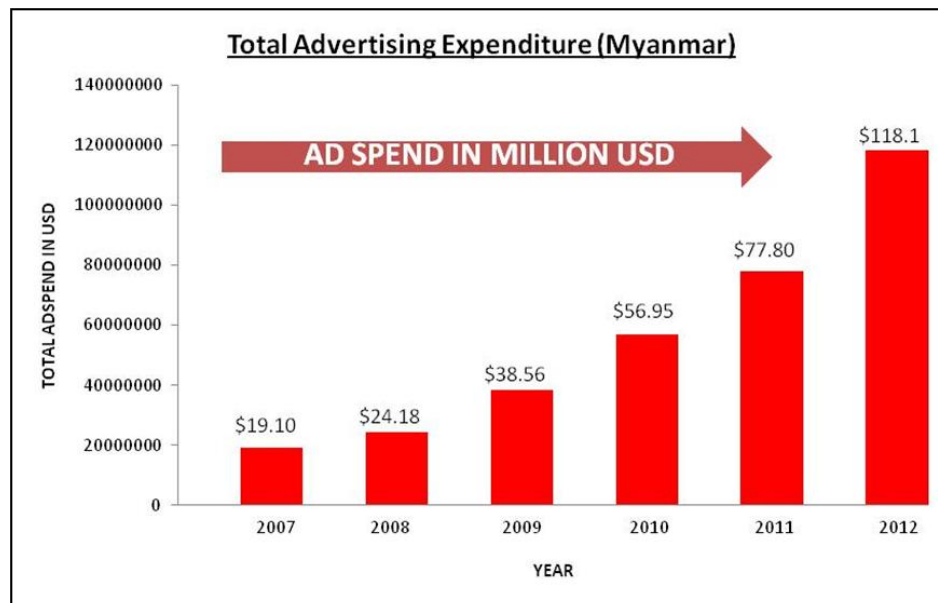
With reference to Consumex report released by MMRD, Myanmar Marketing Research Development, studies found that the total expenditure on advertising grew from US$ 19.10 million in 2007 to $118.18 million in 2012 with a significant annual growth of 36 percent whereby statistics have continued to escalate tremendously. Simultaneously, in 2010, Foreign Direct Investment or FDI in Myanmar grew by 6,000 per cent from US$330 million to $6 billion. The FDI value in Myanmar increased by an average of 542 per cent per year between 1989 and 2012. The FDI value could reach as high as $127 billion after 2015, from a current combined FDI worth $41.25 billion (Pratruangkrai, 2013). The success of foreign investments in a native country are reliant upon communications and how they establish themselves within the local market, therefore, the higher the number of foreign investments the higher need for communications which explains the figures in advertising expenditure.

With the invasion of globalization and such a signification increase in marketing communications means being exhibited by foreign investors, this research paper thus aims to determine whether if Myanmar will be falling a victim of cultural imperialism and whether if they will be facing the dangers of losing their uniqueness in cultural identity along with transformations of consumer behaviors as a result of the westernization affect to which marketing communications implemented by foreign investors bring about.

2. Problem Justification

New foreign investment laws recently established in Myanmar facilitate business transactions, hence, vastly moving the country into development. With entrepreneur's, businessman and multinational corporations heavily investing in the country, the advertising industry in Myanmar, simultaneously flourished from international corporate buying. With the invasion of foreign investments along with their high media spending, Myanmar populates are persistently being exposed and bombarded with international marketing communication messages. With this, consumer behaviors along with the Burmese cultural identity are at risk of westernization. Therefore, this research papers aims to investigate and identify the influences of international marketing communications on consumer behavior and whether if cultural values play a significant role in the acceptance or rejection or foreign brands in the Burmese market.

3. Objectives

1. To study marketing communication means of international brands and the level of media exposure foreign brands have upon Myanmar populates.

2. To study the impact of international marketing communications on consumer behavior

3. To study how cultural values play a role in the acceptance/rejection of multinational brands

4. Research Questions

1. How marketing strategies implemented by international brands play an important role in creating product awareness and therefore trigger product purchase in the Burmese market

2. Do international marketing communications have an effect on consumer behaviors and whether is cultural values impact the acceptance/rejection of multinational brands.

5. Scope of Research

The purpose of this study is to conduct both primary and secondary research in order to determine the extent of international marketing communications within the Burmese market along with investigate the degree to which media exposure plays in influencing, manipulating and possibly altering consumer behaviors in two specific areas; brand awareness or recognition and product usage.

In addition to this, the research will also aim to determine key influencers within the Myanmar market and whether if these key influencers are marketing based, product based or culturally based, hence, determining how marketing communications implemented by international investors may play an important role in the shift of Burmese culture into westernization.

CHAPTER II
LITERATURE REVIEW

Many researchers have projected how the global barriers of time and distance have fallen due to the rapid movements into development. Innovatively crafted and technologically advanced equipment has made way for communications to cross borders, where we find the spreading of people's idea's, attitudes, tastes and values. With this, the world is turning into a global village where a universal culture is bound to emerge and the unique cultures once shared amongst individual countries are gradually fading away. Many researchers have made claims about this phenomenon; hence the author uses this as a base which will provide background information and conceptual framework for the study.

"As the integration of the world economy has increased significantly in recent years as notion of the world have become increasingly economically interdependent through interaction as well as advertising and other media images and message. In an increasingly global economic environment, international trade has achieved phenomenal growth resulting in increased international mass media advertising across diverse cultures" (Douglas, 1987).

"The cultural imperialism issue has attracted a great deal of attention over the impact of Western advertising and other media products on the cultures of developing nations" (Fouts, 2000).

1. Communication Concepts

Marketing communications can be defined as "a management process through which an organization engages with its various audiences." With marketing communications firms are able to deliver messages and create common understanding between their audiences as well as stakeholders

1.1 Communication Influences

Marketing communications is about learning and acquiring knowledge about the perception of consumers which then make up a basis message which suits their interests through the product benefits offered by the organization. There is no sole

model of communication that is proficient in carrying out the entire process. However, to begin with, we consider two concepts of considerations that aid us in familiarizing ourselves with people influences on communication and media conveyance of information. (Rossiter and Bellman, 2005)

1.1.1 The Influence of media within the communication process

In the past organizations were faced with constraints of receiving responses from their target audience. However, with the advancements in technology along with the development of new communication means and mediums, today, it is possible to receive consumer feedback almost instantly. As technology continues to develop, messages in which marketers try to disseminate to consumers travel rapidly, accurately and efficiently. With the right kind of marketing communication message at the right time and with the right environment, organization "managerial performance" will likewise improve (Feick, 1996).

1.1.2 The influence of humans on communication process

Consumers, people or humans are the centre of communications; they not only are the receptor but are also the sender. There are namely three types of communication flow, each to which have it's advantages or drawbacks for marketers themselves. The three types of communication flows are; one-step model, two-step model and multi-step model.

- One-Step Model

In the one step model, messages are carefully crafted by organizations in order to deliver the most appealing dialect to their target audience. When the organization delivers this information, it releases it in a manner that it directly reaches it's target audience. Here, once the target audience receives the message, feedback or consumer response is beyond the organizations control. This form of communication is often found in traditional advertising mediums like Television, Radio or Print, where messages are delivered from the sender straight to the audience, whereby the decision making process is solely left with the receiver. One-step model of communication from (Vakratsas, 1999).

- Two-Step Model

The two-step model proposes a different angle to communications. This theory states that information from the media movies in two key stages. First the message is disseminated by the sender through a communication medium and key individuals or opinion leaders whom absorb mass communication content form their own opinions on the subject matter and thus pass their own interpretations through other mediums to reach other audiences. With reference to this theory, the term "Personal Influence" was established where it refers to the process in which there in intervene between the media's direct message and the audience's final reaction or interpretation of that message that had been sent. Opinion leaders are therefore very influential in altering people's attitudes and behaviors and develop a group of individuals whom have behaviors similar to those they influence.

Opinion leader can be defined as individuals whose ideas a behaviors serve as a model to others. Opinion leaders often communication messages to a primary group, influencing their attitudes and behavior change of their followers. With this in mind, in international marketing communications, markets often locate these opinion leaders or key influencers in order to direct their communication message which in turn will aid in speeding up the acceptance of an advertising message. Opinion leaders are sometimes more persuasive than mass media because they could exert influence directly on audiences (D.F., 1983). Moreover, opinion leaders generally have the access to knowledge, are involved with the product quality greatly, and are full of confidence as influencer but are not experts (Fill 2005, 49-50).

To be regarded as an opinion leader, one must be knowledgeable or competent in the area in which his or her leadership is sought. It is seldom that attention is paid to the opinions of people. Who lack these qualities (Sepulveda and Calado, 2012). Other attributes that are worth considering are that opinion leaders are well-liked and respected by their communities for.

1) Making wise decisions,
2) Operating with a clear understanding of local needs and conditions,
3) Proving successful in their particular occupations,

4) Willing to be of service in helping to improve conditions in their communities,

5) Having the same economic, social and cultural background as the people they lead (Crandall, 1996).

- *Multi-Step Model*

In this model both the consumers are media are actively involved in the communication process whereby they aid in disseminating messages between each other. This model stresses word-of-mouth communication whereby it proposes that opinion leaders and formers as well as the target audience all shape and influence each other opinions. The model proposes further that the success in this form of communication is based upon active interaction amongst communicators. The purchasing decision of consumers is supported by word-of-mouth recommendations (Inkeles, 1998). In this, we can see through the multi-step model that the success of a brand, hence, must not only be reliant upon the mass medium to spread their messages to key opinion leaders which will then pass these messages onto those whom are unable to receive the message directly, but, audience feedback, interaction and communication amongst themselves also plays an important role in triggering purchase decision.

2. Word-of Mouth

Word-of-mouth can be defined as interpersonal communications regarding productsor services where the receiver regards the communicator as being impartial (Meridith, 2006). Large organizations often utilize this method in differentiating their products from its competitors within the market. With word-of-mouth, consumers often are more active and willing to defend their products along with share truthful insights on product experiences or services offered. These insights not only are more credible then traditional advertising but could have a grave impact upon consumer perceptions which in turn could lead to alter in consumer behavior and purchasing habits. Word-of-mouth often projects four business outputs namely; product involvement, self-involvement, message involvement and other involvements. Opinion leaders, formers and followers are all communication volunteers that served

outside organization operations (Fill 2005,49). Hence, this is the key reason to why messages disseminated from word-of-mouth are more credible and trusted by other consumers. Word-of-mouth has the power to make or break a brand within the viciously competitive market.

3. Culture Imperialism

Cultural imperialism can be defined as the economic, technological and cultural hegemony of the industrialized nations which in turn would lead way to both economic and social progress which defines cultural values and standardizes the civilization and cultural environment throughout the world. In studying cultural deterioration, the author must also understand the concept of cultural imperialism as it is a notion that aims to claim how the whole world is becoming a culturally common market area in with the same technological product developments, same kind of knowledge, same fashion taste, same music and literature and even the same kind of urban city mass culture. It has become evident that western ideologies including western science, western laws and social institutions, western moral concepts, sexual symbols and ideals of beauty, western working methods and leisure activities, western foods, western pop idols and the western concept of human existence have become objective examples and norms across the globe (Sarmela, 1975).

Galeota (2004) reveals statistics on how the American market is spreading worldwide. According to the Guardian, American films accounted for approximately 80% of the global box office revenue (Antonides, 1998). In addition, according to Eric Schlosser's Fast Food Nation, the golden arches of the McDonald's brand have now become more widely recognized than the Christian cross. With such high American domination, it is inevitable that local markets can survive; they are unable to compete with the high economic strengths of the U.S. industry. The article further reveals how marketing is the most dominant tool in swaying public opinion or convincing the world that the American culture is superior. Whether if it's attempts to sell an item, brand or an entire culture, marketers have successfully been able to associate American products with modernity in the minds of consumers. Ironically,

although products like Nike shoes or Gap apparel clothing are manufactured outside of the United States, they too are selling the image of America.

Arowolo (2010) studied the effects of western civilization and culture on Africa. The central argument which the paper presents is how Western civilization and culture have precariously deteriorated the traditional values of Africa (Arowolo, 2010). The paper adopted numerous analytical models and uses neoliberalism, liberal democracy, colonialism and missionary concepts to prove the effects of Western civilization and culture on Africa. The paper brings out three phases as to which western civilization and culture has impacted Africa. These phases include; political effect, economic effect and social effect. In political effect the article reveals how the western civilization has submerged and dismantled native institutions and in its place foreign rules were established, hence the fading away of traditional institutions leave Africa with no base for political authorities. In addition, the typical democracy in Africa has been submerged by the introduction of the Westminster liberal democracy, hence also damaging the unique cultural system in Africa. In economic effect, westernization resulted in a major effect of the European colonialism which moved Africa into the world capitalist system. This in turn, led Africa to become the primary source of raw materials for Western industrial productions. This negatively impacted the African populates as the country was producing more of what she needs less and produce less of what they needed most. Finally, the concept which would tie in most with the author's research is the social effect. Results from research showed that western culture has lead way to the breaking down of traditional African family values. Extended families that served as security in the African community has given way to nuclear families. There is less respect for age, less respect for sacred values, even teenagers now find it difficult and embarrassing to greet their elders. In addition, Africa moved more towards a more individualistic culture, where children now have single parents and urbanization has caused rural exodus and the displacement of a large population segment. Western civilization has also promoted corruption in Africa, whereby dominant leaders in Africa now look up to Europe and America as a safe house for funds. Other results that are worth noting are as a result of westernization, the African culture

became more sexually open, children had the desire to be like westerners and there had been an increase trend in African children becoming more promiscuous. Also, as a result of western education systems that had been taught by Christians, many Africans converted, hence Christianity also challenged the traditional belief systems and replaced it with new ideas.

With reference to this case, the study did reveal how cultural imperialism does exist and how underdeveloped and developing countries like Africa have been impacted by the western influences. As Myanmar's country characteristics coincide with that of Africa, research on cultural imperialism, hence, is applicable.

Moreover, looking more closely into Myanmar, there is still limited research and literature on the Burmese market, therefore, for the purpose of this paper the author builds upon previous works on advertisement analysis on other emerging markets; including Ukraine, China and India and utilize theoretical frameworks applied in their contexts to coincide with research on Myanmar.

4. Analysis of Advertising in Emerging Markets

Sangwan (2001) explored consumer attitudes in Ukraine on advertising messages implemented by westerners (Sangwan, 1999). The research investigates the usage of western advertising concepts and their interpretations from western perspectives which in turn can lead to misunderstanding of Ukrainian's perspective towards advertising. Findings of the paper were intended to understand the theoretical explanations for advertising in emerging markets, and western firms using advertising as a marketing tool to penetrate the Ukrainian market. Results from the study indicate that local Ukrainians believed advertising to be help as it not only is informative on product attributes but it also helps in decision making in supermarkets. In addition, when asked about local advertisements, Ukrainians believed that local advertisements were a must, governments need it to promote local brands, some even expressed that local advertisements were more trustworthy and credible. However, many interviewees also expressed that local advertisements were poor, useless, bad quality and a waste of money. When referred to western advertisements, Ukrainians responded that ads appeared more professional, creative

and high quality. Moving on, the study also reveals attitudes towards brand awareness which the author investigated through unaided brand recall methods. Results revealed how the most mentioned brands were in fact global brands such as Samsung Sony, Philips, Coca Cola, Pepsi, Marlboro, Pizza Hut, Mc Donalds and Johnny Walker. Finally, the study investigates the social effects of advertising, whereby Ukrainians believed that advertisements often made false claims and were misleading, product quality often failed to meet promises made in advertisements, however when ranking trust, 50% of respondents chose local whereas up to 70% of respondents said foreign advertisements were more trustworthy.

Similarly to Ukraine, Myanmar too is an emerging market with similar market attributes, activity and behavior. As identified, western marketing communication means have a higher influencing power over Ukraine populates as opposed to local advertisements in terms of product purchase behavior and brand recall. With reference to these findings, this study will focus upon the impacts of international marketing communications upon two key elements founded from Sangwan (2001); product purchase behavior and brand recall.

Ahmed (1996) conducted a study that explored cross-cultural advertising content between the United States and India (Ahmed, 1996). The study proposed the concept of how advertising content within a highly individualistic and low-context country like the United States would completely differ once compared to advertising content in a highly collective and high-context country like India. It was said that there are significant differences in the way advertising messages were portrayed in each country and hence, advertising messages could reflect upon cultural norms and values. In addition, the study aimed to demonstrate and verify how the concept of international advertising standardization is more of an oversimplification, whereby, companies, more specifically, marketers fail to consider when going into global operations. Findings from the research are critical as it determines claims how standardized marketing communications is only effective in global advertising if the values, attitudes, desires are tastes of the local consumers are similar. Advertisements which have no appeals or adaptations to local culture will less likely to have impact upon consumer behaviors and culture.

Reflecting upon the cross-cultural advertising research and analysis between the United States and India, the concept of cultural appeal in advertisement had been indicated as being a key player in advertising impact upon consumer behavior, whereby the higher the local culture appeal, the more likely advertisements are to have impact upon the consumers within that culture. Hence, the findings of this study will also be utilized as a base to study the international marketing communications strategies, tactics and devices implemented in Myanmar.

Patai R. (1995) conducted research on the analysis of the possible dynamics of westernization in the Middle East (Wilson, 1997). The results revealed how the traditional features shared amongst the Middle-Eastern culture have been replaced in the course of the past 100-150 years by new features established by the West. The study further reveals how technological advancements from the West were the main aspect for which had diffused across borders and had been subtly adopted into the Middle-Eastern culture. With such a high degree of transmissibility, the acceptance of the products of Western technology became apparent as Middle Easterners developed a trend for the use of Western technological equipments. They engraved and developed a preference to Western technology which later was discovered how Western culture elements became inevitable, hence, more and more changes were brought about, resulting in serious disturbance in the on the traditional culture grasped within the Middle-East.

Sepulveda and Calado (2012) used research to investigate the impacts of westernization and the roles in which mass media play on Body image and eating disorders (Geleota, 2004). The study aims to illustrate the negative relationship between sociocultural globalization and body image whereby globalization is the mechanism that facilitates the dissemination of western standard or female and male beauty. With this, the author proposes how the ubiquitous messages for eating behaviors along with mass media programs exhibited from the western culture lead to the concept of image dissatisfaction amongst many teenagers. In this case, the author examines the negative influence which foreign marketing communications have towards consumer behaviors and the role to which mass media plays in the development of male and female body attitudes regarding ideal body images and

how this may in turn have impact upon the mental health of the target audience. Results demonstrated that the Western thin ideals are facilitated through cosmetic, fashion and diet industries which excessively bombard target audiences with dieting messages; hence, here this study could provide a conceptual framework as to how international marketing communications could negatively impact consumer behaviors in the areas of body image and norms.

Moreover, in order to determine whether if international marketing communication means have an impact upon local culture and consumption behaviors, the author must also consider the factors that may have an impact upon advertisement transferability, whereby the higher/ easier advertisement transfer into the local culture the more likely advertisements are to have grave impact or influence the behaviors shared amongst the local culture.

5. Analysis of Advertising Transferability

Britt (1974) acknowledged and discussed three critical factors which may have an effect upon the transferability of advertising, including; consumption patterns, psychological characteristics and cultural criteria. The study projects how pattern usage gaps have a direct impact upon advertising transfer whereby the higher the gap in purchase pattern and product usage within the target countries, the less likely it will be that advertisements would transfer or appeal in your country of study. Furthermore, Britt also puts forth the fact that psychological characteristics, namely motivation for purchase and favorable attitudes towards a particular brand name will also have the ability to push advertisement transfers to a foreign country/culture. In this, the higher the brand recognition, the higher chance of advertisements acceptance amongst locals. Finally, the author suggests that other cultural factors such as local traditions and social norms also play an important role on the way the product and its' advertising message would be perceived by the consumers within a specific culture. Advertising content that tie-in to local traditions and norms would again, be more likely to make subtle transfers.

Hite and Fraser (1988) conducted survey of U.S multinational managers and found that another important factor that affects the transferability of advertising is

the rate of economic growth whereby the higher the rate of economic growth, the easier it is for advertisement transfer (Hite and Fraser, 1983). Moreover, the study also proposed additional factors that were perceived to be important in influencing advertisement transferability, these include; brand name acceptance, education level, government control of media, nationalism and attitudes towards the United States as a country itself.

Cardiff and Hilgern (1984) conducted a similar survey that found the following factors to have influence on advertising transfer; levels of economic development, consumption pattern, cultural diversity and brand name acceptance (Kasongo, 2010). The study also stresses that all multinational marketers must analyze each market before formulating an international advertising strategy. The research further indicates that if consumers within the target countries have similar product usage habits and if the product satisfy the same needs and have similar buying motivations then the same strategies of tactics can be effectively used in all target countries.

It can be inferred from past research that the extent to which advertisements have impact upon other local markets are also dependent upon the host countries level of economic development, consumption patterns, cultural diversity and the level of brand name acceptance. Therefore, in analysis, these elements must be factored into consideration as the degree of advertisement transferability also has impact upon the acceptance and rejection of foreign brands or communication strategies.

Finally, the author reviews other literature which are relevant to the study of marketing communication impacts in order to further recognize and comprehend the communication strategies of global communications.

6. Analysis of Advertisement Standardization

The concept of standardization can be viewed in two respects, it can mean where advertisements or the same marketing strategy is implemented in all markets (Keegana, 1988), or it could mean how domestic marketing strategies have been applied to foreign markets (Murphy, 1999). When considering standardization, numerous publications reveal three dominant perspectives, namely the total

standardization perspective, the total adaptation perspective and the contingency perspective. The total standardization perspective falls back on the claim that the market and consumer buying behavior are homogenized, hence, standardizing advertisements could be implemented effectively (Andrus and Novel (1997)). In highly intense standardization cases firms can also choose to offer the same product line and use fixed product pricing through the same distribution channel on a global scale (Bishop, 1990). Whereas, the total adaptation concept stresses the importance of differences between nations and cultures, therefore, it is necessary to customize marketing strategy to fit individual markets. The contingency perspective allows for different degrees of standardization which marketing communication strategies will now be dependent upon the internal organizational characteristics such as goals, commitment, resources and international experiences and external environmental forces such as market demand and nature of the product itself and the product industry (Andruss, 1997).

Hamel and Prahalad (1985) claimed that there is an increasing trend in interdependence between countries and their markets. To compete effectively, firms must learn to overcome national fragmentation of markets and cross-subsidize their operations in different parts of the globe (Hamel and Prahalad, 1989). The major benefits that come with the standardization of marketing communications is the fact that firstly, there is a significant save in production costs, firms can project a consistent brand image amongst their consumers and finally, firms could also have greater control over marketing communications when making expansions across their local borders (Buzzel, 1968). On the other hand, despite the benefits, there are also drawbacks associated with the standardization strategy. Global marketing standardization is only applicable in certain conditions, a global market segment must exist. In addition, when opting to use standardization, firms are also demonstrating that the firm is product orientated as opposed to consumer orientated, hence firm's are at risk as they make no adjustments for their local consumers (Douglas and Wind (1987)). Finally, the most important element of standardization is that all marketers must be reminded that there are cultural differences across the globe, marketers must always remember to be aware of and

sensitive to diverse cultures in foreign countries in order to prosper in international markets (Andrus and Novel (1997)). Marketing communication standardization could be utilize as a conceptual framework for this study as it could indicate the difference and extent in influencing power among standardized in comparison to localized advertisements.

Mooij and Hofsede (2002) proposed an article which investigated the convergence and divergence in consumer behavior as an implication for international retailing. The article claims how consumer incomes are gradually converging across countries, hence a sign of value differences which could potentially become stronger (Hofstede, 1997). The article further projects how retailing strategies for one country cannot be extended to other countries without adaptation. Hofstede's model of national culture is thus applied to understand the differences in consumer behaviors across countries.

7. Hofstede's dimensions of national culture

Hofstede proposes five dimensions of national culture including; Power Distance (PDI), Individualism/Collectivisim (IDV), Masculinity/Femininity (MAS), Uncertainty Avoidance (UAI), and Long-Term versus Short-Term Orientation (LTO). Hofstede's data were originally collected from matched populations of employees from national subsidiaries of IBM. More than 116,000 questionnaires were given out in 72 countries and in 20 languages between 1967 and 1973. The results were originally validated against 40 cross-cultural studies from the disciplines proposed by Hofstede (2001).

Power Distance: Power distance is the extent to which less powerful member of a societies accept the fact that power is distributed inequality. In cultures with large power distance, everybody has his/her rightful place in society, there is respect for old age, and status is an important way to show power. In cultures with small power distance, people try to look younger than they are and powerful people try to look less powerful. Malaysia scores highest on power distance at 104, followed by Mexico with 81, the United States with 40 and Sweden with 31.

Individual/Collectivisim: In individual cultures, people look after themselves and their immediate family only. In collectivist cultures, people belong to groups that look after them in exchange for loyalty. In individualistic cultures, the identity is in the person, in collectivist cultures, identity is base in the social network to which one belongs. In individualistic cultures there is more explicit, verbal communication; in collectivist cultures communication is more implicit. The United states possesses the most individualist culture in the world scoring up to 91, whereas the lowest is Venezuela scoring at only 12.

Masculinity/Femininity: In masculine cultures the dominant values are achievement and success. The dominant values in feminine cultures are caring for others and quality of life. In masculine cultures performance and achievement are important. Status is also important to show success. Feminine cultures have a people orientation, small is beautiful, and status is not very important. In masculine cultures there is a substantial role differentiation between males and females; in feminine cultures there is less role differentiation. Japan possesses the most masculine culture scoring up to 95 whereas Sweden with the most feminine culture having a score of 5.

Uncertainty Avoidance: Uncertainty avoidance is the extent to which people feel threatened by uncertainty and ambiguity and try to avoid them. In cultures of strong uncertainty avoidance, there is a need for rules and formality to structure life, and competence is a strong value resulting in belief in experts. In weak uncertainty avoidance cultures there is a strong belief in generalists. Moreover, in weak uncertainty avoidance cultures, people tend to be more innovative and entrepreneurial. In cultures of strong uncertainty avoidance cultures, people tend to be better groomed than in cultures of weak uncertainty avoidance because it is one way to face a threatening world. High uncertainty is observed for Greece with 112 whereas the United states scores lowest with 46.

Long-term orientation/short-term orientation: Long-term orientation is the extent to which a society exhibits a pragmatic, future-oriented perspective rather than a conventional historis or short-term perspective. Long-term orientated cultures are particularly found in East Asia and value acceptance of change, perseverance,

thrift and pursuit of pursuit of peace of mind. Short-term orientation is found in the Western world. China has the highest long-term orientation score of 118 whereas the United States with the lowest with 29.

In analyzing a countries culture and habits, Hofstede's model could be used as a base for determining population characteristics. In regards to the research, the author could utilize Hofstede's dimensions of national culture to project unique characteristics of Burmese populates which could in turn aid in analyzing cultural impacts of marketing communication strategies implemented by multi-national brands.

CHAPTER III

METHODOLOGY

1. Research Methods

The preliminary purpose of this study is to investigate the impacts of foreign communications on consumer behavior of Myanmar populates. Key elements such as brand recall and recognition, brand usage behavior, media exposure along with cultural values will be factored into analyzing the degree of impact. Therefore, with this, the methodology to which will be utilized to investigate into the influence of foreign marketing communications upon cultural values and consumer behavior of Burmese populates will be discussed henceforth.

2. Population and Sample

Gender

Male 46%
Female 54%

Male : 26 Million
Female : 30 Million

Age Group

Age Group	%	Million Population
0 - 9	19%	10.1
10 - 17	15%	8.3
18 - 24	13%	7.2
25 - 34	17%	9.5
35 - 49	20%	11.1
50 - 64	12%	6.7
65+	5%	2.8
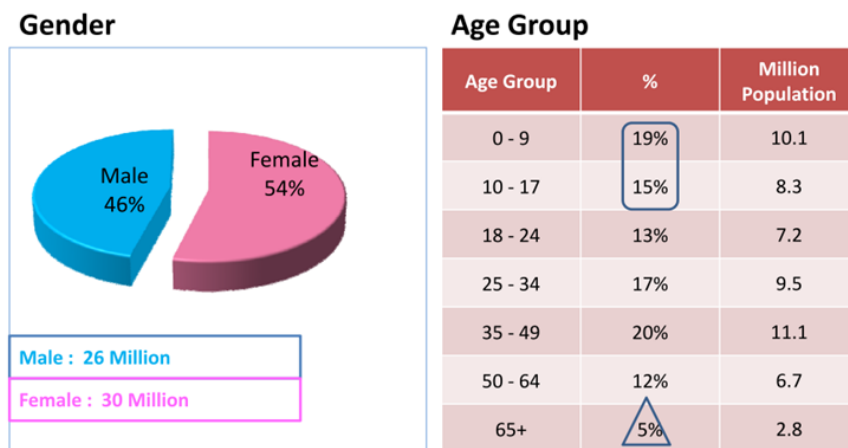
The sample that has been selected for the survey research is Burmese populates, male/female aged between 18-64 years old, born between 1968-1998 whom make up the Generation X and Generation Y of Myanmar. As illustrated by MMRD consumex report, the Burmese population is skewed towards having more female than males. The percentage of population between the age range of study lies on 62% of the population. The reason for which this age group has been chosen is for the reason that they are the population percentage that has mostly been exposed to new media implementations that have recently been pushed into the Burmese market as a result of new foreign investment laws and trade barrier hold offs in Myanmar as of November 8th 2012. In addition, as Yangon is the main

commercial city in Myanmar, we will focus on distributing questionnaires solely in this city. The total population of Yangon is, 4,709,039 people (MMRD Consumex Report 2012)

Yamane's Formula

$$n = \frac{N}{1 + (Ne^2)}$$

$n =$ Sample Size

$N =$ Population Size

$e =$ Level of Precision

Applied to the research sample

$$n = \frac{32,509,773}{1 + [32,509,773 \, (0.05)^2]}$$
$$= 399.99$$

Furthermore, with reference to the Yamane's formula (1976), having 95 percent confidence level and 0.05 level of significance, the author has chosen to utilize a sample size of 400.

3. Sampling Techniques

In regards sampling technique, the author will use non-probability sampling method. This method not only would aid in obtaining a sample that would tie-in with the characteristics of the population sample defined but will also be a sample that could possibly be a true representation of the entire Myanmar population. The first technique which will be implemented in selecting the sample for research is purposive sampling. In purposive sampling, the author will utilize Yangon's geographical studies to select locations to which questionnaires should be distributed. Looking at the map of Yangon, Myanmar, we can clearly see how the city is split up into 4 distinct districts, namely; the northern district, eastern district, southern district and western district. In each district we find that there are several

YANGON
DISTRICT BOUNDARIES
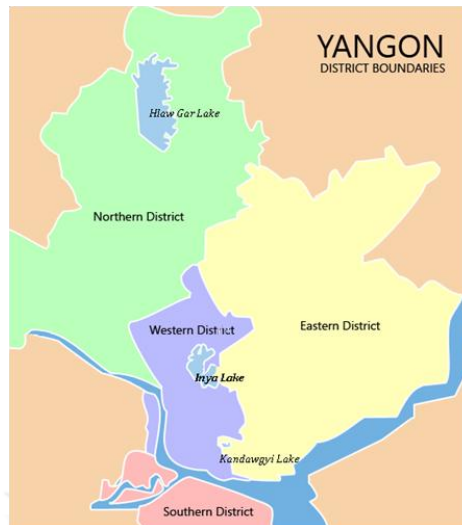
markets, hence with this, the author will select 2 markets from each district for the questionnaire distribution location, so that the sample questioned reflect opinions of the entire city as opposed to being biased towards the more centralized, urban or metropolitan populates. In addition, when selecting candidates to hand out questionnaire, the author will also utilize purposive sampling technique whereby survey candidates must only be between the ages of 18-64, this was, questionnaire responders will be within the age range to which marketing communications impact most, hence, assuring more efficient results.

4. Research Instrument

The research instrument to which the author chose to utilize for data collection is a questionnaire. By using questionnaires to obtain data for research the author not only will collect data that is most applicable and relevant to the study but results obtained from questionnaires when quantified can be used to compare and contrast which in turn could measure cause/effects, impacts or possible changes to the measurement variables.

The questionnaire will be divided into four consecutive parts;

In the *first* part of the questionnaire, the author will utilize this part to investigate demographic characteristics such as age, gender, education and income. This could be used further in the research to identify whether if personal, individual demographic characteristics have any impact on the degree on influence to which

foreign marketing communications have on consumer behavior and cultural values of Myanmar populates. Here, to speed up the questionnaire process, the author has chosen to utilize the check list technique in gathering demographic characteristics from the respondents.

In the *second* part of the questionnaire, questions will aim to investigate consumer behavior and attitudes towards foreign brands. In here we will test impact on foreign marketing communications in four consecutive areas; (1) Brand Awareness, Brand Recognition and Brand Recall will assess the extent to which they remember each foreign brand e.g. the brand logo and packaging (2) Consumption Behavior and whether if Burmese people purchase more of foreign or local products, (3) Brand preference will determine whether if Burmese populates prefer foreign brands over local brands and if so their perception on the product and why they choose it over local brands and finally (4) Media exposure to foreign/local brands which could fundamentally explore the correlation between marketing communications and brand awareness along with marketing communication impacts upon brand usage. Within this part of the questionnaire the author has chosen to use rating scale as a means to measure consumer attitude and perception. The respondents will be able to rank their attitudes in accord with a 5-point scale having been asked about each individual brand, both local and foreign.

Finally, in the *third* part, the questionnaire aims to utilize questions to test impacts of cultural values upon purchase behavior and whether if marketing communication tactics or personal cultural elements Myanmar populates factor in most when considering product purchase.This not only will indicate the key influencers in the Burmese market, but these influencers could be the key to demonstrating power shifts from local to foreign good consumption. Also, this final part of the questionnaire also gives the author an indication of whether if cultural elements such as family members, traditions or government laws play a crucial role in the acceptance or rejection of foreign brands within the Burmese market.

For survey accuracy and relevance appeals the author has tested the questionnaire for both validity and reliability. In validity, the questions have been verified by research experts and thesis advisors in order to validate content along

with language prior to data collection. In reliability of the questionnaire, local Burmese products and brand names are drawn from MMRD's consumex report which proposes Myanmar's top rated brands in accordance with their advertising expenditure. In addition, in assurance of reliability, before data collection, a pilot research will be conducted to test and identify possible errors which could occur during the actual data collection. Subsequent to conducting pilot research as a test of the questionnaire, the reliability of the questionnaire computed by the Statistical Package for the Social Sciences is 0.859.

5. Procedures for analyzing data and Data Presentation

Post data collection, results obtained will be analyzed accordingly. Statistical calculations will be used to analyze data acquired from 400 questionnaires. The program Statistical Package for the Social Sciences or SPSS will be utilized in this process. The program will be able to sort, arrange and calculate data in numerical analysis such as percentage, mean, medium, standard deviation and frequency distribution which could further be used to determine and compare consumer perception along with cultural values. Following these calculations from SPSS, the author will present the information in the form of descriptinve analysis by using graphs and charts to give explanation upon research findings.

The research on consumer behavior and cultural values on Burmese populates will use one independent variable with four dependent variables as follows:

One independent variable and four dependent variables.

Independent Variable : Consumer Behavior

Independent Variables: Brand Recall and Awareness, Product Consumption

Behavior, Brand Preference and Cultural Value

6. Evaluation

In data analysis and evaluation the author will take findings from the questionnaire whereby coding of SPSS computer program will, henceforth be used to make statistical calculations. Statistical outcome will then be employed in making assessments in the form of descriptive analysis and inferential statistics.

In terms of descriptive statistical analysis, the author will express and explain general findings from the questionnaire in the form of frequency, percentage, mean and standard deviation for each question.

Secondly, from statistical calculations the author will present results in the form of inferential statistics. In addition to this, to enhance reliability of findings from the questionnaire, the author also utilized Pearson's Product Movement Correlation Coefficient in order investigate both strong and weak correlations between variables. A 5-point Likert scale will be a means of measurement of the results:

5-Point Likert Scales		Scoring Scale with Interval for inferential	
Level of Satisfaction	**Score**	**Definition**	**Scoring Range**
Strongly Agree	5.00	Strongly Agree	5.00 – 4.21
Agree	4.00	Agree	4.20 – 3.41
Neutral	3.00	Neutral	3.40 – 2.61
Disagree	2.00	Disagree	2.60 – 1.81
Strongly Disagree	1.00	Strongly Disagree	1.80 – 1.00

Having used the SPSS computer software to calculate mean, standard deviation and other related scores, the author has chosen to 5-Point Likert scale to make further inferences on the results. Inferential statistics will be calculated using a base scale Best (1977) in order to decode data results which were revealed from the descriptive statistics.

Finally, the author will investigate relationship between variables exhibited from the questionnaire using the Pearson's Product Movement Correlation Coefficient. The score from Pearson's Product Movement Correlation Coefficient will demonstrate positive/negative relationships with scoring scale as per the table below;

Table 3.1 Pearson Measurement Scale (Batz)

Scoring Scale	Meaning
1.00 – 0.80	Very High Association
0.79 – 0.60	High Association
0.59 – 0.40	Normal Association
0.39 – 0.20	Low Association
0.19 – 0.00	Very Low Association

Finally, the author also included a supplementary question which allowed respondents to voice opinions whereby rational behind the correlations of each variable will be supported by the open-ended question as to the reason behind consumers prefer foreign or local products. In this, the author will coalesce results together in investigating, exploring and explaining the relationship between each variable studied.

7. Limitations

A key limitation for this study is that the research will only be conducted in Yangon, Myanmar, which will therefore, leading to over-generalization as Yangon populates cannot be a representation of the entire Burmese population but the majority of population sample the author has utilized to conduct survey on, this sample is solely urban populates, hence, the findings from the questionnaire could merely be a representation of urban populates as opposed to rural. In support of this matter, MMRD consumex research reveals that up to 80% of Myanmar's population is rural, therefore, with this, it clearly indicates how results could only be applicable or relevant to urban populates. Furthermore, as the Burmese culture is still relatively conservative, questions asked still must be very general and not so detailed as if questions were too complex, respondents would not be willing to answer the questions. Finally, another key limitation to this research could be the language barrier as all surveys and answers must be translated into English and Burmese, key message or information could be lost through translation which in turn could lead to inaccurate findings.

CHAPTER IV

RESEARCH FINDINGS

In the following chapter, the author will present and reveal data that has been collected from the survey by the use of questionnaires. The function of this study is to utilize survey research in order to explore, investigate and better understand the marketing communication strategies of international communicators in Myanmar along with whether if these chosen tactics have a possible impact upon brand awareness, brand recall/recognition and brand preference which make up the components of consumer behavior.

The objectives of this study along with research questions are as follows;

1. <u>Objectives</u>

    1.1 To study international marketing communication strategies, tactics and devices in Myanmar

    1.2 To study the impact of international marketing communications on consumer behavior

    1.3 To study how cultural values play a role in the acceptance/rejection of multinational brands

2. <u>Research Questions</u>

    2.1 How marketing strategies implemented by international brands play an important role in creating product awareness and therefore trigger product purchase in the Burmese market

    2.2 Do international marketing communications have an effect on consumer behaviors and whether is cultural values impact the acceptance/rejection of multinational brands

The findings of the research will be divided into three consecutive parts;

Part 1 Respondent Demographics and General Information

Part 2 Brand Awareness and Recognition

Part 3 Media Influences on Consumer Behavior

Part 4 The Influence of Culture on Product Acceptance

Part 1 Respondent Demographics and General Information

Within this section, the author will present demographic data such as; gender, age, income, occupation and product preference on the sample group which had been surveyed. This data will be a base to which will set a framework for the type of individual, male/female, young/old, employed of unemployed, and how these elements could possibly have impact upon brand awareness, recognition/recall, brand usage behavior and media exposure.

Table 4.1   The percentage of group sample by gender

GENDER	FREQUENCY	PERCENTAGE
Male	170	42.5
Female	230	57.5
Total	400	100

In reference to table 4.1, data obtained demonstrates that there are a total of 400 participants in the research, 170 of which are male (42.5%) and 230 of which are female (57.50%).
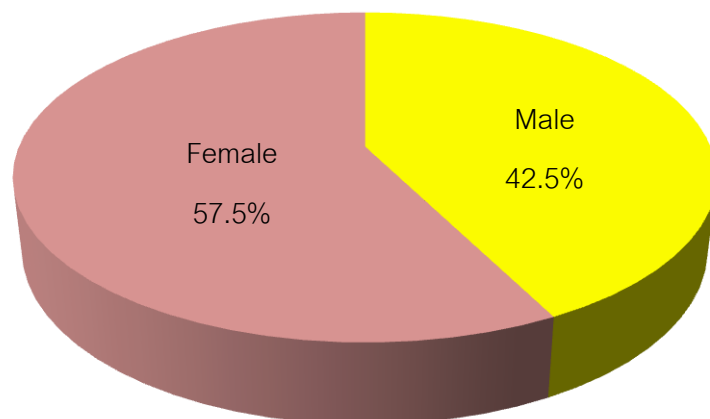
Figure 4.1 The percentage of Group Sample by Gender

Table 4.2 The percentage of group sample by age

AGE	FREQUENCY	PERCENTAGE
18-24	112	28.0
25-34	129	32.3
35-49	135	33.8
50-64	23	5.8
65+	1	0.3
Total	400	100

In reference to table 4.2, research participants are categorized into 5 groups by age. With highest sample we find respondents aged between 335-49 years old, having 135 people (33.8%), followed by 25-34 age group with 129 people (32.3%), 18-24 with 112 people (28.0%), 50-64 with 23 people (5.8%) and finally the 65+ age group with 1 person (0.3%).
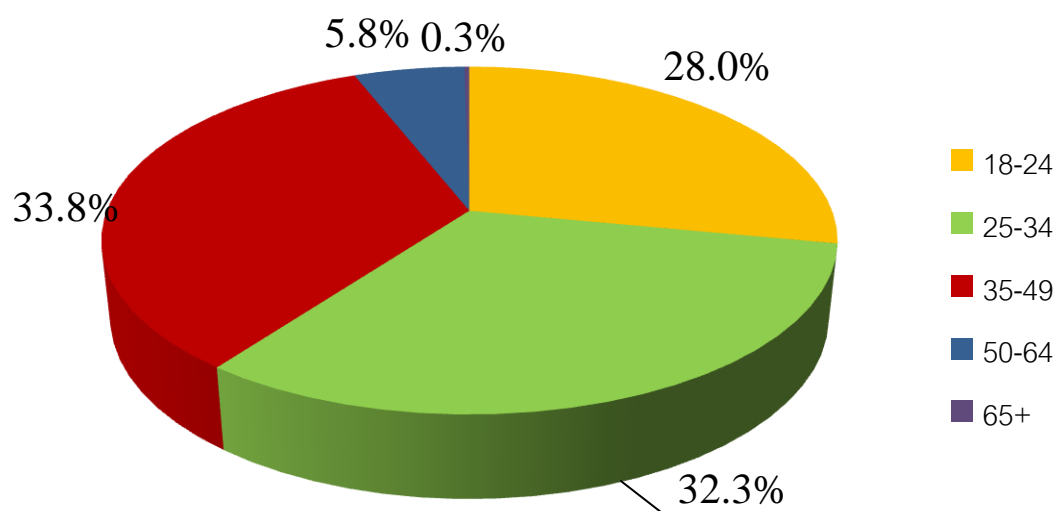
Figure 4.2 The percentage of Group Sample by Age

Table 4.3 The percentage of group sample by Occupation

OCCUPATION	FREQUENCY	PARCENTAGE
Government Officer	46	11.50
Company Employee	170	42.50
Daily Labor	35	8.80
Unemployed	33	8.30
Others	116	29.00
Total	400	100

In reference to table 4.3, data obtained shows group sample percentage categorized according to occupation. The majority of respondents whom took part in the survey are company employees, 170 people (42%), followed by government officers with 46 people (11.50%), Daily Laborer's with 35 people (8.80%) and finally 33 people (8.3%) whom are unemployed. Furthermore, data also demonstrates 116 people (29.0) under the others category, this can be broken down further into housewives, mechanics, market vendor and bus/taxi driver.
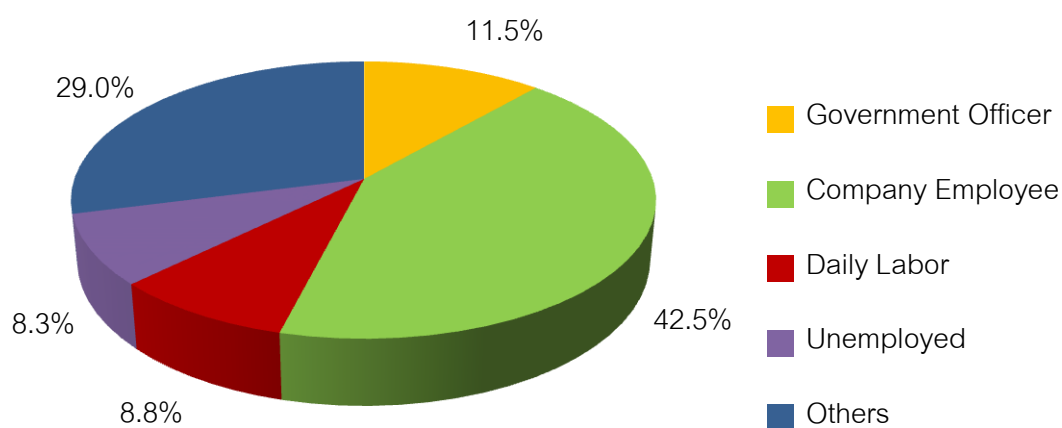
Figure 4.3 The percentage of Group Sample by Occupation

Table 4.4 The percentage of group sample by Income

INCOME (KYATS)	FREQUENCE	PERCENTAGE
Up to 10,000	21	5.30
10,001-20,000	18	4.50
20,001-30,000	28	7.00
30,001-40,000	31	7.80
40,001-50,000	38	9.50
50,001-60,000	79	19.80
60,001-70,000	160	40.00
Above 70,000	25	6.30
Total	400	100

In reference to table 4.4, respondent's monthly level of income in KYATS is demonstrated. The majority of respondents interviewed have income between 60,001-70,000 KYATS/month with 160 people or 40.0%, followed by 50,001-60,000 KYATS/month with 79 people or 19.8%, 40,001-50,000 KYATS/month with 38 people (9.5%), 30,001-40.000 with 31 people (7.8%), 20,001-30,000 KYATS/month with 28 people (7.0%), above 70,000 KYATS/month with 25 people (6.3%), up to 10,000 KYATS/month with 21 people (5.3%) and finally 10,001-20,000 KYATS/month with 18 people (4.5%).
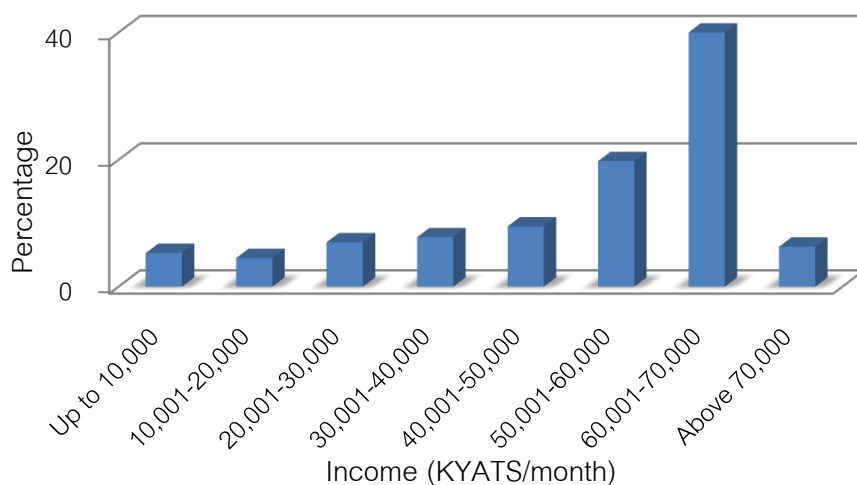
Figure 4.4

The percentage of group sample by Income

Part 2 Brand Awareness and Recognition

Table 4.5 The percentage of group sample by preference of product origin

PRODUCT ORIGIN	FREQUENCY	PERCENTAGE
Local	91	22.8
Foreign	309	77.2
Total	400	100

In reference to table 4.5, respondents were classified in accordance with preference of product origin. Data reveals that 77.3% or 309 people prefer foreign products whilst 22.8% or 91 people prefer local products.
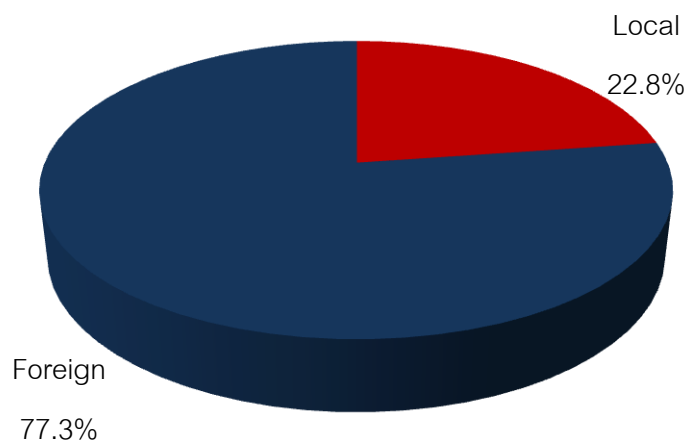
Figure 4.5 The percentage of group sample by preference to product origin

Table 4.6 The percentage of group sample whom ilke/dislike foreign goods

	FREQUENCY	PERCENTAGE
Like	373	93.3
Dislike	27	6.7
Total	400	100

Table 4.7 Category for which consumers choose to buy foreign goods

PRODUCT CATEGORY	FREQUENCY	PERCENTAGE
Technology	118	29.5
Food/Beverage	42	10.5
Personal Care	198	49.5
Pharmaceutical Products	42	10.5
Total	400	100%

In reference to table 4.7, data obtained illustrates sample in terms of product preference in foreign goods by category. The most common product preference of foreign goods is within the personal care category with up to 49.5% or 198 responses, followed by technology with 29.5%, 118 responses, food and beverage category with 10.5%, 42 people and finally, technology with 10.5%, 42 people.
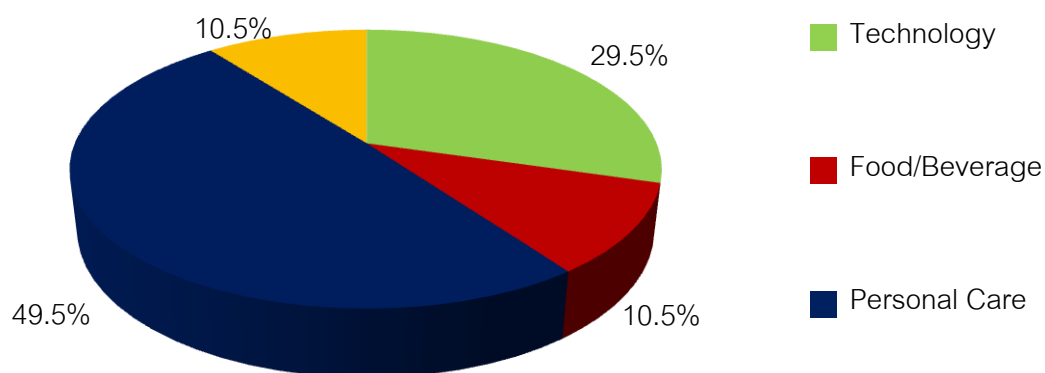
Figure 4.6 Product preference of Foreign goods by Category

Table 4.9 The results of brand usage between local and foreign brands

| No. | Brand name and Product Category | Brand Usage Level* Likert Scale | | | | | Total | Mean | Standard Deviation (S.D) | Meaning |
		Never 1	2	3	4	All the Time 5				
	TECHNOLOGY									
1	Samsung	208	27	31	19	115	400	2.515	1.767	Disagree
		52.0	6.8	7.8	4.8	28.7	100%			
2	HTC	267	51	28	3	51	400	1.800	1.371	Strong Disagree
		66.8	12.8	7.0	0.8	12.8	100%			
3	Nokia	251	38	51	10	50	400	1.925	1.407	Disagree
		62.7	9.5	12.8	2.5	12.5	100%			
4	Huawei	180	22	34	29	135	400	2.793	1.801	Neutral
		45.0	5.5	8.5	7.2	33.8	100%			
	FOOD & BEVERAGES									
5	Ovaltine	88	55	95	40	122	400	3.133	1.462	Neutral
		22.0	13.8	26.0	13.8	24.5	100%			

Table 4.9 The results of brand usage between local and foreign brands (Cont.)

No.	Brand name and Product Category	Brand Usage Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never 1	2	3	4	All the Time 5				
6	Knor/Rostip	137	57	66	69	71	400	2.700	1.520	Neutral
		34.3	14.2	16.5	17.3	17.8	100%			
7	Coke	95	45	106	88	66	400	2.963	1.395	Neutral
		23.8	11.3	26.5	22	16.5	100%			
8	Max+	91	34	101	107	67	400	3.063	1.390	Neutral
		22.8	8.5	25.3	26.8	16.8	100%			
9	Premier	41	10	48	119	102	400	2.970	1.265	Neutral
		10.3	2.5	12.0	29.8	45.5	100%			
10	Oishi	165	89	56	36	54	400	2.313	1.265	Disagree
		41.3	22.3	14.0	9.0	13.5	100%			
	PERSONAL CARE									
11	Sunsilk Shampoo	76	67	95	40	122	400	3.163	1.427	Neutral
		19.0	16.8	23.8	10	30.5	100%			

Table 4.9   The results of brand usage between local and foreign brands (Cont.)

No.	Brand name and Product Category	Brand Usage Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never 1	2	3	4	All the Time 5				
12	Ponds white facial foam	102	34	57	59	148	400	3.293	1.492	Neutral
		25.5	8.5	14.2	14.8	37.0	100%			
13	Colgate Toothpaste	44	35	54	101	166	400	3.775	1.358	Agree
		11.0	8.8	13.5	25.3	48.0	100%			
14	Laser	141	78	61	51	69	400	2.573	1.498	Disagree
		35.3	19.5	15.3	12.8	17.3	100%			
15	Misss	230	69	56	15	30	400	1.865	1.235	Disagree
		57.5	17.3	14.0	3.8	7.5	100%			
16	Sandar Pearl	305	23	35	14	23	400	1.568	1.151	Strongly Disagree
		76.3	5.8	8.8	3.5	5.8	100%			

Table 4.9 The results of brand usage between local and foreign brands (Cont.)

No.	Brand name and Product Category	Brand Usage Level* Likert Scale						Total	Mean	Standard Deviation (S.D)	Meaning
		Never 1	2	3	4	All the Time 5					
17	Fluza Cold Tab	77	45	49	88	141		400	3.428	1.528	Agree
		19.3	11.3	12.3	22	35.3		100%			
18	Decolgen Forte Analgesic Tablet	24	25	58	101	192		400	4.030	1.191	Agree
		6.0	6.3	14.5	25.3	48.0		100%			
19	Solmux Cough Medicine	73	66	80	71	109		400	3.185	1.460	Neutral
		18.3	16.5	20.3	17.8	27.3		100%			
20	Tun Shwe Wah	91	69	50	85	105		400	3.111	1.529	Neutral
		22.8	14.2	8.8	4.5	9.3		100%			
21	Kay Thi Pan	253	57	35	18	37		400	1.823	1.306	Disagree
		63.2	14.2	8.8	4.5	9.3		100%			
22	Lu Pyan Taw	259	34	32	18	57		400	1.950	1.481	Disagree
		64.8	8.5	8.0	4.5	14.2		100%			

5-Point Likert Scales

Level of Satisfaction	Score
Strongly Agree	5.00
Agree	4.00
Neutral	3.00
Disagree	2.00
Strongly Disagree	1.00

Scoring Scale with Interval for inferential

Definition	Scoring Range
Strongly Agree	5.00 – 4.21
Agree	4.20 – 3.41
Neutral	3.40 – 2.61
Disagree	2.60 – 1.81
Strongly Disagree	1.80 – 1.00

In reference to table 4.9, the data collected for products under the technology category demonstrate how technology usage in Myanmar is relatively low. The brand name with the highest rank for usage is Huawei, having a mean of 2.793, followed by Samsung with 2.515, Nokia with 1.925 and HTC with 1.800 respectively. However, with reference to Likert's 5 point scale, a ranking below 2.60 indicates how respondents disagree or strong disagree, this, hence, indicates how product usage within the technology category is very low in Myanmar.

Moreover, looking into data obtained within the food and beverage category, results demonstrate how there is a mix between usage of foreign and local products under this category. With highest ranking in usage in accordance with the mean value we find foreign brand Ovaltine with a 3.133 mean. Following is local carbonated drink Max+ with a mean of 3.063, local tea brand Premier with a 2.970 mean, Coke with 2.963, Knor Rostip with 2.700 and finally, Oishi with a mean value of 2.963. When making comparison between overall usages in foreign and local brand products, we find that foreign goods within the food and beverage industry are ranked relatively higher with a 2.925 mean whilst local goods having a mean of 2.782. Using these statistics against the 5-Point Likert Scale, results indicate that the sample group has a neutral opinion in regards to usage of foreign/local products in reference to the food and beverage category.

Furthermore, the table also indicates product usage behavior shared amongst sample group within the personal care product category. The data illustrates how foreign goods have been ranked top three in terms of usage. Brand name and product with the highest mean in usage is Colgate toothpaste with a mean of 3.775, followed by Ponds white facial foam at 3.293 and Sunsilk shampoo with a mean at 3.163. Ranked on a lower scale, the data obtained shows local toothpaste brand laser with a 2.573 mean, followed by Misss facial foam with 1.865 and finally Sandar Pearl with 1.568. Overall, specifically within the personal care product category, results indicate a higher ranking towards foreign brands (3.410 mean) as opposed to local brand (2.002 mean). Hence, utilizing Likert's 5-point scale, results indicate this sample group has a higher usage behavior (Agree) when it comes down to personal care products in comparison to local products (Disagree).

Lastly, the data also demonstrates product usage behavior shared amongst the sample group on pharmaceutical products. The table shows foreign brand Decolgen Forte Analgesic Tablet with the highest mean ranking of 4.030, followed by Fluza cold tab with a mean of 3.427 and Soulmux Cough medicine with a mean of 3.185. Consecutively, results show local brands; Tun Shwe Wah with a mean of 3.111, Lu Pyan Taw with a mean of 1.950 and finally, Kay Thi Pan with a mean of 1.823. Looking at overall ranking of product usage within the pharmaceutical category, we find that foreign brands are ranked higher with a 3.548 mean in comparison to local brands with a 2.295 mean, which according to Likert's 5-point scale, foreign brands fall under the agree level of satisfaction, meaning often use, as opposed to disagree level of satisfaction or don't use often in local brands.

An overall outlook on product usage of foreign brands against local brands amongst sample group, there is a significant indication that there is a higher preference in usage of foreign brands, mainly in personal care and pharmaceutical product category.

Table 4.10 The results of media exposure to foreign/local brand

No.	Brand name and Product Category	Media Exposure Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never				All the Time				
		1	2	3	4	5				
	TECHNOLOGY									
1	Samsung	96	21	35	54	194	400	3.573	1.663	Agree
		24.0	5.3	8.8	13.5	29.0	100%			
2	HTC	53	43	105	116	83	400	3.332	1.285	Neutral
		13.3	10.8	26.3	29.0	20.8	100%			
3	Nokia	62	102	135	36	65	400	2.850	1.264	Neutral
		15.5	25.5	33.8	9.0	16.3	100%			
4	Huawei	54	64	75	102	105	400	3.350	1.374	Neutral
		13.5	16.0	18.8	25.5	26.3	100%			
	FOOD & BEVERAGES									
5	Ovaltine	62	24	45	60	209	400	3.825	1.498	Agree
		15.5	6.0	11.3	15.0	52.3	100%			

Table 4.10 The results of media exposure to foreign/local brand (Cont.)

No.	Brand name and Product Category	Media Exposure Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never 1	2	3	4	All the Time 5				
6	Knor/Rostip	42	25	62	156	115	400	3.693	1.244	Agree
		10.5	6.3	15.5	39.0	28.7	100%			
7	Coke	31	73	97	82	117	400	3.453	1.291	Agree
		7.8	18.3	24.3	20.5	29.3	100%			
8	Max+	37	66	109	77	111	400	3.398	1.297	Neutral
		9.3	16.5	27.3	19.3	27.8	100%			
9	Premier	50	42	42	74	192	400	3.790	1.446	Agree
		12.5	10.5	10.5	18.5	48.0	100%			
10	Oishi	76	62	67	76	119	400	3.250	1.496	Neutral
		19.0	15.5	16.8	19.0	29.8	100%			
	PERSONAL CARE									
11	Sunsilk Shampoo	56	30	67	82	165	400	3.675	1.428	Agree
		14.0	7.5	16.8	20.5	41.3	100%			

Table 4.10 The results of media exposure to foreign/local brand (Cont.)

No.	Brand name and Product Category	Media Exposure Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never 1	2	3	4	All the Time 5				
12	Ponds white facial foam	49	22	79	115	135	400	3.663	1.322	Agree
		12.3	5.5	19.8	28.7	33.8	100%			
13	Colgate Toothpaste	51	40	56	88	165	400	3.290	1.417	Neutral
		12.8	10.0	14.0	22.0	41.3	100%			
14	Laser	56	62	103	68	111	400	2.753	1.384	Neutral
		14.0	15.5	25.8	17.0	27.8	100%			
15	Misss	77	113	108	36	66	400	2.753	1.321	Neutral
		19.3	28.2	27.0	9.0	16.5	100%			
16	Sandar Pearl	162	85	43	37	73	400	2.435	1.530	Neutral
		40.5	21.3	10.8	9.3	18.3	100%			

PHARMACEUTICAL PRODUCTS

Table 4.10 The results of media exposure to foreign/local brand (Cont.)

No.	Brand name and Product Category	Media Exposure Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never				All the Time				
		1	2	3	4	5				
17	Fluza Cold Tab	56	32	90	105	117	400	3.488	1.356	Agree
		14.0	8.0	22.5	26.3	29.3	100%			
18	Decolgen Forte Analgesic Tablet	60	16	67	107	150	400	3.678	1.398	Agree
		15.0	4.0	16.8	26.8	37.5	100%			
19	Solmux Cough Medicine	41	21	113	100	125	400	3.618	1.259	Agree
		10.3	5.3	28.2	25.0	31.3	100%			
20	Tun Shwe Wah	53	57	115	73	102	400	3.285	1.341	Neutral
		13.3	14.2	28.7	18.3	25.5	100%			
21	Kay Thi Pan	97	100	63	37	103	400	2.873	1.527	Neutral
		24.3	25.0	18.8	9.3	25.8	100%			
22	Lu Pvan Taw	175	79	36	20	90	400	2.428	1.605	Disagree
		43.8	19.8	9.0	5.0	22.5	100%			

5-Point Likert Scales

Level of Satisfaction	Score
Strongly Agree	5.00
Agree	4.00
Neutral	3.00
Disagree	2.00
Strongly Disagree	1.00

Scoring Scale with Interval for inferential

Definition	Scoring Range
Strongly Agree	5.00 – 4.21
Agree	4.20 – 3.41
Neutral	3.40 – 2.61
Disagree	2.60 – 1.81
Strongly Disagree	1.80 – 1.00

In reference to table 4.10, data initially demonstrates media exposure of sample group to advertisements exhibited by technology category brands and products. We find Samsung with the highest rank with a mean of 3.573, followed by Huawei with 3.350, HTC with 3.332 and Nokia with 2.850 respectively. Using Likert's five point scale as a base, data shows that overall exposure to technology brands are relatively neutral whereby group sample feel that they see/don't see the advertisements. The brand with the strongest exposure ranking is Samsung with an Agree scale, thus, is an implication that sample group feel that they see advertisements from Samsung most often.

Next the table presents data which demonstrates media exposure of sample group to advertisements exhibit by food and beverage category brands and products. In this, results indicate that sample group have the highest exposure to foreign brand Ovaltine, having a mean rank of 3.825, followed by Premier tea with 3.790, Knor Rostip with 3.693, Coke with 3.453, Max+ with 3.398 and finally Oishi with a mean of 3.250. The comparison between overall mean of foreign brand against local brand under this category indicates how foreign brands are ranked higher with an average overall mean of 3.657 whilst local brands having an overall mean of 3.479, although, both fall under an Agree level of satisfaction proposed on Likert's 5 point scale, hence, indicating how sample feel that they are similarly exposed to communication strategies exhibited from both foreign and local brands that fall under the food and beverage category.

Moreover, in terms of personal care products, results signify how the sample group find themselves more exposed to foreign marketing communication tactics as opposed to local. With highest mean ranked respectively are; Sunsilk shampoo (3.675), followed by Ponds white facial foam (3.663), Colgate toothepaste (3.290), followed by local brands; Laser (2.753), Misss (2.753) and lastly, Sandar Pearl (2.435). In comparing total media exposure of sample group, foreign brands have a higher rank with mean of 3.542 in contrast to local brands with a 2.647 mean, hence, in reference of Likert's 5 point scale, sample group has an Agree satisfaction level to foreign marketing communications as opposed to a Neutral level of satisfaction which indicate how sample group feel that they are exposed more often to

marketing communications of foreign brands within the personal care category as opposed to local brands in the equivalent category.

Finally, the table also shows media exposure of sample group to products and brands under the pharmaceutical category. Ranked accordingly with mean from highest media exposure to lowest are as follows; Decolgen Forte Analgesic Table (3.678), Somux Cough Medicine (3.618), Fluza Cold Tab (3.488), Tun Shwe Wah (3.285), Kay Thi Pan (2.873) and finally, Lu Pyan Taw (2.428). Making comparison between overall exposure of foreign brands against local brands under the pharmaceutical category, results demonstrate how the sample group feel that they are more exposed to communication strategies implemented by foreign brands as opposed to local. Overall mean of foreign products being 3.595 or an Agree level of satisfaction on Likert's 5-Point scale and local products being 2.862 or Neutral.

Finally, on the whole, comparing brand exposure of respondents to marketing communications exhibited by foreign as opposed to local brands, there is a clear indication that the sample group are more aware of advertisements from foreign brands, this trend is found in all product categories.

Part 3 Media Influences on Consumer Behavior

Table 4.11 Descriptive statistics of Samsung Brand

Samsung	Mean	Std. Deviation	N
Brand Awareness	4.688	0.901	400
Product Usage	2.515	1.766	400
Media Exposure	3.573	1.663	400

In reference to table 4.11, descriptive statistics on the Samsung brand is presented. As can be seen Samsung has high brand awareness at 4.688 and a relatively high media exposure of 3.573. However, product usage on the other hand is relatively low at 2.515.

Table 4.12   Correlation between Brand Awareness, Usage and Media Exposure of Samsung Brand

	Samsung	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.134**	0.135**
	Product Usage	0.134**	1	0.069
	Media Exposure	0.135**	0.069	1
2-tailed sig.	Brand Awareness	.	0.007	0.007
	Product Usage	0.007	.	0.167
	Media Exposure	0.007	0.167	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

** Correlation significant at the 0.01 level (2-tailed)

In reference to table 4.12, it shows the correlations between brand awareness, product usage and media exposure of the Samsung brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is positive.

The media exposure and the level of correlation towards brand awareness (dependent variable) is 0.135 with a significant level of 0.01. In addition, for the product usage variable, the level of correlation towards the dependent variable is 0.134 with as significance level of 0.01. Results therefore, demonstrate how there is a positive correlation between brand awareness, usage and media exposure, but up against Pearson's measurement scale there is a relatively low association.

Table 4.13 Descriptive statistics of HTC Brand

HTC	Mean	Std. Deviation	N
Brand Awareness	4.353	1.175	400
Product Usage	1.800	1.371	400
Media Exposure	3.333	1.285	400

In reference to table 4.13, descriptive statistics upon HTC brand are presented. As can be seen, brand awareness of HTC shared amongst sample group is relatively high at 4.353 with also a relatively high media exposure value of 3,333. However, brand usage of HTC is low at 1.800.

Table 4.14   Correlation between Brand Awareness, Usage and Media Exposure of HTC Brand

	HTC	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.083	0.098*
	Product Usage	0.083	1	-.020
	Media Exposure	0.098*	-.020	1
2-tailed sig.	Brand Awareness	.	0.098	0.050
	Product Usage	0.098	.	0.683
	Media Exposure	0.050	0.683	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

In reference to table 4.14, it shows the correlations between brand awareness, product usage and media exposure of the HTC brand shared amongst sample group. As can be seen, for this brand in particular there is only a correlation between media exposure and brand awareness, whereby, there is no correlation between the remaining dependent variable of product usage. The media exposure variable and the level of correlation towards brand awareness (dependent variable) are 0.098 with a significant level of 0.05. Results therefore, demonstrate how there is a positive correlation between media exposure and brand awareness; however, product usage displays no correlation to the independent variable.

Table 4.15 Descriptive statistics of Nokia Brand

Nokia	Mean	Std. Deviation	N
Brand Awareness	4.488	1.001	400
Product Usage	1.925	1.407	400
Media Exposure	2.850	1.264	400

In reference to table 4.15: descriptive statistics upon Nokia brand are presented. As can be seen, brand awareness of Nokia shared amongst sample group is high at 4.488, however, media exposure is low at 2.850 along with product usage at 1.925.

Table 4.16   Correlation between Brand Awareness, Usage and Media Exposure of Nokia Brand

	Nokia	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.051	0.058
	Product Usage	0.051	1	0.025
	Media Exposure	0.058	0.025	1
2-tailed sig.	Brand Awareness	.	0.310	0.248
	Product Usage	0.310	.	0.623
	Media Exposure	0.248	0.623	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

In reference to table 4.16, it shows the correlations between brand awareness, product usage and media exposure of the Nokia brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is negative. Therefore, there is no correlation between brand awareness, product usage and media exposure for the Nokia brand.

Table 4.17   Descriptive statistics of Huawei Brand

Huawei	Mean	Std. Deviation	N
Brand Awareness	4.693	0.768	400
Product Usage	2.793	1.801	400
Media Exposure	3.350	1.374	400

In reference to table 4.17, descriptive statistics on Huawei brand are presented. As can be seen, brand awareness of HTC shared amongst sample group is high at 4.693, whilst media exposure is also relatively high at 3.350. However, a low product usage value of 2.793.

Table 4.18 Correlation between Brand Awareness, Usage and Media Exposure of Huawei Brand

	Huawei	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.092	0.081
	Product Usage	0.092	1	0.032
	Media Exposure	0.081	0.032	1
2-tailed sig.	Brand Awareness	.	0.068	0.106
	Product Usage	0.068	.	0.517
	Media Exposure	0.106	0.517	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

In reference to table 4.18, it shows the correlations between brand awareness, product usage and media exposure of the Nokia brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is negative. Therefore, there is no correlation between brand awareness, product usage and media exposure for the Huawei brand.

Table 4.19 Descriptive statistics of Ovaltine Brand

Ovaltine	Mean	Std. Deviation	N
Brand Awareness	3.050	0.768	400
Product Usage	3.825	1.801	400
Media Exposure	4.688	1.374	400

In reference to table 4.19, descriptive statistics on Ovaline brand are presented. As can be seen, media exposure to the Ovaltine brand shared amongst sample group is high at 4.688, with a high product usage of 3.825 and brand awareness 3.050.

Table 4.20 Correlation between Brand Awareness, Usage and Media Exposure of Ovaltine Brand

	Ovaltine	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.089	0.051
	Product Usage	0.089	1	0.120*
	Media Exposure	0.051	0.120*	1
2-tailed sig.	Brand Awareness	.	0.077	0.313
	Product Usage	0.077	.	0.016
	Media Exposure	0.313	0.016	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

In reference to table 4.18, it shows the correlations between brand awareness, product usage and media exposure of the Ovalitine brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results reveal how there is a correlation between media exposure and product usage with a correlation of 0.120 at 0.05 significance level. However, there is no relationship in brand awareness variable. Results hence demonstrate how there is a positive correlation between media exposure and the usage of Ovaltine product, but against the Pearson's measurement scale, there is a very low association in the correlation.

Table 4.21 Descriptive statistics of Knor Brand

Knor	Mean	Std. Deviation	N
Brand Awareness	3.913	1.393	400
Product Usage	2.700	1.520	400
Media Exposure	3.693	1.244	400

In reference to table 4.21, descriptive statistics on Knor Rostip brand are presented. As can be seen, brand awareness and media exposure to the Knor Rostip brand shared amongst sample group is relatively high, brand awareness at 3.913 and media exposure at 3.693. Product usage is neutral at 2.700.

Table 4.22 Correlation between Brand Awareness, Usage and Media Exposure of Knor Brand

	Knor	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.250**	0.037
	Product Usage	0.250**	1	0.000
	Media Exposure	0.037	0.000	1
2-tailed sig.	Brand Awareness	.	0.000	0.466
	Product Usage	0.000	.	0.998
	Media Exposure	0.466	0.998	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.22, it shows the correlations between brand awareness, product usage and media exposure of the Knor brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results reveal how there is a correlation between independent variable media exposure and it's two dependent variables brand awareness and product usage. However, another correlation is identified whereby there is a relationship between brand awareness and product usage whereby the correlation is 0.250 at 0.01 significant level. Results hence demonstrate how there is a positive correlation between brand awareness and the usage of Knor products, but against the Pearson's measurement scale, there is a low association in the correlation.

Table 4.23 Descriptive statistics of Coke Brand

Coke	Mean	Std. Deviation	N
Brand Awareness	4.373	1.042	400
Product Usage	2.963	1.395	400
Media Exposure	3.453	1.291	400

       In reference to table 4.23, descriptive statistics on Coke brand are presented. As can be seen, brand awareness of the Coke brand shared amongst sample group is high at 4.373. In addition, media exposure and product usage are also relatively high, media exposure at 3.453 and product usage at 2.963.

Table 4.24 Correlation between Brand Awareness, Usage and Media Exposure of Coke Brand

	Coke	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.115*	0.152**
	Product Usage	0.115*	1	0.213**
	Media Exposure	0.152**	0.213**	1
2-tailed sig.	Brand Awareness	.	0.022	0.002
	Product Usage	0.022	.	0.000
	Media Exposure	0.002	0.000	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

** Correlation is significant at the 0.01 level (2-tailed)

       In reference to table 4.24, it shows the correlations between brand awareness, product usage and media exposure of the Coke brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is positive. Results reveal how there is a correlation

between independent variable media exposure and the two dependent variables brand awareness and product usage. The relationship between media exposure and two of the following variables brand awareness and product usage. Relationship measurement between media exposure and brand awareness is 0.152 at 0.01 significant level and correlation between media exposure and product usage is measured to be 0.213 at 0.01 level of significance. As well as this, results also indicate how there is a positive correlation between brand awareness and product usage, relationship measuring at 0.115 with 0.05 significance level. Results therefore demonstrate how there is a positive correlation between brand awareness, product usage and media exposure to the Coke brand, ultimately using the Pearson's measurement scale, there is however, a low correlation association.

Table 4.25 Descriptive statistics of Maxplus Brand

Maxplus	Mean	Std. Deviation	N
Brand Awareness	4.503	0.945	400
Product Usage	3.063	1.390	400
Media Exposure	3.398	1.298	400

In reference to table 4.25, descriptive statistics on Maxplus brand are presented. As can be seen, brand awareness of the Maxplus brand shared amongst sample group is high at 4.507. In addition, media exposure and product usage are also relatively high, media exposure at 3.398 and product usage at 3.063.

Table 4.26 Correlation between Brand Awareness, Usage and Media Exposure of Maxplus Brand

	Maxplus	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.091	0.086
	Product Usage	0.091	1	0.154**
	Media Exposure	0.086	0.154**	1
2-tailed sig.	Brand Awareness	.	0.071	0.085
	Product Usage	0.071	.	0.002
	Media Exposure	0.085	0.002	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

** Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.26, it shows the correlations between brand awareness, product usage and media exposure of the Maxplus brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results reveal how there is a correlation between media exposure and product usage, with correlation measurement of 0.154 at a 0.01 level of significance. However, there fails to be a correlation between media exposure and brand awareness. Finally using the Pearson's measurement scale, the correlation identified between media exposure and product usage is scaled on a low association correlation level.

Table 4.27 Descriptive statistics of Premier Brand

Premier	Mean	Std. Deviation	N
Brand Awareness	4.698	0.811	400
Product Usage	3.978	1.265	400
Media Exposure	3.790	1.446	400

In reference to table 4.27, descriptive statistics on Premier brand are presented. As can be seen, brand awareness of the Premier brand shared amongst sample group is high at 4.698. In addition, media exposure and product usage are also relatively high, product usage at 3.978 and media exposure at 3.790.

Table 4.28 Correlation between Brand Awareness, Usage and Media Exposure of Premier Brand

	Premier	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.196**	0.100*
	Product Usage	0.196**	1	0.037
	Media Exposure	0.100*	0.037	1
2-tailed sig.	Brand Awareness	.	0.000	0.045
	Product Usage	0.000	.	0.457
	Media Exposure	0.045	0.457	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

In reference to table 4.28, it shows the correlations between brand awareness, product usage and media exposure of the Premier brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is negative. Therefore, there is no correlation between brand awareness, product usage and media exposure for the Premier brand.

Table 4.29 Descriptive statistics of Oishiin Brand

Oishiin	Mean	Std. Deviation	N
Brand Awareness	3.950	1.434	400
Product Usage	2.313	1.427	400
Media Exposure	3.250	1.496	400

In reference to table 4.29, descriptive statistics on Oishiin brand are presented. As can be seen, brand awareness of the Oishiin brand shared amongst sample group is relatively high at 3.950. In addition, media exposure is also relatively high at 3.250, whereas product usage remaining neutral at 2.313.

Table 4.30 Correlation between Brand Awareness, Usage and Media Exposure of Premier Brand

	Oishiin	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.196**	0.100*
	Product Usage	0.196**	1	0.037
	Media Exposure	0.100*	0.037	1
2-tailed sig.	Brand Awareness	.	0.000	0.045
	Product Usage	0.000	.	0.457
	Media Exposure	0.045	0.457	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.30, it shows the correlations between brand awareness, product usage and media exposure of the Oishiin brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results clearly demonstrate a relationship between independent variable media exposure and brand awareness, correlation measurement being 0.100 at 0.05 significant levels. However, there fails to be a correlation between media exposure and product usage. In addition, results propose that there is also a correlation between brand awareness and product usage, relationship measured at 0.196 with a 0.01 significance level. All in all, results indicate how there is partly a positive correlation between brand awareness, brand

usage and media exposure to the Oishiin product, relating the results to Pearson's measurement scale, however, the correlation identified are still ranked with a low association in correlation.

Table 4.31 Descriptive statistics of Sunsilk Brand

Sunsilk	Mean	Std. Deviation	N
Brand Awareness	4.433	1.081	400
Product Usage	3.163	1.492	400
Media Exposure	3.675	1.428	400

In reference to table 4.31, descriptive statistics on Sunsilk brand are presented. As can be seen, brand awareness of the Sunsilk brand shared amongst sample group is high at 4.433. In addition, media exposure and product usage are also relatively high, media exposure with 3.675 and product usage at 3.163.

Table 4.32 Correlation between Brand Awareness, Usage and Media Exposure of Sunsilk Brand

	Sunsilk	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.259**	0.072
	Product Usage	0.259**	1	0.137**
	Media Exposure	0.072	0.137**	1
2-tailed sig.	Brand Awareness	.	0.000	0.152
	Product Usage	0.000	.	0.006
	Media Exposure	0.152	0.006	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.32, it shows the correlations between brand awareness, product usage and media exposure of the Sunsilk brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results clearly demonstrate a relationship between independent variable media exposure and product usage, correlation measurement of 0.137 at 0.01 significant level, however there is no relationship between the independent variable and brand awareness. Results also indicate a relationship between brand awareness and product usage, level of relationship being 0.137 at 0.01 significant level. All in all, results indicate how there is a partly positive correlation between brand awareness, brand usage and media exposure to the Sunsilk product, relating the results to Pearson's measurement scale, however, the correlation identified are still ranked with a low association in correlation.

Table 4.33 Descriptive statistics of Ponds Brand

Ponds	Mean	Std. Deviation	N
Brand Awareness	4.433	1.081	400
Product Usage	3.163	1.492	400
Media Exposure	3.675	1.428	400

In reference to table 4.33, descriptive statistics on Ponds brand are presented. As can be seen, brand awareness of the Ponds brand shared amongst sample group is high at 4.433. In addition, media exposure and product usage are also relatively high, media exposure with 3.675 and product usage at 3.163.

Table 4.34 Correlation between Brand Awareness, Usage and Media Exposure of Ponds Brand

	Ponds	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.272**	0.133**
	Product Usage	0.272**	1	0.015
	Media Exposure	0.133**	0.015	1
2-tailed sig.	Brand Awareness	.	0.000	0.008
	Product Usage	0.000	.	0.772
	Media Exposure	0.008	0.772	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.34, it shows the correlations between brand awareness, product usage and media exposure of the Ponds brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results clearly demonstrate a relationship between independent variable media exposure against brand awareness, correlation measurement of 0.133 at 0.01 level of significance. However, therefore fails to be a relationship between media exposure and product usage.

On the other hand, the results also demonstrate a clear correlation between two other variables being brand awareness and product usage, correlation measured at 0.272 with a 0.01 significance level. Hence, results indicate how there is partly a positive correlation between brand awareness, brand usage and media exposure to the Ponds product, relating the results to Pearson's measurement scale, however, the correlation identified are still ranked with a low association in correlation.

Table 4.35 Descriptive statistics of Colgate Brand

Colgate	Mean	Std. Deviation	N
Brand Awareness	4.580	0.925	400
Product Usage	3.775	1.358	400
Media Exposure	3.690	1.427	400

In reference to table 4.35, descriptive statistics on Colgate brand are presented. As can be seen, brand awareness of the Colgate brand shared amongst sample group is high at 4.580. In addition, media exposure and product usage are also relatively high, media exposure with 3.690 and product usage at 3.775.

Table 4.36 Correlation between Brand Awareness, Usage and Media Exposure of Colgate Brand

	Colgate	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.064	0.004
	Product Usage	0.064	1	-.001
	Media Exposure	0.004	-0.001	1
2-tailed sig.	Brand Awareness	.	0.200	0.942
	Product Usage	0.200	.	0.981
	Media Exposure	0.942	0.981	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

In reference to table 4.36, it shows the correlations between brand awareness, product usage and media exposure of the Colgate brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is negative. Therefore, there is no correlation between brand awareness, product usage and media exposure for the Colgate brand.

Table 4.37 Descriptive statistics of Laser Brand

Laser	Mean	Std. Deviation	N
Brand Awareness	4.223	1.276	400
Product Usage	2.573	1.498	400
Media Exposure	3.290	1.384	400

In reference to table 4.37, descriptive statistics on Laser brand are presented. As can be seen, brand awareness of the Laser brand shared amongst sample group is high at 4.233. In addition, media exposure is also relatively high at 3.290, whereas product usage being neutral with 2.573.

Table 4.38 Correlation between Brand Awareness, Usage and Media Exposure of Laser Brand

	Laser	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.122*	0.030
	Product Usage	0.122*	1	0.165**
	Media Exposure	0.030	0.165**	1
2-tailed sig.	Brand Awareness	.	0.150	0.549
	Product Usage	0.150	.	0.001
	Media Exposure	0.549	0.001	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.38, it shows the correlations between brand awareness, product usage and media exposure of the Laser brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results clearly demonstrate a relationship between independent variable media exposure and dependent variable product usage, correlation measure at 0.165 with a 0.01 level of significance.

However, no relationship is identified between media exposure and brand awareness. Furthermore, results also give an indication of relationship between brand awareness and product usage, correlation measure at 0.122 with a 0.05 level of significance. Therefore, results indicate how there is a partly positive correlation between brand awareness, brand usage and media exposure to the Laser product, relating the results to Pearson's measurement scale, however, the correlation identified are still, however, ranked with a low association in correlation.

Table 4.39 Descriptive statistics of Misss Brand

Misss	Mean	Std. Deviation	N
Brand Awareness	3.540	1.634	400
Product Usage	1.865	1.235	400
Media Exposure	2.753	1.321	400

In reference to table 4.39, descriptive statistics on Misss brand are presented. As can be seen, brand awareness of the Misss brand shared amongst sample group is relatively high at 3.540. Whereas, media exposure is neutral at 2.753 and product usage being low at 1.865.

Table 4.40 Correlation between Brand Awareness, Usage and Media Exposure of Misss Brand

	Misss	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.220*	0.169**
	Product Usage	0.220**	1	0.259**
	Media Exposure	0.169**	0.259**	1
2-tailed sig.	Brand Awareness	.	0.000	0.001
	Product Usage	0.000	.	0.000
	Media Exposure	0.549	0.001	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.40, it shows the correlations between brand awareness, product usage and media exposure of the Misss brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is positive. Results clearly demonstrate a relationship between independent variable media exposure and dependent variable brand awareness, correlation measured at 0.169 at 0.01 level of significance. In addition, results also demonstrate correlation of the independent variable media exposure with product usage, relationship measures to be 0.259 at 0.01 level of significance. Not only this, another correlation was identified, whereby there is a positive correlation between brand awareness and product usage, correlation of 0.220 at 0.01 significance level. Therefore, results indicate how there is a positive correlation between brand awareness, brand usage and media exposure to the Miss product, relating the results to Pearson's measurement scale, the correlation identified are still, however, ranked with a low association in correlation.

Table 4.41 Descriptive statistics of Sandar Pearl Brand

Sandar Pearl	Mean	Std. Deviation	N
Brand Awareness	2.973	1.732	400
Product Usage	1.568	1.151	400
Media Exposure	2.435	1.530	400

In reference to table 4.41, descriptive statistics on Sandar Pearl brand are presented. As can be seen, brand awareness of the Sandar Pearl brand shared amongst sample group is netural on both aspects of brand awareness (2.973) and media exposure (2.435). Whilst product usage or Sandar Pearl is relatively low at 1.568.

Table 4.42 Correlation between Brand Awareness, Usage and Media Exposure of Sandar Pearl Brand

	Sandar Pearl	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.210**	0.011
	Product Usage	0.210**	1	0.167**
	Media Exposure	0.011	0.167**	1
2-tailed sig.	Brand Awareness	.	0.000	0.824
	Product Usage	0.000	.	0.001
	Media Exposure	0.824	0.001	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.42, it shows the correlations between brand awareness, product usage and media exposure of the Sandar Pearl brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results clearly demonstrate a relationship between independent variable media exposure against product usage, correlation measurement of 0.167 at 0.01 significant level. However, there fails to be a relationship between media exposure and brand awarness. Another correlation was also identified whereby there is a positive relationship between brand awareness and product usage with correlation measurement of 0.210 at 0.01 significance level. Therefore, results indicate how there is partly a positive correlation between brand awareness, brand usage and media exposure to the Sandar Pearl product, relating the results to Pearson's measurement scale, however, the correlation identified are still, however, ranked with a low association in correlation.

Table 4.43 Descriptive statistics of Fluza Cold Tab Brand

Fluza Cold Tab	Mean	Std. Deviation	N
Brand Awareness	4.438	1.046	400
Product Usage	3.428	1.528	400
Media Exposure	3.488	1.356	400

In reference to table 4.43, descriptive statistics on Fluza Cold Tab brand are presented. As can be seen, brand awareness of the Fluza Cold Tab product shared amongst sample group is high at 4.438. In addition, media usage and product usage values are also relatively high, media usage at 3.488 and product usage at 3.428.

Table 4.44 Correlation between Brand Awareness, Usage and Media Exposure of Fluza Cold Tab Brand

	Fluza Cold Tab	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.209**	0.086
	Product Usage	0.209**	1	0.104*
	Media Exposure	0.086	0.104*	1
2-tailed sig.	Brand Awareness	.	0.000	0.086
	Product Usage	0.000	.	0.038
	Media Exposure	0.086	0.038	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.44, it shows the correlations between brand awareness, product usage and media exposure of the Fluza Cold tab brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Whereby results demonstrate a relationship between independent variable media exposure and dependent variable

product usage, correlation measurement of 0.104 at 0.05 significance level. However, there fails to be a relationship between media exposure and brand awareness. Another correlation was also identified where there is a positive relationship between brand awareness and product usage with correlation measurement of 0.209 at 0.01 significance level. Hence, with this, results indicate how there is partly a positive correlation between brand awareness, brand usage and media exposure to the Fluza Cold Tab product. Relating the results to Pearson's measurement scale, however, the correlation identified are still, however, ranked with a low association in correlation.

Table 4.45 Descriptive statistics of Decolgen Brand

Decolgen	Mean	Std. Deviation	N
Brand Awareness	4.655		400
Product Usage	4.030		400
Media Exposure	3.678		400

In reference to table 4.45, descriptive statistics on Decolgen brand are presented. As can be seen, brand awareness and product usageof the Decolgen product shared amongst sample group is high, brand awareness 4.655 and product usage 4.030. With a relatively high mean we find media exposure 3.678.

Table 4.46 Correlation between Brand Awareness, Usage and Media Exposure of Decolgen Brand

	Decolgen	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.078	0.105*
	Product Usage	0.078	1	-.045
	Media Exposure	0.105*	-.045	1
2-tailed sig.	Brand Awareness	.	0.118	0.035
	Product Usage	0.118	.	0.365
	Media Exposure	0.035	0.365	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

In reference to table 4.46, it shows the correlations between brand awareness, product usage and media exposure of the Decolgen brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results demonstrate a relationship between independent variable media exposure against brand awareness, correlation measurement of 0.105 at 0.05 significant level. However, there fails to be a relationship between media exposure and product usage. Hence, with this, results indicate how there is partly a positive correlation between brand awareness and media exposure to the Decolgen product. Relating the results to Pearson's measurement scale, however, the correlation identified are still ranked with a low association in correlation.

Table 4.47 Descriptive statistics of Solmux Brand

Solmux	Mean	Std. Deviation	N
Brand Awareness	4.300	1.106	400
Product Usage	3.193	1.460	400
Media Exposure	3.618	1.259	400

In reference to table 4.47, descriptive statistics on Solmux brand are presented. As can be seen, brand awareness of the Solmux product shared amongst sample group is high at 4.300. Similarly, media exposure and product usage are relatively high; media exposure 3.618 and product usage 3.193.

Table 4.48 Correlation between Brand Awareness, Usage and Media Exposure of Solmux Brand

	Solmux	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.130**	0.045
	Product Usage	0.130**	1	0.072
	Media Exposure	0.045	0.072	1

Table 4.48 Correlation between Brand Awareness, Usage and Media Exposure of Solmux Brand (Cont.)

	Solmux	Brand Awareness	Product Usage	Media Exposure
2-tailed sig.	Brand Awareness	.	0.009	0.371
	Product Usage	0.009	.	0.153
	Media Exposure	0.371	0.153	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.48, it shows the correlations between brand awareness, product usage and media exposure of the Solmux brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is partly positive. Results demonstrate a relationship how there is no relationships between the independent variable media exposure and it's two dependent variables brand awareness and product usage. However, there is a

relationship between brand awareness and product usage, correlation measurement of 0.130 at 0.01 significant level. Hence, with this, results indicate how there is partly a positive correlation between brand awareness and product usage to the Decolgen product. Relating the results to Pearson's measurement scale, however, the correlation identified are still ranked with a low association in correlation.

Table 4.49 Descriptive statistics of Tun Shwe Wah Brand

Tun shwe wah	Mean	Std. Deviation	N
Brand Awareness	4.343	1.124	400
Product Usage	3.110	1.529	400
Media Exposure	3.285	1.341	400

In reference to table 4.49, descriptive statistics on Tun Shwe Wah brand are presented. As can be seen, brand awareness of Tun Shwe Wah product shared amongst sample group is high at 4.343. Whilst media exposure and product usage are a little lower, media exposure being 3.285 and product usage being 3.110.

Table 4.50 Correlation between Brand Awareness, Usage and Media Exposure of Tun Shwe Wah Brand

	Tun Shwe Wah	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	-0.010	-0.005
	Product Usage	-0.010	1	0.057
	Media Exposure	-0.005	0.057	1
2-tailed sig.	Brand Awareness	.	0.837	0.920
	Product Usage	0.837	.	0.257
	Media Exposure	0.920	0.257	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

In reference to table 4.50, it shows the correlations between brand awareness, product usage and media exposure of the Tun Shwe Wah brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is negative. Therefore, there is no correlation between brand awareness, product usage and media exposure for the Tun Shwe Wah brand.

Table 4.51 Descriptive statistics of Kay Thi Pan Brand

Kay Thi Pan	Mean	Std. Deviation	N
Brand Awareness	3.958	1.460	400
Product Usage	1.823	1.306	400
Media Exposure	2.873	1.527	400

In reference to table 4.51, descriptive statistics on Kay Thi Pan brand are presented. As can be seen, brand awareness of Kay Thi Pan product shared amongst sample group is relatively high at 3.958, whereas , the value for media exposure is neutral at 2.873. Product usage for Kay Thi Pan is relatively low at 1.823.

Table 4.52 Correlation between Brand Awareness, Usage and Media Exposure of Kay Thi Pan Brand

	Kay Thi Pan	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.156**	0.161**
	Product Usage	0.156**	1	0.254**
	Media Exposure	0.161**	0.254**	1
2-tailed sig.	Brand Awareness	.	0.002	0.001
	Product Usage	0.002	.	0.000
	Media Exposure	0.001	0.00	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.52, it shows the correlations between brand awareness, product usage and media exposure of the Kay Thi Pan brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is positive. There is a clear correlation between independent variable media exposure alongside brand awareness and product usage. Correlation between media exposure and brand awareness is measured at 0.161 at 0.01 level of significance and correlation between media exposure and product usage is measured at 0.254 at 0.01 level of significance. In addition to this, results also reveal how there is a positive correlation between two variables brand awareness and product usage, correlation measured at 0.156 with 0.01 level of significance. Therefore, with this, it can be said that there is a clear relationship between the three variables; brand awareness, product usage and media exposure for Kay Thi Pan product. Compared against Pearson's measurement scale, however, the correlation still has a low association.

Table 4.53 Descriptive statistics of Lupyantaw Brand

Lupyantaw	Mean	Std. Deviation	N
Brand Awareness	3.770	1.531	400
Product Usage	1.950	1.481	400
Media Exposure	2.428	1.605	400

In reference to table 4.53, descriptive statistics on Lupyantaw brand are presented. As can be seen, brand awareness of Lupyantaw product shared amongst sample group is relatively high at 3.770, whereas , the value for media exposure is neutral at 2.428. Product usage for Lupyantaew, however, is relatively low at 1.950.

Table 4.54 Correlation between Brand Awareness, Usage and Media Exposure of Lupyantaw Brand

	Lupyantaw	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.259**	0.278**
	Product Usage	0.259**	1	0.344**
	Media Exposure	0.278**	0.344**	1
2-tailed sig.	Brand Awareness	.	0.000	0.000
	Product Usage	0.000	.	0.000
	Media Exposure	0.000	0.000	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.54, it shows the correlations between brand awareness, product usage and media exposure of the Lupyantaw brand shared amongst sample group. As can be seen, the correlation between brand awareness, product usage and media exposure is positive. There is a clear correlation between independent variable media exposure alongside brand awareness and product usage. Correlation between media exposure and brand awareness being 0.278 at 0.01 level of significance and correlation between media exposure and product usage being 0.344 at 0.01 level of significance. Not only this, results reveal how there is also a correlation between brand awareness and product usage, relationship measure at 0.259 with a 0.01 level of significance. Therefore, with this, it can be said that there is a clear relationship between the three variables; brand awareness, product usage and media exposure for Lupyantaw product. Compared against Pearson's measurement scale, however, the correlation still has low associations.

Table 4.55 Descriptive statistics of Foreign Technology Product (Foreign Brands) category

Foreign Technology Category	Mean	Std. Deviation	N
Brand Awareness	4.555	0.855	400
Product Usage	2.258	0.732	400
Media Exposure	3.276	0.136	400

In reference to table 4.55, statistics on the technology product category as a whole are presented. As results indicate, the brand awareness of foreign technology brands is high, 4.555. In addition, media exposure of foreign technology brands and products are also relatively high at 3.276. However, usage of these products are relatively neutral, 3.258.

Table 4.56 Overall correlation between Brand Awareness, Usage and Media Exposure of foreign brands under technology product category

	Technology Category	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.107*	0.122*
	Product Usage	0.107*	1	0.015
	Media Exposure	0.122*	0.015	1
2-tailed sig.	Brand Awareness	.	0.032	0.015
	Product Usage	0.032	.	0.759
	Media Exposure	0.015	0.759	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

In reference to table 4.56, it shows the overall correlations between brand awareness, product usage and media exposure under the technology product category which shared amongst sample group. Results indicate that there is a positive correlation between independent variable media exposure and the dependent

variable product awareness, correlation measured at 0.122 at 0.05 significance level. However, there fails to be a correlation between media exposure and product usage. Furthermore, results have also identified a relationship between brand awareness and product usage under the foreign technology category, relationship measured at 0.107 with a 0.05 significance level. All in all, results propose that there is a correlation between brand awareness, product usage and media exposure. In accordance to Pearson's measurement scale, however, the correlation is relatively low measured at low association on the scale.

Table 4.57 Descriptive statistics of Food and Beverage (Foreign Brands) category

Foreign F&B Category	Mean	Std. Deviation	N
Brand Awareness	4.324	0.845	400
Product Usage	2.904	1.010	400
Media Exposure	3.657	1.121	400

In reference to table 4.57, statistics on the food and beverage category for foreign brands as a whole are presented. Results demonstrate that for foreign brands under the food and beverage category, the brand awareness is high, 4.324. In addition, exposures to Medias implemented by these brands are also relatively high at 3.657. However, product usage is neutral at 2.904.

Table 4.58   Overall   correlation   between   Brand   Awareness,   Usage   and   Media Exposure of foreign brands under food and beverage product category

	Foreign F&B Category	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.094	0.140**
	Product Usage	0.094	1	0.177**
	Media Exposure	0.140**	0.177**	1
2-tailed sig.	Brand Awareness	.	0.061	0.005
	Product Usage	0.061	.	0.000
	Media Exposure	0.005	0.000	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.58, it shows the overall correlations between brand awareness, product usage and media exposure under the food and beverage product category of foreign brands which are shared amongst sample group. In regards to the independent variable media exposure, the correlation with it's two dependent variables; brand awareness and product usage is positive. Correlation between media exposure and brand awareness measured at 0.140 with a 0.01 level of significance and relationship between media exposure and product usage measured at 0.177 with a 0.01 level of significance. Hence, with this, results reveal how there is a positive correlation between brand awareness, product usage and media exposure under the food and beverage category for foreign brands. However, in reference to Pearson's measurement scale, this correlation still has low associations.

Table 4.59 Descriptive statistics of Food and Beverage (Local Brands) category

Local F&B Category	Mean	Std. Deviation	N
Brand Awareness	4.383	0.815	400
Product Usage	3.118	0.896	400
Media Exposure	3.479	1.126	400

In reference to table 4.59, statistics on local brands under the food and beverage category as a whole are presented. Results illustrate how there is high brand awareness to local food and beverage brands share amongst sample group, 4.383. Similarly, there is also a relatively high level of media exposure 3.479 along with product usage 3.118.

Table 4.60 overall correlations between Brand Awareness, Usage and Media Exposure of local brands under food and beverage product category

	Local F&B Category	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.060	0.081
	Product Usage	0.060	1	0.158**
	Media Exposure	0.081	0.158**	1
2-tailed sig.	Brand Awareness	.	0.233	0.107
	Product Usage	0.233	.	0.002
	Media Exposure	0.107	0.002	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.60, it shows the overall correlations between brand awareness, product usage and media exposure under the food and beverage product category of local brands which are shared amongst sample group. The table demonstrates how there is a positive relationship between independent variable media exposure and dependent variable product usage, 0.1588 at 0.01 significance

level. However, there fails to be a correlation between media exposure and it's other dependent variable of product awareness. Hence, with this, results demonstrate how there is a partly positive correlation between brand awareness, product usage and media exposure under local brands within the food and beverage category. The relationship identified, media exposure and product usage is measured at low association level in accordance with Pearson's measurement scale.

Table 4.61 Descriptive statistics of Personal Care Product (Foreign Brands) category

Foreign Personal Care Category	Mean	Std. Deviation	N
Brand Awareness	4.408	0.865	400
Product Usage	3.410	1.102	400
Media Exposure	3.676	1.151	400

In reference to table 4.61, statistics on foreign brands under the personal care product category as a whole are presented. Results demonstrate how there is high brand awareness for foreign personal care products shared amongst the sample group, 4.408. Also, there is a relatively media exposure and product usage level, medi exposure being 3.676, product usage at 3.410.

Table 4.62 Overall correlation between Brand Awareness, Usage and Media Exposure of foreign brands under personal care product category

	Foreign Personal Care Category	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.240**	0.103*
	Product Usage	0.240**	1	0.049
	Media Exposure	0.103*	0.049	1
2-tailed sig.	Brand Awareness	.	0.000	0.039
	Product Usage	0.000	.	0.330
	Media Exposure	0.005	0.000	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400

| Media Exposure | 400 | 400 | 400 |

In reference to table 4.62, it shows the overall correlations between brand awareness, product usage and media exposure under the personal care product category of foreign brands which are shared amongst the sample group. As can be seen, results give an indication of correlation between independent variable media exposure to dependent variable brand awareness, correlation measure at 0.103 with a 0.05 significance level. On the other hand, no relationship is found between media exposure and product usage. In addition to this, the results also show how there is a positive correlation between brand awareness and product usage, correlation measurement being 0.240 at 0.01 significance level. Therefore, with this, results illustrate how the relationship between brand awareness, product usage and media exposure for foreign brands under the personal care product category is positive, however, utilizing Pearson's measurement scale, this correlation still has low associations.

Table 4.63 Descriptive statistics of Personal Care Product (Local Brands) category

Local Personal Care Category	Mean	Std. Deviation	N
Brand Awareness	3.578	1.230	400
Product Usage	2.001	0.991	400
Media Exposure	2.826	1.036	400

In reference to table 4.63, statistic on local brands under the personal care product category as a whole are presented. Results signify how brand awareness of local products under the personal care product category shared amongst sample group is relatively high at 3.578. Media exposure and product usage on the other hand is neutral, media exposure being 2.826 and product usage at 2.001.

Table 4.64 Overall correlation between Brand Awareness, Usage and Media Exposure of local brands under personal care product category

	Local Personal Care Category	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.211**	0.134**
	Product Usage	0.221**	1	0.295**
	Media Exposure	0.134**	0.295**	1
2-tailed sig.	Brand Awareness	.	0.000	0.007
	Product Usage	0.000	.	0.000
	Media Exposure	0.007	0.000	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.64, its shows the overall correlation between brand awareness, product usage and media exposure of local products under the personal care product category which is shared amongst sample group. The results demonstrate a clear correlation between independent variable media exposure and the two dependent variable brand awareness and product usage. Correlation with brand awareness measured at 0.134 with 0.01 significance level and correlation with product usage measured at 0.196 with a 0.01 level of significance. Not only this, another correlation between brand awareness and product usage is identified, whereby relationship is measure at 0.211 with a 0.01 significance level. Therefore, with this, results indicate how there is a positive correlation between brand awareness, product usage and media exposure for local brands under the personal care product category. However, in reference to Pearson's measurement scale the correlation still presents a low association level.

Table 4.65 Descriptive statistics of Pharmaceutical products (Foreign Brands) category

Foreign Pharmaceutical Category	Mean	Std. Deviation	N
Brand Awareness	4.464	0.766	400
Product Usage	3.550	1.049	400
Media Exposure	3.594	1.123	400

In reference to table 4.65, statistics on foreign brands under the pharmaceutical product category as a whole are presented. Findings illustrate how brand awareness of foreign products under the pharmaceutical product category share amongst sample group is high, 4.464. In addition media exposure along with product usage measurements are also high ,media exposure being 3.594 and product usage being 3.550.

Table 4.66 Overall correlation between Brand Awareness, Usage and Media Exposure of foreign brands under pharmaceutical product category

	Foreign Personal Care Category	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.163**	0.112*
	Product Usage	0.163**	1	0.042
	Media Exposure	0.112*	0.042	1
2-tailed sig.	Brand Awareness	.	0.001	0.025
	Product Usage	0.001	.	0.402
	Media Exposure	0.025	0.402	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.66, it shows the overall correlation between brand awareness, product usage and media exposure of foreign products under the pharmaceutical product category which are shared amongst sample group. The results indicate a correlation of the independent variable media exposure with dependent variable brand awareness, correlation measure at 0.112 with 0.05 level of significance. On the other hand, results demonstrate that there is no correlation between media exposure and product usage. However, another relationship is also identified between brand awareness and product usage whereby the correlation measures at 0.163 at 0.01 significance level. All in all, results reveal how there is partly a positive correlation between brand awareness, product usage and media exposure to foreign brands under the pharmaceutical product category. With indication to Pearson's measurement scale however, this correlation still proves to be at low associations.

Table 4.67 Descriptive statistics of Pharmaceutical products (Local Brands) category

Local Pharmaceutical Category	Mean	Std. Deviation	N
Brand Awareness	4.023	1.196	400
Product Usage	2.294	1.136	400
Media Exposure	2.862	1.223	400

In reference to table 4.67, statistics on local brands under the pharmaceutical product category are presented. Results show how brand awareness of local brands within the pharmaceutical product category shared amongst sample group is high at 4.023. However, media exposure and product usage is neutral, media exposure being 2.862 and brand usage being 2.292.

Table 4.68 Overall correlation between Brand Awareness, Usage and Media Exposure of local brands under pharmaceutical product category

	Local Pharmaceutical Category	Brand Awareness	Product Usage	Media Exposure
Pearson's level of sig.	Brand Awareness	1	0.193**	0.150**
	Product Usage	0.193**	1	0.315**
	Media Exposure	0.150**	0.315**	1
2-tailed sig.	Brand Awareness	.	0.000	0.003
	Product Usage	0.000	.	0.000
	Media Exposure	0.003	0.000	.
	Brand Awareness	400	400	400
	Product Usage	400	400	400
	Media Exposure	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

In reference to table 4.68, it shows the overall correlation between brand awareness, product usage and media exposure of local products under the pharmaceutical product category which are shared amongst the sample group. Findings give a clear indication as to the correlation between independent variable media exposure and the two dependent variables; brand awareness and media exposure. Correlation between media exposure and brand awareness being 0.150 at 0.01 significance level and correlation between media exposure and product usage being 0.315 at 0.01 significance level. In addition to this, another correlation is also identified through the findings whereby there is also a correlation between brand awareness and product usage, correlation measure at 0.193 with a 0.01 level of significance. Finally, from this, correlation between brand awareness, product usage and media exposure of local products under the pharmaceutical product category is positive. In reference to Pearson's measure scale however, this correlation still has a relatively low association.

Part 4 The Influence of Culture on Product Acceptance

Table 4.69 The result of factors of influence in purchasing decision

No.	Purchase Influencing Factor	Purchase Influence Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never 1	2	3	4	All the Time 5				
1	Family Members	86	13	47	20	234	400	3.758	1.648	Agree
		21.5	3.3	11.8	5.0	58.5	100%			
2	Friends	85	16	45	45	209	400	3.693	1.619	Agree
		21.3	4.0	11.3	11.3	52.3	100%			
3	Celebrities	60	13	61	44	222	400	3.888	1.477	Agree
		15.0	3.3	15.3	11.0	55.5	100%			
4	Personal Liking	320	31	23	2	24	400	1.448	1.056	Strongly Disagree
		80.0	7.8	5.8	0.5	6.0	100%			
5	Price	225	39	48	9	79	400	2.195	1.587	Disagree
		56.3	9.8	12.0	2.3	19.8	100%			
6	Promotion	93	35	66	36	170	400	3.388	1.632	Neutral
		23.2	8.8	16.5	9.0	42.5	100%			

Table 4.69 The result of factors of influence in purchasing decision (Cont.)

No.	Purchase Influencing Factor	Purchase Influence Level* Likert Scale					Total	Mean	Standard Deviation (S.D)	Meaning
		Never 1	2	3	4	All the Time 5				
7	Product Packaging	62	19	82	34	203	400	3.743	1.496	Agree
		15.5	4.8	20.5	8.5	50.7	100%			
8	Government Policy	6	5	30	19	340	400	4.705	0.784	Strongly Agree
		1.5	1.3	7.5	4.8	85.0	100%			
9	Family Traditions	34	25	37	43	261	400	4.180	1.316	Agree
		8.5	6.3	9.3	10.8	65.3	100%			
10	Product Quality	113	36	41	30	180	400	3.320	1.732	Neutral
		28.2	9.0	10.3	7.5	45.0	100%			
11	Social Norms	40	25	43	38	254	400	4.103	1.374	Agree
		10.0	6.3	10.8	9.5	63.5	100%			

5-Point Likert Scales

Level of Satisfaction	Score
Strongly Agree	5.00
Agree	4.00
Neutral	3.00
Disagree	2.00
Strongly Disagree	1.00

Scoring Scale with Interval for inferential

Definition	Scoring Range
Strongly Agree	5.00 – 4.21
Agree	4.20 – 3.41
Neutral	3.40 – 2.61
Disagree	2.60 – 1.81
Strongly Disagree	1.80 – 1.00

In reference to table 4.69, the data illustrates that the factor most influential on consumer purchasing decisions is Government Policy (with a mean of 4.705), followed by Family Traditions, Social Norms, Celebrities, Family Members, Product Packaging, Friends, Promotions, Product Quality, Price, and lastly Personal Liking (with a mean of 1.448). Although the value of mean varies, the top 7 most influential factors (Government Policy, Family Tradition, Social Norms, Celebrities, Family Members, Product Packaging, and Friends) all have a median value of 5, whilst the bottom 2 factors with the lowest mean value (Price and Personal Liking) have median values of 1. The table reveals that consumers highly consider and value Government Policy, Family Traditions, and Social Norms when making purchasing decisions (environmental factors), rather than individual factors such as their own personal liking. The data shows that up to 85% of the population surveyed identified Government Policy as being extremely important (5) to their purchasing decision and that 80% also identified Personal Liking as having minimal importance towards their purchasing behavior.

Table 4.70   Descriptive statistics of Cultural influence against Product Usage by Category

	Mean	Std. Deviation	N
Cultural Influence	3.682	0.640	400
Technology Usage	2.258	0.732	400
Foreign Food and Beverage	2.904	1.010	400
Local Food and Beverage	3.118	0.896	400
Foreign Personal Care	3.410	1.102	400
Local Personal Care	2.002	0.991	400
Foreign Pharmaceutical	3.550	1.049	400
Local Pharmaceutical	2.294	1.136	400

In reference to table 4.70, statistics on cultural influence against technology usage is presented. As can be seen, rank in accordance with Likert's 5 point scale,

cultural influence; with the inclusion of the following influencing factors; friends, family, celebrity, traditions, personal liking, government and social norms is ranked with a score of 3.682, which demonstrates an agree on the Likert scale reflecting how culture has a relatively high influence on purchasing decisions or product usage. Here, the author intends to identify the importance of culture in purchasing decision; hence, cross tabulates cultural influences with product usage by product category which again, is subdivided into foreign and local groupings. Brand usage by product category is ranked from highest to lowest usage hereafter; Foreign pharmaceutical (3.550), Foreign personal care (3.410), Local Food and Beverage (3.118), Foreign Food and Beverage (2.904), Local Pharmaceutical (2.294), Technology (2.258) and finally Local Personal Care (2.002).

Table 4.71   Correlation between Cultural influence and Product Usage

		Overall Cultural Influence	Overall Technology Use
Pearson's level of sig.	Overall Cultural Influence	1	-0.034
	Technology Use	-0.034	1
2-tailed sig.	Overall Cultural Influence	1	0.493
	Technology Use	0.493	1
	Overall Cultural Influence	400	400
	Technology Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.152**
	Foreign F&B Use	-0.152**	1
2-tailed sig.	Overall Cultural Influence	1	0.002
	Foreign F&B Use	0.002	1
	Overall Cultural Influence	400	400
	Foreign F&B Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.171**
	Local F&B Use	-0.171**	1
2-tailed sig.	Overall Cultural Influence	1	0.001
	Local F&B Use	0.001	1
	Overall Cultural Influence	400	400

	Local F&B Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.005
	Foreign Personal Care Use	-0.005	1
2-tailed sig.	Overall Cultural Influence	1	0.927
	Foreign Personal Care Use	0.927	1
	Overall Cultural Influence	400	400
	Foreign Personal Care Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.250**
	Local Personal Care Use	-0.250**	1
2-tailed sig.	Overall Cultural Influence	1	0.000
	Local Personal Care Use	0.000	1
	Overall Cultural Influence	400	400
	Local Personal Care Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.010
	Foreign Pharmaceutical	-0.010	1
2-tailed sig.	Overall Cultural Influence	1	0.837
	Foreign Pharmaceutical	0.837	1
	Overall Cultural Influence	400	400
	Foreign Pharmaceutical	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.034
	Local Pharmaceutical	-0.034	1
2-tailed sig.	Overall Cultural Influence	1	0.493
	Local Pharmaceutical	0.493	1
	Overall Cultural Influence	400	400
	Local Pharmaceutical	400	400

In reference to table 4.71, figures on correlation of cultural influences with product usage under four corresponding categories; Technology, Food and Beverages, Personal Care and Pharmaceutical are presented. Findings indicate correlations of cultural influence with the following; foreign food and beverage products, local food and beverage products and local personal care products. In correlation between cultural influences and foreign products under the food and beverage category, statistics

measure a correlation of -0.152 at 0.01 level of significance, this hence, demonstrates how there is a negative correlation between these two variables, therefore, the higher the cultural influence, the lower the product usage under the foreign food and beverage category. Correspondingly, the correlation found between cultural influences and local food and beverage products are similar, whereby correlation is measured at -0.171 at 0.01 significance level. This too, shows how there is a negative correlation between variables, where the higher the cultural influence, sample group would be less likely to make purchase decision, resulting in a lower product usage value under the local food and beverage category. Finally, in relations to cultural influence and local personal care products, here too, a negative correlation is identified, measured at -0.250 with 0.01 significance level. Consequently, this shows how sample group feel highly influenced in a negative manner with cultural influences when it comes down to local product usage under the personal care product category.

Table 4.72 Descriptive statistics of Marketing Influences against Product Usage by Category

	Mean	Std. Deviation	N
Marketing Influence	3.161	0.992	400
Technology Usage	2.258	0.732	400
Foreign Food and Beverage	2.904	1.010	400
Local Food and Beverage	3.118	0.896	400
Foreign Personal Care	3.410	1.102	400
Local Personal Care	2.002	0.991	400
Foreign Pharmaceutical	3.550	1.049	400
Local Pharmaceutical	2.294	1.136	400

In reference to table 4.72, descriptive statistics of marketing influences measured against product usage by category are presented. In regards to Likert's 5-point scale, overall marketing influences including four corresponding elements of;

price, promotion, packaging and product quality, scored to be 3.161, whereby presents a neutral on the Likert's scale. This indicates how sample group feel that marketing influences have an impartial impact upon their purchasing decisions. Moreover, the author would like to use these statistics in investigate whether if there is a relationship with marketing and product usage behavior, hence, a cross tabulation is exhibited. Ranked from highest to lowest product usage are accordingly; Foreign pharmaceutical (3.550), Foreign personal care (3.410), Local Food and Beverage (3.118), Foreign Food and Beverage (2.904), Local Pharmaceutical (2.294), Technology (2.258) and finally Local Personal Care (2.002).

Table 4.73   Correlation between Marketing influence and Product Usage

		Overall Cultural Influence	Overall Technology Use
Pearson's level of sig.	Overall Cultural Influence	1	0.015
	Technology Use	0.015	1
2-tailed sig.	Overall Cultural Influence	1	0.771
	Technology Use	0.771	1
	Overall Cultural Influence	400	400
	Technology Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.054
	Foreign F&B Use	-0.054	1
2-tailed sig.	Overall Cultural Influence	1	0.002
	Foreign F&B Use	0.002	1
	Overall Cultural Influence	400	400
	Foreign F&B Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.104*
	Local F&B Use	-0.104*	1
2-tailed sig.	Overall Cultural Influence	1	0.001
	Local F&B Use	0.001	1

	Overall Cultural Influence	400	400
	Local F&B Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	0.126*
	Foreign Personal Care Use	0.126*	1
2-tailed sig.	Overall Cultural Influence	1	0.012
	Foreign Personal Care Use	0.012	1
	Overall Cultural Influence	400	400
	Foreign Personal Care Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.197**
	Local Personal Care Use	-0.197**	1
2-tailed sig.	Overall Cultural Influence	1	0.000
	Local Personal Care Use	0.000	1
	Overall Cultural Influence	400	400
	Local Personal Care Use	400	400
Pearson's level of sig.	Overall Cultural Influence	1	0.061
	Foreign Pharmaceutical	0.061	1
2-tailed sig.	Overall Cultural Influence	1	0.221
	Foreign Pharmaceutical	0.221	1
	Overall Cultural Influence	400	400
	Foreign Pharmaceutical	400	400
Pearson's level of sig.	Overall Cultural Influence	1	-0.067
	Local Pharmaceutical	-0.067	1
2-tailed sig.	Overall Cultural Influence	1	0.184
	Local Pharmaceutical	0.184	1
	Overall Cultural Influence	400	400
	Local Pharmaceutical	400	400

In reference to table 4.73, overall correlation between marketing influences and product usage by four corresponding categories; technology, food and beverage,

personal care and pharmaceutical are presented. Findings illustrate a correlation of marketing influences on product usage with the following; local food and beverage products, foreign personal care products and local personal care products. Results reveal how there is a correlation between marketing influences and product usage under the local food and beverage product category, correlation measured at -0.104 with 0.05 level of significance, hence, showing how the correlation is negative, therefore, the higher the marketing influences, the less likely consumers are to purchase local products under food and beverage product category. Similarly, the correlation between marketing influential's and product usage is negative, measured at -0.197 with 0.01 significance level, demonstrating how high marketing influences could lead to a decrease in product usage. Finally, a positive correlation is indicated between marketing influencers and foreign personal care products, thus, the higher the marketing influencers exhibited into foreign brands under the personal care product category the more likely it is to trigger purchase decision.

CHAPTER V
RESEARCH DISCUSSION

1. Contribution of Body of Knowledge

The principles of this research are to investigate and explore how marketing communication strategies implemented by international brands in Myanmar have a possible influence upon consumer behavior and whether if culture plays a role in brand acceptance or rejection. The research examines the relationship to which three of the corresponding variables; brand awareness, brand usage and media exposure have with one another along with investigate the key influence factor to which Myanmar's populates take into consideration most before making a purchase decision. Hence, the research not only aims to propose an outlook upon the influencing power of foreign communications upon Myanmar populates, however, it serves as a base in aiding foreign investors fain a better understanding of the Burmese market, which therefore answer the following research questions shown hereafter;

1. How do marketing strategies implemented by international brands play an important role in creating product awareness and therefore trigger product purchase in the Burmese market

2. Do international marketing communications have an effect on consumer behaviors and whether is cultural values impact the acceptance/rejection of multinational brands

In terms of research methodology, the author utilized both qualitative and quantitative research techniques, whereby survey research with a questionnaire was used to collect data. The author divided the questionnaire into 4 consecutive parts; (1) Product recall and Brand name Recognition (2) Product Usage Behavior (3) Media Exposure and finally (4) Determinants or Influencing factors of purchase decision. The total number of samples drawn into research was 400. To gather information, a non-probability sampling method was utilized whereby there was a combination between the sampling techniques of purposive sampling and volunteer sampling. In purposive, to gain a broader opinion, the author chose to distribute the questionnaire

evenly across four districts of Yangon city. In addition, all respondents must be within the working dependent age group 18-64, therefore if the sample did not meet the age criteria, then their results would be discounted in further findings.

2. Summary of Research Findings

Following information collection, the information was calculated utilizing the SPSS software whereby results were then shown in the form of percentages, means, standard deviations, frequency distributions, pie charts and lastly tables for basic information. In terms of correlation, pearson's and 2-tailed significant values were used to show the relationship among the independent variables (brand awareness and product usage) and the dependent variable (media exposure). The conclusion of the research and further propositions will be discussed as follows;

In terms of demographic findings, results showed that the number of samples that were involved within the research totals to 400 whereby total sample consists of 42.5% male and 57.5% female. The majority of the sample was aged between 18-49 with a total percentage of 94.1, where the remaining 5.9% are sample group aged 50 or above. In terms of occupation, most of the sample were found to be company office employees (42.50) whereby the second group were included under the others section being market vendors, mechanics and taxi drivers. The income levels of the sample, findings revealed that the majority of sample had a income of 60,001-70,000 KYATS, with a percentage of 40. Finally, in terms of general attitude towards foreign compared to local brands in Myanmar, it was found that up to 77.2% of the sample group had a preference towards foreign over local brands and in addition to this, the market category to which sample group found they purchase most foreign branded goods was the personal care category, percentage being 50%.

2.1 Brands under Technology product category

- Sample group Exposure to Media (Independent Variable)

The average of media exposure to which was measured from the sample group resulted with the score of 3.276, demonstrating a neutral ranking on Likert's 5-point scale, indicating a neutral perspective upon sample group's exposure to media exhibited my technology brands. This average comes from the sum of findings from

all technology brands under the question of 'Frequency to Media Exsposure' and divided by the number of technology brands within the category.

- Sample group Brand Awareness (Dependent Variable)

The average of brand awareness score to which was measured from the sample group resulted with the score of 4.542, demonstrating a strongly agree ranking on Likert's 5-point, reflecting how brand awareness of technology producs is high. This average comes from the sum of findings from all technology brands under the question 'How well do you know this Brand' and divided by the number of technology brands within the category.

- Sample group Product Usage Behavior (Dependent Variable)

The average of product usage score to which was measured from the sample group resulted with the score of 2.258, demonstrating a disagree ranking on Likert's 5-point scale, indicating a low level of product usage under the technology product category. This average comes from the sum of findings from all technology brands under the question 'How often do you use this Brand' and divided by the number of technology brands within the category.

2.2 Brands under Food and Beverage product category
2.2.1 Foreign Brands

- Sample group Exposure to Media (Independent Variable)

The average of media exposure to which was measured from the sample group for foreign brands under food and beverage resulted with the score of 3.657, demonstrating an agree ranking on Likert's 5-point scale, indicating that sample group are relatively high exposed to communication means to which foreign food and beverage brands exhibit into the Burmese market. This average comes from the sum of findings from all foreign food and beverage brands under the question of 'Frequency to Media Exsposure' and divided by the number of foreign food and beverage brands within the category.

- Sample group Brand Awareness (Dependent Variable)

The average of brand awareness score to which was measured from the sample group resulted with the score of 4.325, showing a strongly agree on Likert's

5-point scale, therefore, demonstrating how sample group are highly aware of foreign brands under the food and beverage category. This average comes from the sum of findings from all foreign food and beverage brands under the question 'How well do you know this Brand' and divided by the number of foreign food and beverage brands within the category.

- Sample group Product Usage Behavior (Dependent Variable)

The average product usage scaore to which was measured from the sample group resulted with the score of 2.932, indicating a neutral ranking on Likert's 5-point scale, which therefore demonstrates how sample group are impartial on the purchase of foreign goods under the food and beverage category. This average comes from the sum of findings from all foreign food and beverage brands under the question 'How often do you use this Brand' and divided by the number of foreign food and beverage brands within the category.

2.2.2 Local Brands

- Sample group Exposure to Media (Independent Variable)

The average media exposure to which was measured from the sample group resulted with the score of 3.479, demonstrating a agree level of Likert's 5-point scale, which therefore shows that the sample receives a relatively high exposure to marketing communication means implemented by local brands under the food and beverage category. This average comes from the sum of findings from all local food and beverage brands under the question of 'Frequency to Media Exsposure' and divided by the number of local food and beverage brands within the category.

- Sample group Brand Awareness (Dependent Variable)

The average of brand awareness score to which was measured from the sample group resulted with the score of 4.384, demonstrating a strongly agree level on Likert's 5 point scale, which in turn, shows how sample group are highly aware of local brands under the food and beverage category. This average comes from the sum of findings from all local food and beverage brands under the question 'How well do you know this Brand' and divided by the number of local food and beverage brands within the category.

- Sample group Product Usage Behavior (Dependent Variable)

The average of product usage score to which was measure form the sample group resulted with the score of 2.782, indicting a neutral ranking on Likert's 5 point scale, therefore, showing how product usage behavior of local food and beverage brands are impartial. This average comes from the sum of findings from all local food and beverage brands under the question 'How often do you use this Brand' and divided by the number of local food and beverage brands within the category.

2.3. Brands under Personal Care product category
2.3.1 Foreign Brands
- Sample group Exposure to Media (Independent Variable)

The average media exposure to which was measured from the sample group for foreign brands under the personal care product category resulted with the score of 3.543, being an agree ranking on Likert's 5-point scale, demonstrating how sample group are exposed relatively highly to medias exhibited by foreign brands under the personal care product category. This average comes from the sum of findings from all foreign personal care brands under the question of 'Frequency to Media Exsposure' and divided by the number of foreign personal care brands within the category.

- Sample group Brand Awareness (Dependent Variable)

The average of brand awareness score to which was measured from the sample group results with the score of 4.409, ranked strongly agree on Likert's 5-point scale, which therefore, shows how sample group are highly aware of foreign brands that fall under the personal care product category. This average comes from the sum of findings from all foreign personal care brands under the question 'How well do you know this Brand' and divided by the number of foreign personal care brands within the category.

- Sample group Product Usage (Dependent Variable)

The average of product usage score to which was measured from the sample group resulted with the score of 3.410, indicating an agree level of Likert's 5-point scale, therefore, showing how product usage behavior of foreign personal care

brands are relatively high. This average comes from the sum of findings from all foreign personal care brands under the question 'How often do you use this Brand' and divided by the number of foreign personal care brands within the category.

3.2.1 Local Brands

- Sample group Exposure to Media (Independent Variable)

The average media exposure to which was measured from the sample group for local brands under the personal care product category resulted with the score of 2.647, being a neutral ranking on Likert's 5-point scale, showing how sample group feel that their exposure to medias exhibited by local brands under the personal care product category are impartial. This average comes from the sum of findings from all local personal care brands under the question of 'Frequency to Media Exsposure' and divided by the number of local personal care brands within the category.

- Sample group Brand Awareness (Dependent Variable)

The average of brand awareness score to which was measured from the sample group results with the score of 3.579, which is indicated an agree on Likert's 5-point scale, demonstrating how sample group are highly aware of local brands under the personal care product category. This average comes from the sum of findings from all local personal care brands under the question 'How well do you know this Brand' and divided by the number of local personal care brands within the category.

- Sample group Product Usage Behavior (Dependent Variable)

The average of product usage score to which was measured from the sample group resulted with the score of 2.002, which is ranked with a disagree on Likert's 5-point scale, hence with this, demonstrating how sample group hardly ever purchase local brands which fall under the personal care category. This average comes from the sum of findings from all local personal care brands under the question 'How often do you use this Brand' and divided by the number of local personal care brands within the category.

2.4 Brands under Pharmaceutical product category

2.4.1 Foreign Brands

- Sample group Exposure to Media (Independent Variable)

The average media exposure to which was measured from the sample group for foreign brands under the pharmaceutical product category results with the score of 3.594, being an agree ranking on Likert's 5-point scale, demonstrating how sample group are exposed relatively highly to medias exhibited by foreign brands under the pharmaceutical product category. This average comes from the sum of findings from all foreign pharmaceutical brands under the question of 'Frequency to Media Exsposure' and divided by the number of foreign pharmaceutical brands within the category.

- Sample group Brand Awareness (Dependent Variable)

The average brand awareness score to which was measured from the sample group results with the score of 4.464, ranked at strongly agree on Likert's 5-point scale, findings demonstrate how sample group are highly aware of foreign brands under the pharmaceutical product category. This average comes from the sum of findings from all foreign pharmaceutical brands under the question 'How well do you know this Brand' and divided by the number of foreign pharmaceutical brands within the category.

- Sample group Product Usage Behavior (Dependent Variable)

The average of product usage score to which was measured from the sample group resulted with the score of 3. 548, being an agree ranking on Likert's 5-point scale, indicating how usage of foreign goods under the pharmaceutical product category is relatively high. This average comes from the sum of findings from all foreign pharmaceutical brands under the question 'How often do you use this Brand' and divided by the number of foreign pharmaceutical brands within the category.

2.4.2 Local Brands

- Sample group Exposure to Media (Independent Variable)

The average media exposure score to which was measured from the sample group for local brands under the pharmaceutical product category resulted with the score of 2.862, being a neutral ranking ofLikert's 5-point scale, demonstrating how

media exposure of sample group to local pharmaceutical brands are impartial. This average comes from the sum of findings from all local pharmaceutical brands under the question of 'Frequency to Media Exsposure' and divided by the number of local pharmaceutical brands within the category.

- Sample group Brand Awareness (Dependent Variable)

The average brand awareness score to which was measured from the sample group results with the score of 4.024, ranked agree on Likert's 5 point scale, findings demonstrate how sample group are highly aware of local brands under the pharmaceutical product category. This average comes from the sum of findings from all local pharmaceutical brands under the question 'How well do you know this Brand' and divided by the number of local pharmaceutical brands within the category.

- Sample group Product Usage Behavior (Dependent Variable)

The average of product usage score to which was measured from the sample group resulted with the score of 2.945, being a neutral ranking on Likert's 5-point scale, demonstrating how usage of foreign goods under the pharmaceutical category is impartial. This average comes from the sum of findings from all local pharmaceutical brands under the question 'How often do you use this Brand' and divided by the number of local pharmaceutical brands within the category.

Table 5.1 Summarization of each variable within the research in accordance with product categories

Product Category	Variable	Mean	Meaning
Technology	Media Exposure	3.276	Neutral
	Brand Awareness	4.542	Strongly Agree
	Product Usage	2.258	Disagree
Food and Beverages			
Foreign Brands	Media Exposure	3.657	Agree
	Brand Awareness	4.325	Strongly Agree
	Product Usage	2.932	Neutral
Local Brands	Media Exposure	3.479	Agree
	Brand Awareness	4.384	Strongly Agree
	Product Usage	2.782	Neutral
Personal Care			
Foreign Brands	Media Exposure	3.543	Agree
	Brand Awareness	4.409	Strongly Agree
	Product Usage	3.410	Agree
Local Brands	Media Exposure	2.647	Neutral
	Brand Awareness	3.579	Agree
	Product Usage	2.002	Disagree
Pharmaceutical			
Foreign Brands	Media Exposure	3.594	Agree
	Brand Awareness	4.464	Strongly Agree
	Product Usage	3.548	Agree
Local Brands	Media Exposure	2.862	Neutral
	Brand Awareness	4.024	Agree
	Product Usage	2.945	Neutral

Table 5.2 Summarization of correlation between Media Exposure, Brand Awareness
and Product usage in accordance with product categories

Media Exposure by product Category	Brand Awareness	Product Usage
Technology	Correlation 0.122 with 0.05 sig.	No Correlation
Food and Beverages Foreign Brands	Correlation 0.140 at 0.01 sig.	Correlation 0.177 at 0.01 sig.
Food and Beverages Local Brands	No Correlation	Correlation 0.158 at 0.01sig.
Personal Care Foreign Brands	Correlation 0.103 at 0.05 sig.	No Correlation
Personal Care Local Brands	Correlation 0.134 at 0.01 sig.	No Correlation 0.295 at 0.01 sig.
Pharmaceutical Foreign Brands	Correlation 0.112 at 0.01 sig.	No Correlation
Pharmaceutical Local Brands	Correlation 0.150 at 0.01 sig.	Correlation 0.315 at 0.01 sig

In reference to table 5.2, a summarization of correlation between
independent variable media exposure against two dependent variables; brand
awareness and product usage is presented. Findings demonstrate how in the
technology category, a positive relationship is found between media exposure and
brand awareness. However, no correlation is found with product usage under this
category.

Furthermore, in regards to the food and beverage category, findings reveal
that with foreign brands, there is a correlation between media exposure and brand
awareness and no correlation with product usage, however, with local brands, results
demonstrate that media exposure have a relationship with product usage, yet not
correlation with brand awareness.

Moreover, looking into the personal care product category, results indicate that with foreign brands media exposure have a correlation with brand awareness, yet no correlation with product usage as opposed to local brands whereby results show how there is correlation of media exposure with both brand awareness and product usage.

Finally, with reference to the pharmaceutical product category, results give a clear indication of correlation between media exposure and brand awareness with foreign brands, however, no correlation with brand usage. Whereas, with local brands under the pharmaceutical product category, findings reveal correlation of media exposure with both variables brand awareness and product usage.

Moving further into influencing factors in consumer purchasing decision, results revealed how the three most influentiala factors include; Government policies, Family Traditions and social norms, whilst the three factors that have least impact upon sample group's purchasing decision are; friends, product pricing and personal liking. In determining cultural and marketing influence upon product usage, the author thus utilizes cross tabulation to explore relationship, trends and correlation between these two variables.

Table 5.3 Summarization of correlation between cultural and marketing influence on product usage by category

Product Usage/ Product Category	Cultural Influence	Marketing Influence
Technology	No Correlation	No Correlation
Foreign Food and Beverage	Correlation -0.152 at 0.01 sig.	No Correlation
Local Food and Beverage	Correlation -0.171 at 0.01 sig.	Correlation -0.104 at 0.05 sig.
Foreign Personal Care	No Correlation	Correlation 0.126 at 0.05 sig.
Local Personal Care	Correlation -0.255 at 0.01 sig.	Correlation -0.197 at 0.01 sig.
Foreign Pharmaceutical	No Correlation	No Correlation
Local Pharmaceutical	Correlation -0.224 at 0.01 sig.	No Correlation

In reference to table 5.3, a summarization of correlation between cultural and marketing influences on product usage by category; technology, food and beverage, personal care and pharmaceutical are presented. As can be seen, findings reveal how there is a negative correlation in cultural influencing factors towards the following product categories; foreign food and beverage, local food and beverage, local personal care and lastly local pharmaceutical. Next, looking into marketing influencing factors, here too, these factors have proven to have a negative correlation upon product usage behaviors. Results show a negative correlation between marketing influencers and usage of products under the following categories; local food and beverage, local personal care. However, there is one clear indication of a positive correlation to which marketing influencers have upon product usage under the foreign personal care product category. Hence, results demonstrate overall how, cultural influencers often have a negative correlation towards local brands, meaning, the higher the influences, the less likely consumers are to make purchase decisions.

3. Research discussion and Further Recommendations

Having completed all research under the area of "The influences of marketing communications upon Myanmarese consumers behavior,' the author is able to make further judgments and claims on the research question as well as extrapolate additional arguments which have been identified through the research findings. Not only this, the author can also compile all findings in reference to previous studies to which related literatures and theories are applicable.

To begin with, the initial research questions were; (1) How marketing strategies implemented by international brands play an important role in creating brand awareness (2) Do international marketing communications have an effect on consumer behaviors and whether if cultural values impact the acceptance/rejection of multinational brands.

In terms of brand awareness, under all product categories; technology, food and beverage, personal care and pharmaceutical, results give a clear indication of how Myanmar populates greatly know or recognize foreign brands as opposed to local brands. Although, there is high recognition for both foreign and local brand, rankings in accordance to Likert's 5-point scale have proven to be consistently higher for foreign brands. The top five brands with the strongest awareness level are; Premier (4.698) Huawei (4.693), Samsung (4.688), Ovaltine (4.688), and Decolgen (4.655), four out of five to which are international brands, whilst brands with the lowest awareness level are; Sandar Pearl (2.973), Miss (3.540), Lu Pyan Taw (3.770), Oishiin (3.950) and Kay Thi Pan (3.958), all to which fall under products which originate from the local market. Consequently, the author is able to state that the awareness of foreign brands within the Burmese market shared amongst sample group is highly stronger than awareness of local brands. This coincides with previous research conducted by Sangwan (2201) which explored consumer attitudes in Ukraine and perceptions towards advertising messages implemented by westerners. The study concluded that through unaided brand recall, Ukrainians mentioned brands which were in fact global brands such as Samsung, Coca Cola, and Pizza had as opposed to their own local brands. Similarly through this study, results

demonstrate the extent to which global or foreign brands have established themselves within the Burmese market.

In addition, findings further reveal how there is positive relationship between media exposure and brand awareness, whereby under all product categories for both local and foreign brands except local brands that fall under the food and beverage category, the 2-tailed significance analysis verifies the correlation between media exposure and brand awareness. Therefore, the author is able to state from findings that the higher the media exposure the more likely that Myanmar populates would be aware of, recognize and recall brand numbers under all product categories whereby product origins foreign/local play no role in the degree of brand awareness. Findings also support previous findings made by Britt (1974) for which has claimed that the higher the advertisement exposure will lead to higher chances in brand recognition and recall.

In regards to product usage the author has chosen to exclude products which fall under the technology product category within the analysis for the reason that the average income of Burmese populates only total to 84000 KYATS per month, hence, the purchase of mobile phones is still considered a luxury amongst locals, therefore, if the author were to include this category in research discussions, judgments would thus be inaccurate.

In terms of product usage under the remaining product categories; food and beverages, personal care and pharmaceutical, results demonstrate how there is generally a stronger ranking in foreign brand product usage statistics as opposed to local brands. Utilizing Likert's 5-point scale as an indication, results give an indication that there is a wide gap between product usage of foreign brands as opposed to local brands.

Ranked from highest to least, the top five brands with highest usage are as follows; Decolgen Forte Analgesic Tablet (4.030), Colgate Toothpaste (3.775), Fluza Cold Tab (3.428), Ponds white facial foam (3.293) and Ovaltine (3.133). As can be seen, the usage of foreign products is more generic to Myanmar populates, all products ranked in the top five in terms of product originates from foreign markets. More specifically, products which fall under the pharmaceutical and personal care

product category are ranked with highest usage as up to two products from each product category has placed in the top five ranking.

Conversely, ranked from least to most, the top five brands with the lowest usage are; Sandar Pearl (1.568), Miss (1.865), Kay Thi Pan (1.823), Lu Pyan Taw (1.950) and Oishiin (2.313). This data indicates how brand usage of local products are very low as in the ranking for brands which receive least usage, all brands listed are local. More distinctively, brands listed, fall under two main product categories of pharmaceutical and personal care. Referring to these results, the author is able to claim how Myanmar populates have a higher preference towards the usage of foreign brands as opposed to local brands, most specifically in two of the following product categories; pharmaceutical and personal care. Rationale behind these findings could be explained through the advertisements implemented by each brand.

In entering a foreign country, particularly, a developing country, not only will foreign brands appear more reliable, credible and trustworthy through marketing communication devices being exhibited from each brand, but, local consumers, have a prior perception of foreign goods to which foreign goods are better quality whereby products have been manufactured by professionals whom are expertise in the particular fields. Myanmar populates have prior awareness to these brands through television or other medias which have unintentionally leaked into the country. This therefore demonstrates how, prior to the foreign investments laws and prior to foreign brands investing within the Burmese market, Burmese consumers were already aware of these foreign brands, however, there were no product supply to satisfy local consumer demands. Nevertheless, following the announce of new foreign investment laws which permitted foreign investments, the establishment of supply, thus, lead to higher demands for foreign good as opposed to local.

Furthermore, as a supplementary response to the second research question, results demonstrate however, how marketing communication means exhibited by both local and foreign brands in order to create awareness turns out to display no overall correlation with product usage, except under the following categories; (1) Foreign Brands under Food and Beverage Category, (2) Local Brands under Food and Beverage Category and (3) Local Brands under Food and Beverage Category. Cardiff

and Hilgern (1984) stated that advertisement transferability fall solely upon product usage habits and whether if the initial product itself could satisfy the needs of consumers within that particular market. Hence, utilizing previous findings in order to elucidate the nul correlation between media exposure and product usage, the author is able to state that the shift from product awareness to purchase decision only coincide with low involvement products which are purchase regularly on a day to day basis by Myanmar consumers. Thus, reflecting why the product category which demonstrated correlations between media exposure and product usage exhibit to be products under the food and beverage category.

Moreover, in considering cultural influences upon the acceptance or rejection of a brand within the Burmese market, the author initially investigated the key influencers to which had impact upon the sample group's purchasing decision. The top three influencers which had the most impact were; government (4.705), family traditions (4.180) and social norms (4.103) all by which not only score a strongly agree on Likert's 5-point scale demonstrating high impact but all of which fall under the influencing factors which reflect cultural influences. On the other hand, marketing influences such as price, promotion and packaging all received relatively low scores, price (2.195), promotion(3.380) and packaging (3.743), indicating how marketing influencers are less powerful as opposed to cultural influencers in the acceptance or rejection of brand names within the Burmese market. In reference of past study Hite and Fraser (1988), the study proposes the following factors perceived to be most important in influencing advertisement transferability which include brand name acceptance, education and government. Hence, this coincides with the research findings as results revealed how government had a high influence upon brand acceptance.

In addition, the author also explored possible correlations to which cultural or factors have with product usage behavior of the corresponding categories; technology, food and beverage, personal care and pharmaceutical. Findings were unanticipated as negative correlations were found between cultural influence and product usage among the following product categories; local food and beverage products, local personal care products and local pharmaceutical products. Hence,

with this, it can be claimed that cultural factors including; friends, family, celebrities, government, traditions and social norms have high influencing power in pushing or pulling local products, specifically, under the three mentioned product categories, however, to not have impact upon the acceptance or rejection of foreign brands.

Finally, having studied into the influence of international marketing communications on Myanmarese consumers behavior, it can be concluded that foreign marketing communication devices may not clearly act as a push factor in brand recall of foreign goods, however, more towards the brand recall of their own local goods. Rationale behind this being that, foreign goods in Burma are highly credited, hence, brand awareness is thus, strong, without having to rely upon marketing communication devices. In addition to this, results revealed not only how brand awareness amongst sample groups were shared greatly amongst foreign products but, in product usage as well. However, having tested correlation between media exposure and product usage level, no correlation was identified, hence, revealing how foreign marketing communication devices may not have a powerful effect on Burmese populates, and other influencing factors must come in to play. Therefore, in relation to culture, it was found that factors such as government, family traditions and social norms are most valued when considering brand purchase. Thus, Burmese cultures play a crucial role in brand acceptance and opposed to marketing communication devices. The findings of this research could be used of validity for foreign investors whom are considering performing business practices in the Burmese market as findings reveal how standardized marketing will not be applicable or appealing amongst Burmese populates as they value culture over external communication means.

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APPENDIX

The influence of international marketing communications upon consumer behavior of Burmese populates and how cultural values play an important role in the acceptance/rejection of multinational brands.

PART I : Demographic Characteristics

Gender ☐ Male
☐ Female

Age ☐ 18-24
☐ 25-34
☐ 35-49
☐ 50-64
☐ 65+

Carrier ☐ Government Officer
☐ Company Employee
☐ Daily Labour
☐ Unemployed
☐ Other……………………..

Income ☐ Up to 10,000
☐ 10,001-20,000
☐ 20,001-30,000
☐ 30,001-40,000
☐ 40,001-50,000
☐ 60,001-70,000
☐ Above 70,000

(1) Consumption behavior

1.1 Do you prefer to buy local/foreign products?

☐ Local Product
☐ Foreign Product

1.2 If answer foreign, what product category do you buy foreign product/brand in?

☐ Technology
☐ Food/Beverage
☐ Personal Care
☐ Pharmaceutial Products

(2) Brand Awareness/Recognition/Recall

2.1 Please rank the following on how well you know the following brands (5 being know very well, 1 being don't know at all)

	Don't Know at all				Know very Well
	1	2	3	4	5
Technology					
Samsung					
HTC					
Nokia					
Huawei					
Food/Beverages					
Ovaltine					
Knor Rostip					
Coke					
Max Plus					
Premier					
Oishi					
Personal Care					
Sunsilk Shampoo					
Ponds white Beauty Facial					
Colgate Toothpaste					
Laser					
Miss					
Sandar Pearl					
Pharmaceutial Products					
Fluza Cold Tab					
Decolgen Forte Analgesic Tablet					
Solmux Cough Medicine					
Tun Shwe Wah					
Kay Thi Pan					
Lu Pyan Taw					

2.2 Please rank the following on how often you by/use the following brands (5 being all the time and 1 being never)

	Never				All the time
	1	2	3	4	5
Technology					
Samsung					
HTC					
Nokia					
Huawei					
Food/Beverages					
Ovaltine					
Knor Rostip					
Coke					
Max plus					
Premier					
Oishii					
Personal Care					
Sunsilk Shampoo					
Ponds white Beauty Facial					
Colgate Toothpaste					
Laser					
Misss					
Sandar Pearl					
Phama.					
Fluza Cold Tab					
Decolgen Forte Analgesic Tablet					
Solmux Cough Medicine					
Tun Shwa Wah					
Kay Thi Pan					
Lu Pyan Taw					

2.3 Please rank the following brands in terms of how often you see them in media (Broadcast, Print and OOH)

	Never				Often
	1	2	3	4	5
Technology					
Samsung					
HTC					
Nokia					
Huawei					
Food/Beverages					
Ovaltine					
Knor Rostip					
Coke					
Mas Plus					
Premier					
Oishi					
Personal Care					
Sunsilk Shampoo					
Ponds white Beauty Facial					
Colgate Toothpaste					
Laser					
Misss					
Sandar Pearl					
Pharma.					
Fluza Cold Tab					
Decolgen Forte Analgesic Tablet					
Solmux Cough Medicine					
Tun Shwe Wah					
Kay Thi Pan					
Lu Pyan Taw					

(3) Brand Perception

Perception of foreign brands compared to local brands,

what do Myanmar people like or dislike about foreign brands and why?

| | Like | Because | …………………………………………………………………….. |

| | Dislike | Because | …………………………………………………………………….. |

(4) Rank the following in terms of the level influence on your purchasing behavior of foreign brands(1 Most Important - 5 Least Important)

	Most Impotant				Least Important
	1	2	3	4	5
Family members					
Friends					
Celebrities					
Personal liking					
Price					
Promotion					
Product Packaging					
Governmental Policies					
Family traditions					
Product Quality					
Societal norms					

VITA

Pamela Mulhern, raised in Bangkok, Thailand, graduated in 2008 from Bangkok Patana High School. She furthered her studies in the Faculty of Communication Arts, Chulalongkorn University, majoring in Communications Management. Having completed her studies with in depth knowledge in the field of communications and advertising, Pamela chose to apply her understandings in a concrete and practical manner as she now works an Account Executive at Chuo Senko (Thailand) Public Company Limited, one of the leading Japanese Advertising Agencies in Thailand. Working within the regional department, Pamela was hence, exposed to the advertising industries in many emerging markets, including; Laos, Cambodia and Myanmar and therefore, now has developed further understandings in the upbringing of brands in evolving markets.

Having developed passion and interest in marketing communications, Pamela chose to further her studies applying for a Master of Arts, majoring in Strategic Communication Management. Upon her graduation, Pamela hopes to continue working in the advertising industry, though to advance her as an individual, she intends to apply for other career opportunities outside of Thailand.

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