

อิทธิพลขององค์ประกอบสื่อผสมในการสร้างความชื่นชอบ ในตราสินค้าสำหรับกระเป๋าถือยี่ห้อต่างประเทศ ในประเทศพม่า

THE INFLUENCE OF MEDIA MIX ELEMENTS ON BUILDING BRAND PREFERENCE FOR FOREIGN HANDBAG BRANDS IN MYANMAR

Received: July 3, 2019

Revised: August 8, 2019

Accepted: August 10, 2019

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บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อระบองค์ประกอบสื่อผสมในปัจจุบันที่ช่วยในการสร้างความชื่นชอบในตราสินค้าสำหรับนักการตลาดโดยระบุปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อของผู้บริโภคกระเป๋าเยื่อต่างประเทศในพม่า สำหรับระเบียบวิธีการวิจัยใช้วิธีการสุ่มตัวอย่างแบบสะดวกโดยเก็บข้อมูลจากผู้ซื้อสินค้าตามห้างสรรพสินค้าชั้นนำในประเทศพม่า จำนวน 400 คน นอกจากนั้นการวิจัยนี้ใช้เทคนิคการวิเคราะห์เส้นทางเพื่อศึกษาความสัมพันธ์ระหว่างตัวแปรสำหรับการทดสอบผลกระทบโดยตรงและทางอ้อมของตัวแปรที่นำเสนอในงานวิจัย จากผลการวิจัยพบว่า การตัดสินใจซื้อและองค์ประกอบของสื่อผสมผ่านความพึงพอใจของแบรนด์มีอิทธิพลต่อผู้ซื้อชาวพม่าซึ่งมีความสัมพันธ์ในเชิงบวกอย่างมีนัยสำคัญ ยกเว้นการโฆษณาโดยสิ่งพิมพ์นอกจากนี้ผลการวิจัยยังชี้ให้เห็นว่าอินเทอร์เน็ตหรือสื่อดิจิทัลและคุณภาพการบริการมีผลกระทบทั้งทางตรงและทางอ้อมต่อการตัดสินใจซื้อ โดยสรุปผลการศึกษานี้สามารถใช้เป็นแนวทางในการกำหนดปัจจัยที่มีผลต่อความพึงพอใจของผู้บริโภค รวมถึงกำหนดกลยุทธ์ทางการตลาดและการเข้าตลาดกระเป๋าถือในประเทศพม่าในกรณีเช่นนี้ ผู้จัดการควรเน้นไปที่วิธีการสร้างตราสินค้าที่แข็งแกร่งโดยใช้การตลาดดิจิทัล การบริการ การส่งเสริมการตลาด คุณภาพในการบริการของพนักงานขายซึ่งมีผลกระทบในทางตรงและทางอ้อมต่อการตัดสินใจซื้อของผู้บริโภค ดังนั้นผลการศึกษานี้ได้นำเสนอปัจจัยสำคัญที่ช่วยในการสร้างความพึงพอใจในตราสินค้าซึ่งเป็นประเด็นสำคัญที่ควรพิจารณาในการแข่งขันในตลาดด้วยข้อมูลเชิงลึกเหล่านี้ในข้อเสนอแนะทางธุรกิจเป็นประโยชน์อย่างยิ่งสำหรับการวางแผนการตลาดที่ดีขึ้น

คำสำคัญ: องค์ประกอบสื่อผสม ชื่อเสียงขององค์กร คุณลักษณะของตราสินค้า คุณภาพบริการ ความชื่นชอบตราสินค้า การตัดสินใจซื้อ

Abstract

This paper aims to identify the current media mix elements successfully promote in building brand preference for marketers as influential factors have favorable impact on consumer purchase decision of foreign brand handbags in Myanmar. Regarding research methodology, a convenient random sampling method was used to collect the data and the sampling of target population conducted on 400 shoppers in major high-end shopping malls in Myanmar. Besides that, this research measured through using path analysis's technique to study the relationships between variables for testing the direct and indirect effects of proposed research variables. The research findings indicate that purchase decision and media mix elements through brand preference influence Myanmar shoppers which are positive and significant relationship, except print advertisement. In addition, the results of the research indicate that Internet/ Digital Media and Service Quality have both a significant direct and indirect effects on purchase decision. In conclusion, this study findings can use as a guide for handbag brand managers to understand the factors that affecting consumer preference, as well as formulate their business strategies in Myanmar handbag market entry. In this case, the managers should focus on how to build a strong brand towards digital marketing, services, promotion and service quality of sales persons which have great impacts in both direct and indirect effects to consumer purchase decision. Therefore, the results of this study delivers key value factors to increasing brand preferences which are considerable issues in this competitive market. With those insights in the business implication are especially useful for resulting in a better planning for marketing decision.

Keywords: Media Mix Elements, Corporate Reputation, Brand Attributes, Service Quality, Brand Preference and Purchase Decision.

Introduction

As a developing country, the Republic of the Union of Myanmar have been practicing the marketing oriented economy so, there are so many foreign products that are growing very fast and popular in several cities of Myanmar. Coincidentally, international brands are entering Myanmar market in term of economy development and fashion industry is poised to be the fastest growing industries including foreign brand handbags. Moreover, Myanmar is attractive investment destinations for foreign investors and 32 countries which are investing in Myanmar that creates a lot of investment opportunities for local and foreign investors. The major high -end shopping malls are located in prime cities and most of the people live in there can spend more money and wear fashionably and care about brand products. Changes in lifestyle and habits that have raised the demand for foreign branded high priced products.

Interestingly, foreign handbag brands are plentifully booming in Myanmar market therefore, this study would like to explore how to build brand preference of foreign handbag brand by using media mix elements. The study encompasses eight popular foreign handbag brands and the current marketing media mix elements influence the perspective of shoppers and lead to the handbag fashion industry successfully in Myanmar. That is why, marketers can promote sale channels and create marketing strategies of purchase decision through brand preference. Media mix elements have improved the connectivity and collaboration among marketers and handbags consumers' behavior. Thus, it is interesting to study the consequence of advertising frequency on creating purchase decision across print advertisements, internet/ digital media, store decoration or shop display and event sponsorship.

The selected factors of this study do not embrace every media efforts however, these are representative enough to reveal the relationship among media efforts and brand preference dimensions. By applying the results of the research, foreign handbag brands can influence media mix elements for building brand preference through purchase decision. And then, marketers can know the handbags consumers' behavior and which media mix elements they use and how it influence their brand preferences. This research will make a contribution of enriching the knowledge on which media mix elements best to influence customers who prefer foreign handbag and investigate the frequency of four selected media mix elements. For this reason, these media mix elements can be used to further adapt for consumers purchase decision and improve the handbag business in Myanmar.

Research Objectives

This research has three objectives to study and the main purposes are -

1. To study the current successful media mix elements that promote foreign famous handbags industry.
2. To learn the significant factors of purchase decision that influence Myanmar shoppers
3. To enhance communication strategies for building brand preference of handbag consumers in Myanmar.

Literature Review

Basically, this research includes media mix elements, the explanation of brand preference and purchase decision. Media mix elements are essential one for using brands communication because it is very helpful for expressing and describing the brand's ethics (Chevalier, & Mazzalovo, 2012).

Print Advertisement: Keller, "Measuring brand equity", (2002) found out that print advertisements were mainly well-communicated the information of product and consumer can apply a helpful communication. "Fashion magazines contribute brand's communicating, creating good brand image and brand preferences" (Okonkwo, 2007). Print advertisements sustain both marketers and customers by making various promotions include catalogs, leaflets, postcards, etc. (Chevalier, & Mazzalovo, 2012). The scholars Pieters and Wedel, (2004) pointed out that print advertisements included three types of brand, pictorial and text that proved these were combined with words and pictures that gain attention and easy to remember. Wells, and Seelau, (1988) mentioned that marketers used print advertising as an incorporated media strategy and target in integration, culture and technology.

Internet/ digital Media: Today's consumers are dreadfully dynamic on digital media stages and brand preference is deeply dominated by friends and peers (Haven, 2007). Internet advertisements are valuable in building brand preferences and advertisers are the early proponents of digital media and embraced their promise to reach the global (Dreze, & Hussherr, 2003). They also discovered that internet advertising's effectiveness and investigated to be efficient to know brand recognition and awareness. Online advertisement has been demonstrated greater brand name memory (Yaveroglu, & Donthu, 2008). Peters, Chen, Kaplan, & Ognibeni, (2013) discussed that the excellent approach could assess social media for doing marketing communication decisions. Maddox, & Gong, (2005) suggested that today's internet users with the assist of the online displayed the biggest inclination to apply commercial by making purchase decisions.

Store decoration or Shop display: Store marketers use lighting for attracting to visit to the stores and products items, this advantage could rise customers' satisfaction and their purchase intention (Hasan, & Mishra, 2015). The most significant influencing of a consumer's store affect or feeling were attractive interior design, enough seating and being comfortable (Wakefield, & Blodgett, 1999). Store display must be appealing and comfortably accessible and ought to be inspected for selling opportunities. Beauty and displayed products for sale are essential to the value of the brand (Dion, Delphine, & Eric, Arnould, 2011).

Event Sponsorship: It means that event sponsorship is the best platform for sponsoring organizations to promote products, services and ideas (Fill, 2006). Marketing and sponsorship perspectives come from events (Carrillat, & d' Astous, 2012). Sponsorship describes various types of arrangements and events are provided by companies that organize some kinds of resources like people, money and equipment therefore, organizations need to be favorable of the resources (Lee, & Myung-Soo, 1997). When firms enter sponsorship arrangements for many reasons for promoting brand awareness and strengthening brand image (Cornwell, & Maignan, 1998). Event sponsorship enlarges both perceived brand superiority (Crimmins, & Horn, 1996).

Corporate Reputation: Corporate reputation contributes to the marketers/ company offering various benefits (Ngai, 2015; Laroche, & Richard, 2013). Companies depend on using a co-creation tactics to deal with the innovativeness and open innovation intentions through social media (Del Giuduce, 2014). To measure corporate reputation, the common approach was metaphor of personality traits (King, 1973). Markham, (1972) found out that the personality scale of "generic" was useful in order to evaluate the company with their competitors.

Brand Attributes: “Product - related attributes are conceptualized by the depth and selection of the products” (Westbrook, 1981). Therefore, brand attributes of consumer’s perception lead to preferences which affects the choices of brand (Bagozzi, 1982). Attribute perception expresses to product-related attributes, related to practical and realistic profits (Czellar, 2003). The brand attributes of consumer perceptions positively affect preferences (Cobb-Walgreens, 1995). Brand attributes are the expressive descriptive characteristics and brand connects with consumers (Keller, 1993). Consumers could decide the descriptive features of brand and its brand attributes (Hutchinson, 1986). The perceived attributes are the main brand knowledge and builds consumer preferences (Park, 1994).

Service Quality: Dion, Delphine & Eric, Arnould, (2011) stated that salespersons were extremely knowledgeable concerning with the history of the brand. Customer service agrees to the formation of store relationships for increasing the potential loyal repeat customers (Eresmus, & Grabowski, 2013). Service quality illustrates how much valued to their customers within stores that depend on to considerate employees who are care customers shopping experience (Bhukya, 2016 & Hasan, & Mishra, 2015). Service quality connects to the customers rate that relies on the satisfaction of experiences (Porat, & Tractinsky, 2012). Dabholkar et al. (1996) mentioned that the respondents indicated the confidence about shopping in a special store and also about the helpfulness of the store’s staff.

Brand Preference: Brand preference is the chosen brand product among the same quality of several brands preferred (Wu, 2001). Chang, and Lin, (2009) stated that the consumer biased toward a certain brand. The extent to which a consumer favors is brand over another (Hellier, et al., 2003). Brand experience consists of the main function in determining customer brand preferences and leads to purchase decisions (Brakes, et al., 2009). When the customers buy particular brand repeatedly, they use their familiarity concerning with brand product such as performance, quality and aesthetic appeal (Keller, 2008). Experiences are the creation of brand preferences and motivation for purchasing decisions of future (Gentile et al., 2007).

Purchase Decision: In 2013, Hestad, M., explained that “brands support consumers for making decisions”. Consumer’s decision perform to attain desired goals and problem solving (Leon, & Kanuk, 2007). Kotler & Keller, (2009) pointed out that the two factors that were the attitude of others and the unexpected situational factor that took place in linking purchase intention and decision. Purchase decision is the decision making and physical activity individuals involve in evaluating, attaining, applying goods and services (David, & Albert, 2002). Customers use online and assist with the purchase decision process (Stokes, 2013). Consumer preferences are more consistent and preference that provides the exact prediction of attitude (Bither, & Wright, 1977).

The conceptual framework of this research is shown in Figure 1:

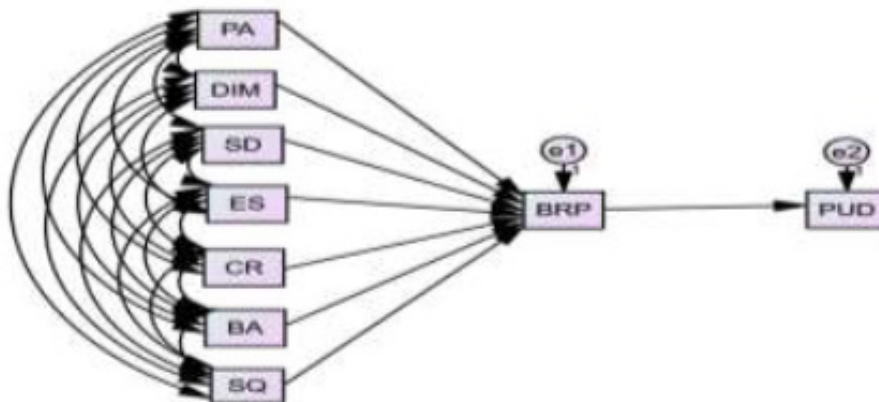


Figure 1 Conceptual Framework Adopted from Yoo et al., (2000), Brand Equity Creation Model

In this research, the following hypotheses based on the objectives emphasized on the relationship between media mix elements and brand preference can be defined:

- H₁: Print Advertisement would have a positive relationship with brand preference.
- H₂: Internet/Digital Media would have a positive relationship with brand preference.
- H₃: Store Decoration or Shop Display would have a positive relationship with brand preference.
- H₄: Event Sponsorship would have a positive relationship with brand preference.
- H₅: Corporate reputation is related positively to the brand preference.
- H₆: Brand attributes would have a positive relationship with brand preference.
- H₇: There is a positive and significant relation between service quality and preference among customers.
- H₈: Brand preference would have a positive relationship with purchase decision.

Research Methodology

Regarding the study, a convenient random sampling, one of a non-probability sampling technique of self administered questionnaire survey was conducted to gather the data for the research from the 400 respondents in major high-end shopping malls in Myanmar. The sampling conducted 200 respondents in each city of shopping malls from Yangon and Naypyitaw as the study areas. The research selected questionnaire as the instrument to examine the factors that relating handbag shoppers buying preferences towards top eight middle brands including Charles and Keith, Coach, Bonia, Guy Laroche Giordano, Furla, Michael Kors and Anello.

The researcher intended to use quantitative research questionnaire consisting of 3 parts: demographics characteristics, media mix element dimensions and consumer purchase decision making process. All constructs are measured using 5 point Likert Scale (Likert, 1932) ranging of Strongly Disagree (=1), Disagree (=2), Neutral (=3), Agree (=4) and Strongly Agree (=5). Based on the pilot survey, the measurements for reliability test were administered in order to define the assessment of consistency between multiple measurements of variables. Moreover, descriptive statistics and path analysis technique was employed to test the proposed research model to test the hypothesized model for brand preference measurement.

Results and Discussion

According to the demographic survey results, there are 78 males (19.5 %) and 322 females (80.5 %) in gender. The majority age of the respondents are between 30-39 years old with 165 respondents representing 41.3% of total respondents. In education, bachelor level is about nearly half of the respondents 195 accounts for 48.8%. The majority occupation is 166 government officials accounting for 41.5%. The most monthly income of respondents between 150,001 to 300,000 Myanmar kyts is 153 (38.3%). The main information of this study reveals that the largest group of the respondents preference foreign handbag brand is 116 respondents (29%) of Charles and Keith, 79 respondents preferred Coach (19.8 %), 47 preferred Giordano (11.8%), 35 respondents preferred Bonia (8.5%), Guy Laroche with 33 respondents (8.3%) and 30 (7.6%) respondents prefer other brands.

The value of Cronbach's Alpha Coefficient of 45 number of items is 0.867. As can be seen in table 1, it shows that Cronbach Alpha results of all variables are from 0.654 to 0.846. Therefore, all of constructs of Cronbach's Alpha Coefficient of this research can be accepted. In this study, a pre-test was tested 30 respondents of 0.936 for pre-test questionnaires. Tavakol, & Dennick, (2011) described that Cronbach Alpha value of a score of $0.9 > \alpha \geq 0.8$ was showed as a good internal consistency, $0.8 > \alpha \geq 0.7$ was indicated an acceptable internal consistency, and $0.7 > \alpha \geq 0.6$ was specified as questionable internal consistency.

Table 1: Testing Reliability with Cronbach's Alpha

Media Mix Elements	Code	Items' Number	Pre-test Cronbach's Alpha	400 sample Cronbach's Alpha
Print Advertisement	PA	5	0.759	0.654
Internet/ Digital Media	DIM	5	0.871	0.784
Store Decoration/ Shop Display	SD	5	0.809	0.787
Event Sponsorship	ES	5	0.922	0.744
Corporate Reputation	CR	5	0.910	0.761
Brand Attributes	BA	5	0.788	0.748
Service Quality	SQ	5	0.887	0.845
Brand Preference	BRP	5	0.835	0.846
Purchase Decision	PUD	5	0.906	0.800
Overall		45	0.936	0.867

Multicollinearity was not found as very high inter correlation among the independent variables. They were not highly corrected over 0.80, and each Variance Inflation Factor (VIF) value were test, it were detected that all was less than 5. The relationship of construct validity was assessed through Pearson correlation coefficient that describes the strength of relationship and direction among variables (Pallant, 2013). In statistics, the correlations identified (PA/PUD = 0.314, DIM/PUD = 0.489, SD/PUD = 0.516, ES/PUD = 0.428, CR/PUD = 0.425, BA/PUD = 0.512, SQ/PUD = 0.502, BRP/PUD = 0.621). The coefficients range between 0.172 and 0.647, there was no correlation greater than 0.8, meaning that the independent variables were not closely correlated to one another.

Path analysis tested hypothesized model and exogenous independent variables were media mix elements that referred to print advertisement, internet/ digital media, store decoration, event sponsorship, corporate reputation, brand attributes, service quality. Endogenous independent variable was brand preference and purchase decision was dependent variable that represented by foreign brand handbags. The results of path analysis model were assessed with the final model of goodness of fit by chi square test and the goodness of fit indices such as goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), normed fit index (NFI), comparative fit index (CFI), root mean square residual (RMR), root mean square error of approximation (RMSEA), Incremental fit index (IFI) and the values of goodness of fit indices ranged from 0 to 1 with recommending values greater than 0.90 (Hair et al., 2010). From Table 2, the final structural model had a significant Chi-square value of 92.696 with a degree of freedom of 2 and probability level $p = 0.000$. Mostly, goodness of fit indices of the proposed structural model can be considered good. The fit indices for the model were: GFI=0.953, NFI=0.936, CFI=0.936, RMR=0.038, and IFI=0.937 therefore, this study measurement model had acceptable levels of fitness.

Table 2: Model Fit indices of the hypothetical model by Path Analysis

Model fit indices	Significant goodness of fit criteria (Hair et.al, 2010)	Values for hypothetical model	Per
Chi-square, df, p-value		92.696, df = 2, P = 0.000	
GFI	> 0.90	0.953	Good fit
AGFI	> 0.80	0.067	Poor fit
NFI	> 0.90	0.936	Good fit
CFI	> 0.90	0.936	Good fit
RMSR	< 0.05	0.038	Good fit
RMSEA	< 0.10	0.337	Poor fit
IFI	> 0.90	0.937	Good fit

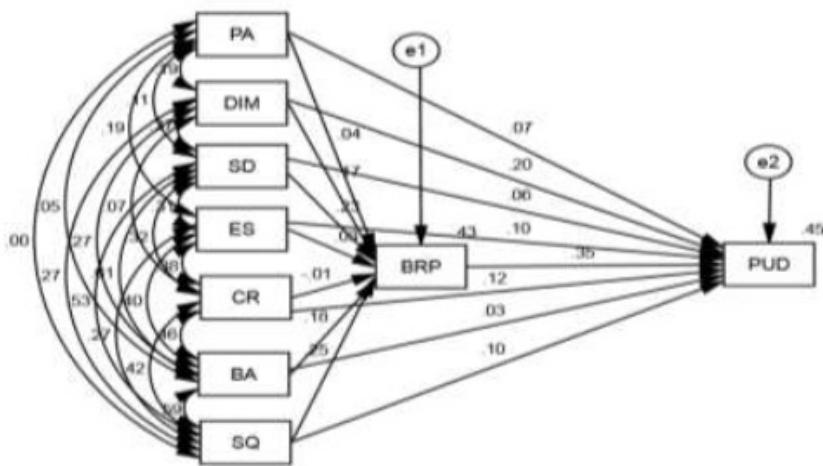


Figure 2 Final Path Model of Standardized Regression Coefficients

Table 3: Path Coefficients based on the Final Model

Outcome variables	R2	Predictor variables	Unstandardized coefficient estimates	Std. Error	p-value	Standardized coefficient estimates
PUD	0.45	BRP	.268*	.038	0.000	.348
		PA	.062	.034	0.065	.072
		DIM	.162*	.035	0.000	.196
		SD	.049	.044	0.266	.057
		ES	.081**	.035	0.020	.101
		CR	.106*	.038	0.006	.122
		BA	.020	.037	0.583	.030
		SQ	.072**	.038	0.050	.096
BRP	0.43	PA	.042	.045	0.347	.037
		DIM	.187*	.046	0.000	.174
		SD	.251*	.057	0.000	.228
		ES	.036	.046	0.433	.035
		CR	-.014	.051	0.779	-0.013
		BA	.161*	.049	0.000	.183
		SQ	.243*	.049	0.000	.249

Notes: *Significant at $P > 0.01$, * * at > 0.05

According to the results in Table 3, it could be proved that the results of path model described that path coefficients of the results found Internet/ Digital Media, (DIM, $\beta = .162$) Corporate Reputation (CR, $\beta = .106$), Brand Preference (BRP, $\beta = .268$) at $p > 0.01$ and Service Quality (SQ, $\beta = .072$) and Event Sponsorship (ES, $\beta = .081$) had positive direct effects on purchase decision at $p > 0.05$. To sum it up, R-squared was accounted for 45 % of the variance of purchase intention can be explained by this model.

This path model indicated that Internet/ Digital Media ($\beta = .187$), Store Decoration ($\beta = .251$), Brand Attribute ($\beta = .161$) and Service Quality ($\beta = .243$) have positively indirect significances on Purchase Decision through their effect on Brand Preference at $p > 0.01$. The model variables accounted for 43 % of the variance of Brand Preference. Thus, the results showed that Path analysis of three types of effects can be expressed as below:

$$\begin{aligned} \text{Direct Path Coefficient} &= 0.162 + 0.106 + 0.268 + 0.081 + 0.072 \\ &= 0.689 \end{aligned}$$

$$\begin{aligned} \text{Indirect Path Coefficient} &= 0.187 + 0.251 + 0.161 + 0.243 \\ &= 0.842 \end{aligned}$$

All Path Coefficients of total effects (direct effect plus indirect effects) are 1.531.

Conclusion

In this study, seven hypotheses out of eight are supported statistically significant and identified five factors have directly and four factors indirectly influencing purchase decision. Purchase decision is positively influenced on internet/ digital media, store decoration, event sponsorship, corporate reputation, brand attributes, service quality and brand preference with direct effect. Internet/ digital media, store decoration, brand attributes and service quality have positively indirect effect. The results show that all media mix elements do not influence the purchase decision of foreign brand handbag consumers, although they are in the same category. So, Print advertisement would not have a positive relationship and the sample was collected in Myanmar, generally to other countries might be limited due to cultural differences in purchase decision. The principle results indicated that Internet/ Digital Media (DIM) and Service Quality (SQ) have both a significant direct and indirect effect on purchase decision significantly. These variables become the majorities for encouraging consumers' purchase decision making and especially important in the case of the main factors in the development of marketing integration practice.

In conclusion, with regard to the influence of brand preference of customers on the purchase behavior of this study findings are strongly consistent. The current study shows that customers are more concern about brand preference to purchase handbags and brand image does indeed influence consumers' purchase decision. This means that to obtain the benefits of encouraging the purchase intention of consumer, understanding specific group of target consumers is necessary. Moreover, highly educated and fashionable middle age customers are willing to purchase on foreign brand handbags so, marketers should focus on right customers to purchase their handbags according to survey demographic.

Therefore, to meet market's needs, the main factors are to build strong brand, consumers' brand experience responses towards brand, understanding specific group of target consumers, digital marketing services, promotion and service quality of salesperson that are significant in both direct and indirect effects to influence consumer preference and stimulate future purchase decision. By learning the significant factors of purchase decision, this research is useful for marketers to become a momentum of communication strategies for building brand preference and then, handbag consumers interactions link brands as brand preference have high purchase decision of Myanmar consumers and it would have a positive influence on marketing communication of purchase decision.

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