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Consumers' Media Exposure, Attitude and Purchase Intention
toward Samsung Brand in Myanmar



An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
Faculty Of Communication Arts
Chulalongkorn University
Academic Year 2023

การเปิดรับสื่อ ทักษะคิด และความตั้งใจของผู้บริโภคที่มีต่อตราสินค้าแชมพูในประเทศไทย



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาวิทยาศาสตรมหาบัณฑิต
สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
ปีการศึกษา 2566

โซ คาร์ลี : การเปิดรับสื่อ ทศนคติ และความตั้งใจซื้อของผู้บริโภคที่มีต่อตราสินค้าซัมซุงในประเทศเมียนมาร์. (Consumers' Media Exposure, Attitude and Purchase Intention toward Samsung Brand in Myanmar) อ.ที่ปรึกษาหลัก : ศศ.ดร.ธีรดา จงกกรัตนาภรณ์

วัตถุประสงค์ของการศึกษานี้เพื่อตรวจสอบการเปิดรับสื่อ ทศนคติ และความตั้งใจในการซื้อของผู้บริโภคที่มีต่อซัมซุงในประเทศพม่า และเพื่อสำรวจความสัมพันธ์ระหว่างการเปิดรับสื่อและทัศนคติของผู้บริโภค รวมถึงความตั้งใจในการซื้อการศึกษาดำเนินการในแนวทางเชิงปริมาณ โดยใช้แบบสอบถามออนไลน์เป็นเครื่องมือในการรวบรวมข้อมูลจากผู้ตอบแบบสอบถามจำนวน 200 ราย ซึ่งเป็นชาวพม่าที่มีอายุระหว่าง 18 ถึง 45 ปี และผู้ที่รู้จัก Brand Ambassador คนล่าสุดของ Samsung Myanmar และแบรนด์แอมบาสเดอร์หลักของ Samsung Galaxy แคมเปญ Z Flip 5 ผลการวิจัยพบว่าผู้ตอบแบบสอบถามโดยรวมมีการเข้าถึงเนื้อหาแคมเปญ Samsung Galaxy Z Flip 5 ในระดับต่ำผ่านช่องทางหลักของแบรนด์และช่องทางโซเชียลมีเดียของแบรนด์แอมบาสเดอร์ ($M = 2.31$) สำหรับทัศนคติ ผู้ตอบแบบสอบถามมีทัศนคติเชิงบวกต่อ Samsung Galaxy Z Flip 5 ($M = 3.53$) ในด้านความตั้งใจซื้อ ผู้ตอบแบบสอบถามมีความตั้งใจซื้อในระดับปานกลาง ($M = 3.29$) ในด้านความสัมพันธ์ระหว่างตัวแปรต่างๆ ผลการวิจัยพบว่า การเปิดรับสื่อมีความสัมพันธ์เชิงบวกกับทัศนคติของผู้บริโภคในระดับต่ำ ($r = 0.139$) นอกจากนี้ ทัศนคติของผู้บริโภคมีความสัมพันธ์เชิงบวกกับความตั้งใจซื้อในระดับปานกลาง ($r = 0.217$) จากผลลัพธ์ที่ได้ มีข้อเสนอแนะสำหรับแบรนด์ระดับโลกที่เลือกใช้แบรนด์แอมบาสเดอร์ในท้องถิ่นหรือแคมเปญท้องถิ่นเพื่อสร้างความเชื่อมโยงกับผู้บริโภค รวมทั้งกระตุ้นความสัมพันธ์กับพวกเขาให้แน่นแฟ้นขึ้น ซึ่งงานวิจัยนี้มีข้อเสนอแนะให้เปลี่ยนมาใช้การตลาดแบบอินฟลูเอนเซอร์เป็นหนึ่งในกลยุทธ์การตลาดหลัก และเลือกแบรนด์แอมบาสเดอร์หรืออินฟลูเอนเซอร์ที่สร้างประโยชน์ต่อสาธารณชน เพื่อรักษาทัศนคติเชิงบวกของผู้บริโภคและเพิ่มความตั้งใจในการซื้อในช่วงเวลาที่มีความไม่มั่นคงทางการเมือง

จุฬาลงกรณ์มหาวิทยาลัย
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ลายมือชื่อนิติต
ลายมือชื่อ อ.ที่ปรึกษาหลัก

6588006028 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT

KEYWORD Media Exposure, Consumers' Attitude, Consumers' Purchase

D: Intention, Brand Ambassador, Samsung, Myanmar

Soe Darli : Consumers' Media Exposure, Attitude and Purchase Intention toward Samsung Brand in Myanmar. Advisor: Asst. Prof. TEERADA CHONGKOLRATTANAPORN, Ph.D.

The objectives of the study are to examine consumers' media exposure, attitude, and purchase intention towards Samsung in Myanmar and to explore the relationship between media exposure and consumer attitude as well as consumer attitude and purchase intention. The study was conducted in a quantitative approach by using online questionnaires as a tool to collect data from 200 respondents who are Myanmar Citizens aged between 18 and 45 years old and who know about the latest Brand Ambassador Samsung Myanmar and the main Brand Ambassador of Samsung Galaxy Z Flip 5 Campaign. The result showed that overall respondents had low level of exposure to Samsung Galaxy Z Flip 5 Campaign contents via the official brand channels and the social media channels of the Brand Ambassador ($M = 2.31$). For attitude, respondents had positive attitude towards Samsung Galaxy Z Flip 5 ($M = 3.53$). In terms of purchase intention, respondents have moderate level of purchase intention ($M = 3.29$). Regarding to the relationship between the variables, the results showed that media exposure has a weak positive relationship with consumer attitude ($r = 0.139$). In addition, consumer attitude has a moderate positive relationship with purchase intention ($r = 0.217$). Based on the result, it has been suggested for the global brands assign a local brand ambassador or local campaign face to establish connection with the consumers as well as strengthen the relationship with them, to switch to influencer marketing as their one of their main marketing strategies and to choose ambassadors or influencers that are in favor of the public to maintain the positive consumers' attitude and to increase purchase intention during the times of political instability in this paper.

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

Field of Study:	Strategic Communication Management	Student's Signature
Academic Year:	2023 Advisor's Signature
	

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CHAPTER 1

Introduction

1.1 Significance of the Study

Brands are becoming more political in their views, while customers are becoming more selective about which brands to support by buying their products or avoid (a tactic called "boycotting") due to their political beliefs. Boycotts are a type of collective punishment that focuses on conflicts, while buycotts are a cooperative and rewarding way to encourage most individual conduct (Jungblut, M., & Johnen, M. (2022)).

Additionally, Matos et al. (2017) discovered that consumers are more likely to connect with the brands and make purchases when a brand's political stance is in line with (as opposed to out of line) with their political allegiance. Brands have recently widened their range of marketing strategies by taking more political positions and connecting their brands to political causes to set themselves apart from their rivals and develop highly memorable communications that connect with consumers in addition to the aim of increasing brand image and thereby, sales. (Matos et al., 2017). Furthermore, consumers are increasingly basing their purchases on the perceived (in)congruity of a brand's political standing with their own political opinions. (Baek, 2010; Hoewe & Hatemi, 2017; Matos et al., 2017).

According to Jungblut, M., & Johnen, M. (2022), the relationship between a person and a company can be impacted by a company's stance on a political issue in two different ways. First, if there is no past connection between the individual and the company, they will probably make effort to maintain a balanced relationship and

develop either a favorable or unfavorable bond with them. Second, if a business adopts a position on a political issue, any previous relationships between people in those relationships may need to be reassessed. Public comments on political developments (such as New Balance's praise of Trump's election), promotions featuring political topics (such as Ryanair's offering of inexpensive flights associated with a "remain" endorsement during the Brexit debate), and commercials featuring political topics (such as Anheuser-Busch's Super Bowl ad supporting immigration) are a few examples of how brands are positioning themselves toward political issues (Jungblut, M., & Johnen, M. (2022)). While these are cases of brands taking a political stance directly, some brands also do it indirectly through brand influencers or endorsers. For instance, Nike chose the contentious football player Colin Kaepernick as its spokesperson for a commercial in 2018.

No matter how it might be beneficial for a brand, taking a political stance in brand communications is still a risky strategy and thus, recommended to be avoided (Jungblut, M., & Johnen, M. (2022)). However, it depends on the political background and current situations of a country and cannot be assumed true for every country. There might be cases where a brand has to be involved in politics or communicate in difficult political situations.

In 2021, the Myanmar military launched a coup against the civilian government, resulting in brands, both local and international, halting all their marketing communication processes and activities for a short time and having to communicate with their consumers in unstable situations even after they resume their activities. One of the issues resulting from the coup that the brand had to deal with was social punishment against celebrities or influencers. Celebrities with no

military backgrounds were also not able to get away with social punishment. Those who did not speak out faced social shaming and boycotting while celebrities who spoke out or were involved in the movements were eagerly hunted down by the military regime by making use of a statute known as 505, which deals with "Statements conducting to public mischief" and was written in 1861 (Artingstoll, 2021).

The main problem for the brands was that working with any celebrity who is on the 505 list is a criminal offense while working with those who are not present on it was unfeasible in the same way. Due to the risk of being socially boycotted, the brands have been fast to revoke brand deals with the celebrities and break ties with those facing social backlash. Boycotting and social shaming of celebrities have proven to be a powerful force during the movement against the military regime in Myanmar (Artingstoll, 2021).

As the years and the coup go on, brands have to figure out a new way of marketing their products and communicating with the general public as well as their consumers as the old ways do not work anymore. The most important question for marketing communication professionals to answer is how brands maintain positive perceptions from consumers while being able to operate in the military reign as the people perceive and act negatively towards the brands that seem to side with the military in some way. The brands in one way or another needed to show that they were with the people while being on the good side of the military. Another problem that the brands have to face is the difficulties in working with celebrities and influencers as most of them do not speak out against the military, which leads to people boycotting them and the brands they are working for.

One brand that to solve both problems is Samsung Myanmar with the use the celebrities that took a political stance against the military, participated in protests, were captured, and sent to prison, and then released a few months or a year later as Brand Ambassadors or Brand Endorsers. This has helped the brand maintain its place in the market and positive image from the general public as well as consumers as people do not negatively perceive those celebrities. Samsung has been careful and clever in choosing its Brand Ambassadors, especially the face of each product launch.

In February 2021, when the coup started, Samsung Myanmar stopped all communications and announced that it wouldn't renew contract with the ambassadors and influencers who did not speak out against the coup. In April 2022, the brand resumed communication with the launch of Galaxy A Series (Galaxy A23 | A33 5G | A73 5G) with Paing Takhon and May Toe Kine, who were just released from prison, as its main faces. Samsung Myanmar could make a successful comeback and could continue its communications continuously due to its right choice of Brand Ambassador.

In a turn of events, Samsung Myanmar faced backlashes in April 2023 due to its then-ambassador Paing Takhon attending a military event. The brand stopped the contract with him immediately and stayed low for a while. However, on August 2023, Samsung managed to pull off the biggest product launch of the year for Galaxy Z flip5, while announcing Eaindra Kyaw Zin, a top actress who came out of prison a year ago, as their new brand ambassador. Even though it was her comeback in the commercial world since she came out of prison, people bore no ill will against her and were thrilled to see her.

Figure 1 Promotional Video of Samsung Galaxy Z Flip 5 in Myanmar



Source: Samsung Myanmar Facebook Page

As the brand received a good impression and a lot of love from the people for the launch campaign with her, reaching a high number in engagement and receiving positive sentiment, a question of whether those would lead to a positive attitude and increased purchase intention and how the media exposure of the consumer influenced them popped up. Thus, this study will investigate how consumers' media exposure to the new product and its Brand Ambassador, attitude, and purchase intention of Samsung Smartphones, especially Galaxy Z Flip 5, relate to each other. This paper will focus on Samsung Galaxy Z Flip 5 as this is the latest series launch by Samsung in Myanmar and the only series endorsed by the newest Brand Ambassador by far.

1.2 Research Objectives

1. To examine the consumers' media exposure, attitude, and purchase intention of Samsung Galaxy Z Flip 5 in Myanmar

2. To investigate the relationship between consumers' media exposure and attitude of Samsung Galaxy Z Flip 5 in Myanmar
3. To investigate the relationship between consumer attitude and purchase intention of Samsung Galaxy Z Flip 5 in Myanmar

1.3 Research Questions

1. What are consumers' media exposure, attitude, and purchase intention of Samsung Galaxy Z Flip 5 in Myanmar?
2. What is the relationship between consumers' media exposure and attitude toward Samsung Galaxy Z Flip 5 in Myanmar?
3. What is the relationship between consumer attitude and the purchase intention of Samsung Galaxy Z Flip 5 in Myanmar?

1.4 Scope of the Study

This study aims to study media exposure, consumers' attitudes, and purchase intention toward Samsung Galaxy Z Flip 5 in Myanmar. The research also investigated the relationship between media exposure, consumers' attitudes, and purchase intention through a quantitative approach by utilizing a questionnaire. Myanmar nationals of any gender, who are aged between 18 and 45 will be the focus of this study. Two hundred samples were selected by purposive and convenience sampling and the questionnaire was distributed through online social media groups such as Facebook groups which are organized related to smartphones. The data collection took place between October 2023.

1.5 Operational Definitions

Samsung Myanmar is a part of the global operations of Samsung Electronics Co., Ltd. Samsung entered Myanmar in October 2012 and has been providing Smartphones and Consumer Electronics (CE) products since. This study focuses on Samsung Smartphones as Samsung has not conducted any Brand Ambassador or influencer campaigns for its CE products in Myanmar in 2023.

A Brand Ambassador can be defined as an individual hired by a business or organization to positively represent its brand in order to raise sales and brand recognition. In this study, Brand Ambassador(s) will be referred to the local Brand Ambassadors of Samsung Myanmar, especially its recently appointed Brand Ambassador, Eaindra Kyaw Zin.

Media exposure is defined as the degree to which members of the audience have been exposed to particular messages or categories of messages/media content that are disseminated by businesses in order to interact with customers. This study focuses on any media exposure related to the latest Samsung's local Brand Ambassador, Eaindra Kyaw Zin, such as Galaxy Z Flip 5 promotional video on TV, social media, OOH, Galaxy Z Flip 5 Launch Event News Article, online media coverage or interview.

Consumers' Attitude may be defined as a lasting, general evaluation, either positive or negative towards Samsung in Myanmar, such as Appealing or Unappealing, Good or Bad, Pleasant or Unpleasant, Favorable or Unfavorable, Likable or Unlikable.

Consumers' Purchase Intention is defined as the probability that a consumer is willing to purchase Samsung products after seeing the latest local Brand Ambassador of Samsung in Myanmar.

1.6 Expected Benefits of the Study

Academically, research findings will be able to provide a clear understanding of the relationship between media exposure, consumers' attitudes, and consumers' purchase intention of Samsung Galaxy Z Flip 5 in Myanmar. The result derived from this study will help to build knowledge in terms of media exposure, consumer attitude, and purchase intention.

Practically, the findings can be an example for other brands that are struggling to work through influencer marketing in times of political instability. Moreover, this can assist advertising professionals and marketers in formulating their marketing plans and producing future campaigns that are more successful if there's a strong political preference from the consumers that can somehow impact the brand.

Chapter 2

Literature Review

This chapter focuses on explaining all the important factors that will matter in this independent study. Starting with the definition of Global Brands, Brand Ambassadors, and Brand Ambassadors with political stances (Celebrity Activists). Moving on to Media exposure, this part will explore media exposure, types of media, and measurement of media exposure. The next topic is Consumers' Attitude. It will discuss theories that could explain the attitude of Samsung Smartphone users. Finally, is the Consumers' Purchase Intention, explaining several factors that could encourage people to buy smartphones.

2.1 Global Brands

According to Steenkamp (2014), a brand that has the same name and logo, is known, offered, and accepted globally, makes at least 5% of its revenue outside of its nation of origin, and is coordinated globally is considered a global brand. Many international businesses—especially those that have been around for a while—find it impractical to take a similar stance, if only because their reputations in their home markets may differ significantly from those in other countries. For instance, Heineken is positioned as a middle-of-the-road, uniquely Dutch beer in its native market (the Netherlands), but it is positioned as a premium global brand in the majority of other areas. (Steenkamp, 2014).

According to Strizhakova et al. (2008), these brands help buyers around the world establish wants and tastes that are similar to one another. Additionally,

international brands are widely available in all major market regions and use an integrated strategy to standardize across multiple markets (Talay et al., 2015). Due to their excellent reputation and familiarity, customers generally prefer global brands, and brand globality is popular and in demand, according to Steenkamp et al. (2003).

Many global brands started as local or regional businesses before expanding internationally. A few examples include Toyota, Starbucks, Zara, Sony, IKEA, and Kia. These brands were able to successfully transition into global brands by employing a variety of strategies, including effective branding, cultural adaptation, and digital marketing. In the paper, "From Seattle to the World: The Starbucks Global Expansion Strategy," (Michelli, 2019), the author explores how Starbucks, which started as a single coffee shop in Seattle, became an international coffee giant. The paper delves into Starbucks' localization strategies and its emphasis on adapting to local tastes and cultures. In "Zara: A Spanish Fashion Success Story" (Rothfeder, 2017), the author discusses the journey of Zara, a Spanish fashion retailer. The paper highlights Zara's unique business model, which involves fast fashion and an agile supply chain, contributing to its global expansion.

2.1.1 Samsung as a Global Brand

Samsung is also one of the brands that is successful in its global transitioning transition. Samsung is a South Korean conglomerate that operates in a number of industries, such as home appliances, construction, electronics, and others. The company was founded in 1938 and is currently the largest in South Korea. In the eight decades that it has been in business, Samsung has experimented with various business models and approaches. Currently, it is an international company with affiliates in

practically every nation, each of which aims to offer local customers a comparable product.

Samsung's past shows that the company could not have achieved its current level of success if it had not been able to quickly implement change throughout all of its businesses. The most famous example of such an execution occurred in 1996, when Samsung Group chairman Lee Kun-Hee declared a new goal to bring Samsung up to the level of the most competitive companies in the world.

In an effort to create innovative products that could help Samsung become a more successful company in the contemporary era, Samsung began to invest heavily in designers in all areas of the company. With enhanced communication and changes in business strategy, this shift spread around the globe in less than a year. But the company encountered an issue with suppliers who were not used to the new, design-focused business model. One such issue was the protective coverings used by the LCD panel supplier. Even though the covers did not follow the recommended design, the provider refused to change their approach. The designers consequently created a brand-new, vastly more affordable supply chain for LCD panels (Yoo & Kim 2015). The company's activities and a common objective that was understood by all of its subsidiaries allowed it to accomplish this feat. One of its primary business strategies is innovation, and it presently functions after achieving its goal. Using this approach, the company was able to compete internationally and set the standard for cutting-edge smartphone and television technology (O'LearyO'Leary 2016).

One of the largest corporations in the world is Samsung. Its operation is so large that it has multiple large subsidiaries located all over the world. The organization's capacity to operate on such a large scale is demonstrated by its yearly

profitable figures, which remain consistent despite its size. The international business strategy of the company is integrated with its global and transnational business strategies. A consumer is assured to receive the same flagship phone, television, or home appliance wherever they choose to buy it, just like they would in any other nation. The foundation of its products is their manufacturing quality. Samsung also aims to satisfy the needs of customers from regions where expensive smartphones are not economically feasible for the average consumer through a special line of products that are slightly less capable than the flagship line but still offer customers sufficient features. This can be considered a successful approach to international strategy since the company aims to raise brand recognition without trying to sell expensive goods to customers who cannot afford them.

The position of the headquarters appears to be somewhat restricted when compared to its subsidiaries. While actively involved in each subsidiary's operations, Samsung's corporate offices do not micromanage them. This strategy has recently shown to be effective because, despite a political controversy hurting Samsung's headquarters, its subsidiaries continued to operate normally. Furthermore, Samsung has demonstrated a high degree of proficiency in executing extensive adjustments to its procedures and guidelines. The design-focused methodology was first introduced in 1996 and is still in use today. Its effects have led to some of the most significant advancements in the business (StudyCorgi, 2023).

2.2 Brand Ambassadors

Brand ambassadors, according to Shimp (2003), are individuals who participate in product advertising. It should not come as a surprise that the brand ambassador symbolizes

the consumer persona of the product since it is frequently used as a technique to reach certain target audiences. According to Byers (2010), a brand ambassador is one of the tools used to boost sales and interact with stakeholders. Brand ambassadors are characterized as trustworthy sources and important decision-makers who validate the legitimacy of goods and companies through endorsements and by promoting the word-of-mouth impact. Brand advocates have an impact on people in their network and relationships. A product or brand would typically be unable to influence particular target groups; but, an ambassador to do so (Andersson & Ekman, 2009).

Through the ambassador's recognizable and relatable attributes, brand ambassadors enable customers to attribute personality traits and personify the brand. Customers can more easily associate with the brand because of this. A brand ambassador will frequently be used in marketing initiatives to encapsulate and enhance the message and substance of the campaign. Selection criteria for brand ambassadors might change based on the brand's needs and requirements (Lazarevic, 2011).

2.2.1 Brand ambassadors as source of information and their characteristics

A study conducted by Bhatt, Jayswal, and Patel (2013) to determine the sources of information conclusion concluded that brand information is effectively publicized by endorsers who exhibit particular traits. Product endorsers are people who have teamed up with companies to market their goods or services. Celebrities were identified by Bhatt et al. (2013) as the primary type and best illustration of product endorsers. Brand Ambassadors, who are key product endorsers for a brand are vital sources of information to influence the customers.

According to Tormala, Briol, and Petty (2006), source characteristics are utilized to boost confidence in judgments and as a way for message recipients to validate their views that have an impact on their behavior. The factors influencing endorsers' effectiveness have been centered around two major models, namely the Source Attractiveness Model (McGuire, 1985) and the Source Credibility Model (Hovland, Janis, & Kelley, 1953; Hovland & Weiss, 1951; McGuire, 1968), because of the extensive models and dimensions developed by multiple researchers.

Credibility is a person's assessment of the veracity of a piece of information (Eisand, 2006). Speaking in the opposite sense, credibility is defined as the degree of confidence in the source without taking into account believable factors and the person's attitude toward the source (Alder & Rodman, 2000). To analyze and examine the credibility of the celebrity endorsement, the credibility model was created. Expertise and trustworthiness are two of the included subcategories (Hovland & al., 1953).

A source's credibility is frequently debated to their level of expertise. According to Petty & Wegener (1998), p. 344, "Presumptive expertise and capacity of a source to deliver precise information" is referred to as source expertise. Source expertise is frequently understood as the wealth of expertise, knowledge, experience, and abilities on a given subject according to Berlo et al., (1969) and McCroskey (1997). It is also known as source competence (Bock & Saine, 1975), qualification (Berlo, Lemert & Mertz 1969), intelligence, experience, or ability (Birnbaum & Stegner, 1979; Maddux & Rogers, 1980). It has been observed that expertise itself strengthens persuasion. People who are regarded as experts typically have a broad knowledge of the subject at hand.

According to Dholakia and Sternthal (1977) and McCracken (1989), trustworthiness is defined as the audience's acceptance of the source as objective and sincere. The rate of change in attitudes and behavior is strong if the consumer chooses to internalize the source's integrity into their personal value system, a process known as internalization (Erdogan, 1999). According to Friedman & Friedman (1979), ethnicity can affect a source's credibility. Desphande and Stayman (1994) found that consumers are more likely to believe sources with whom they have a common racial or cultural history. A simple definition of trustworthiness is the degree of assurance in the capacity to support plausible claims (such as someone's honesty and plausibility). It stands for a person's integrity, credibility, and believability (Erdogan 1999).

According to Metzger et al. (2003), an endorser who has a solid reputation for being reliable can help customers feel favorably about the advertising message. As a result, the message being presented will be more well-received. Social media influencers with a reputation for reliability will, on the whole, be more trusted and shown to have a big influence on their followers. Trustworthiness is frequently seen as the data source's desire to talk honestly about their experiences (McGuire, 1969). Well-intentioned, truthful, and fair-minded are the components of trustworthiness (Fogg et al., 2002). Although the message's originator needs not be a true expert, they should be viewed as one by their peers (Ohanian, 1991). The influence of a celebrity or an authority figure increases the persuasiveness of the message (Aaker & Myers, 1987) and increases the likelihood that people will make a purchase (Ohanian, 1991).

The selection of brand ambassadors is crucial to a successful and harmonious partnership. By becoming an extremely important and pertinent spokesperson who communicates the essence of the brand to a devoted following, the ambassadors will

forge strong ties with the company (Kanner, 2013). When a famous person represents a brand as an ambassador, the brand will exhibit the behavior, performance, and reputation of the ambassador. The associated consumer views and attitudes towards that celebrity will be immediately transmitted to that brand (Klopper & North, 2011). Negligent ambassador management and ambassador selection run the danger of harming the brand. To maximize benefits, brand ambassadors must align with the company's image. Brands are distinctive, possessing personalities that are hidden from the consumer's view. As a result, the brand ambassador's appearance must match that of the product or service (Lazarevic, 2011).

According to Baker and Churchill (1977), physical aesthetics can alter consumer beliefs and purchase intentions. According to the study, attractive influencers to persuade viewers to have more purchasing inclinations by portraying themselves as great, beautiful, and sophisticated. However, physical attraction is not the only factor that determines what is attractive beautiful. The influencer's public image is also impacted by numerous additional factors, including talents, personality, and lifestyle (Erdogan, 1999). According to McCracken (1989), celebrity endorsement success may not always be measured or attained solely by physical appeal. According to McGuire (1985), similarity, likability, and familiarity all contribute to consumers' increased likelihood of making a purchase. This model's inclusion of attributes has demonstrably improved how target audiences see advertisements (Baker & Churchill, 1977) and how they intend to make purchases (Petroshius & Crocker, 1989).

According to McGuire (1985), similarity is a reflection of and a point of agreement between the information's source and the person receiving it. People who are similar to the consumer are believed to have a strong influence over them.

According to de Bruyn and Lilien (2008), similarities include social networks, lifestyles, hobbies, and demographic profiles. According to Erdogan (1999), a strong link might be formed between an influencer and the consumer if their lifestyles were comparable. To elicit a favorable response, businesses try to choose endorsers who are substantially comparable to their target clients (G. Belch & M. Belch, 1994). This also considers the customer's intended purchase (Lee & Yurchisin, 2011).

Another subcategory of source attractiveness is source likability. According to Teng, Khong, Goh, and Chong (2014), The relationship a person or customer has with a tangible or sentimental aspect of the information is known as source likability. According to McGuire (1985), likability is the affection for a person that comes from seeing their traits, behavior, and outward appearance. This conclusion can be drawn from of several earlier research that demonstrated how the likability of the source greatly influences the attitude change (Chaikem, 1980; DeBono & Harnish, 1988).

The definition of "source familiarity" is "the interpretation of a source through exposure" (Erdogan, 1999, p. 299). In recent times, third-party endorsers have embraced a novel communication approach to enhance their public recognition. This intriguing wave is a result of the quick expansion of media outlets. Companies are more confident in using endorsers in their advertising efforts because of their existing popularity with the general public. LeBron James, a well-known basketball star, for instance, agreed to a \$90 million contract with a renowned athletic equipment maker in 2003 (Fizel, McNeil, & Smaby, 2008). In conclusion, different aspects of source characteristics play important in the communication process which can result in changes in consumers' attitudes and purchase intentions.

In case of this study, the characteristics and strength of the newest Brand Ambassador of Samsung Myanmar, Eaindra Kyaw Zin, as a source, lies in her political ideology, her efforts and sacrifice for justice. She took part in the anti-coup campaign on social media and in person during rallies during the coup in Myanmar in 2021. She participated in demonstrations against the military takeover, beginning in February.

Following her actions, The State Administration Council issued arrest warrants for her on April 2, 2021, citing her statements against the military coup and Section 505 (a) of the Myanmar Penal Code. She was accused of encouraging people to join the Civil Disobedience Movement (CDM), undermining the state's authority to govern, endorsing the Committee Representing Pyidaungsu Hluttaw, and generally inciting the populace to undermine the peace and stability of the country, along with several other celebrities. Eaindra Kyaw Zin and her spouse Pyay Ti Oo were taken into custody at their residence on April 9, 2021. On March 2, 2022, they were released after nearly 11 months (Eleven Media Group, 2021). Becoming one of Samsung Brand Ambassadors and the face of Galaxy Z Flip in Myanmar in August 2023 was her first commercial comeback since she has been released.

2.2.2 Brand Ambassador with Political Stance (Celebrity Activists)

An activist is a person who actively seeks social or political change through coordinated campaigning strategies, direct action, militant action, or a combination of these strategies (McCurdy, 2013). According to Street (2014), Celebrity activists come in two varieties. Celebrity activists (CA1) are the first kind of activists; they use their fame to further their causes. The second category is known as the celebrity activist

(CA2), and it is defined as an individual who becomes well-known or notorious in the media as a result of their activism. This status can be temporary or permanent, accidental or intentional.

According to Marshall (1997), notoriety is a badge of honor. It showcases people who are accomplished in their industries. Then, using this distinction and the correspondingly enhanced discursive abilities, celebrity activists (CA1) can use it to draw attention to an activist cause. However, since they are already committed to a cause, being labeled as "celebrity" activists (CA2) distinguishes them from other supporters of the cause. In this sense, for regular activists, the celebrity activist (CA2) functions similarly to the celebrity activist (CA1). The individual is highlighted in both situations, and Marshall reminds us that celebrity has an atomizing effect. It raises the individual. In the end, it feeds the "spectacle of individuals" and upholds the hyper-individualization code that is supported by consumer culture (Marshall,1997).

One of the core tensions of activism is brought to light by conversations about the role of celebrities in a consumer capitalism system and during a period of media saturation. One may argue that the rise of the celebrity activist (CA2) is inevitable and should be welcomed in the hopes that the issue and the person will both be brought into the spotlight. On the other hand, it's still feasible that the issue is obscured by the celebrity activist's shadow due to the intensity of the spotlight's glare. Taking into account the changing political, media, and activist landscape—in which celebrities are both activists and celebrities are activists—both points of view and the numerous positions that fall in between need to be taken into account (McCurdy, 2013).

This concept of celebrities acting as activists is extremely important for the brands in the case of Myanmar, which has been going through a coup since 2021 as

people have labored strong hatred towards the military for a long time. And this hatred has spread to anyone, or anything related to the military since the coup under the right justification.

Professor of classics, Robert Garland has claimed that the concept of celebrity has its roots in antiquity and is frequently linked to glory in war or politics. The earliest famous martyr warrior monarchs included Spartacus, Julius Caesar, and Alexander the Great. They achieved glory via their political and military prowess and died victoriously while pursuing some lofty cause. Celebrities today are typically less revolutionary, with the possible exception of Che Guevara. Singers and actresses gain their reputation through how the audience reacts to the works of art they create, such as songs or films, rather than from victories in combat.

Before the coup, the same was true in Myanmar. People didn't ask a lot of questions as long as they liked the material. For example, Nay Chi Oo, a well-known social media personality whose father is a retired military officer, would show off tens of thousands of dollar watches that she claimed her father had "bought for me." The grandson of notorious dictator Than Shwe, Nay Shwe Thway Aung, almost convinced him to spend \$1 billion to buy Manchester United Football Club months after Cyclone Nargis killed 140,000 people, many of them because of the government's obvious incompetence. Tens of thousands of dollars have been spent by him to prepare for an Enrique Iglesias performance in which he burns actual \$100 bills. Before the revolution, they were both considered legitimate celebrities, with millions of admirers.

The general public has evolved significantly since the coup. For the first few weeks following the coup, Nay Chi Oo maintained an ominous silence, only speaking

up when her followers pressed her to. She eventually joined the demonstrations, but she did so surrounded by bodyguards. On social media, all she got was hate. Her later attempts to prove that she was "with the people" also ended in failure. She attempted to give donations to a Civil Disobedience Movement charity, but the organization refused her money and returned the donation to her. She and others gave the impression that they were just protesting because it was required by social media, rather than because they supported the cause. Silence has evolved into social (media) suicide. Her situation was one of the most well-known examples of social media boycotting, in which internet users punish someone on social media who they believe deserves it. Furthermore, social punishment was not only prone to celebrities with military affiliations. Those who are perceived by the general public as not speaking up sufficiently are subject to social punishment and boycotts under the same severity (Artingstoll, 2021).

On the other hand, the military was hunting down celebrities and influencers who were against them every day under a law known as 505, which deals with "Statements conducing to public mischief" and was written in 1861 (Artingstoll, 2021). State TV published daily names of the people for whom arrest warrants have been filed for alleged 505 violations, including famous people and popular personalities. Of several well-known celebrities were unexpectedly detained at their homes in the middle of the night and are currently incarcerated. Around the nation, many more people are currently hiding. Only a small number of people had managed to flee the country, and it would be extremely dangerous for more to do so given the government's requirement that ten days prior to departure, airlines submit passenger names and the likelihood of arrests at the airport. As a result, people unquestionably

hesitated before speaking out, effectively decreasing the influence of famous people on the public to act against the military.

Celebrities found themselves in a precarious situation. They would likely have to go into hiding or flee into the forest if they spoke out because doing so would put their lives, those of their families, and their property in considerable jeopardy. If they say nothing about it, they are safe but turn into celebrities who were outcasted by the public. Millions of people who formerly adored them will suddenly loathe them. There isn't a neutral position.

But the truth is that public opinion may be greatly influenced by celebrities both in Myanmar and around the world. A celebrity is much more than just someone with a lot of fans or likes; they are role models who greatly affect millions of people and shape society by their deeds or inactions. The military administration has been so oppressive in preventing them from using this platform against them because of this platform's potency. In the end, not using their platform to speak out is not illegal, and these people are free to keep quiet and put their safety first. But their supporters also have every right to criticize them for not taking a position.

Artingstoll argued that the fact that more and more people in Myanmar are becoming famous for doing good deeds rather than seeking celebrity as an end in itself, even if it comes from outside the country and the public realm, can only be a good thing. The more attention these superstars receive, the better since they are more honorable, have more integrity, and have more to say.

2.3 Media Exposure

Nowadays, almost everyone has access to the internet, where there is a wealth of information available for consumption. However, as reported by McClinton (2019), people's attention spans and processing speeds are declining, especially for lengthy details due to the excess of information available on online platforms. Additionally, exposure is a vital phase in the decision-making process for consumers because it can aid in the formation of understanding and promote a different evaluation stage that will result in a purchase choice (Wutthirakkhajohn, 2021).

2.3.1 Definition of Media Exposure

According to Solomon (2020), exposure is an initial process of information acquiring that consumer exposed to the external stimulus, including sight, sound, smell, taste, and touch, from sensory receptors which the level of attention and interpretation of each stimulus is subjective to each individual consumer.

Slater (2004) defines the media exposure as "the degree to which viewers have come across particular messages or media content". Slater (2004) expresses the difficulty in selecting a conceptualization level because the definition implies that exposure is the act of a person simply coming into contact with the messages, regardless of whether they are observed sufficiently to be remembered. According to Slater (2004), even if the messages haven't been absorbed sufficiently to be remembered, exposure may nevertheless have some kind of emotional, if not cognitive, impact.

Exposure in the context of advertising refers to how often and for how long a person is exposed to the message (Solomon, 2015). According to Shimp & Andrews

(2013), three exposures are necessary to set off the "what is it?" and "what of it?" trigger. Finally, for a message to be effective, it must serve as a reminder to the consumers of the prior knowledge they have gained from their experiences with the first two triggers. According to Klapper (1960), the consumer exposure process is a selective process that consists of four-step;

1. Selective exposure refers to the process that each consumer selects to expose to information that can serve their needs or satisfy their objectives from different types of media, e.g., online platforms, print media, television, key opinion leaders, etc.
2. Selective attention refers to the process in which consumer invests their attention in certain information they prefer to receive information that is consistent with their knowledge or opinion and avoid information that contradicts their knowledge and thought in order to avoid dissonance; the inconsistency in the consumers' minds that happens when an individual receives information that is inconsistent with their knowledge or attitude.
3. Selective perception and interpretation refer to an individual perception and interpretation process based on their attitude, ability, experience, belief, etc. This varies by individual; thus, the same information will be interpreted differently upon an individual's condition.
4. Selective retention refers to the process that consumers prefer to remember only the information that is relevant to their needs, knowledge, or attitude and ignore the other.

2.3.2 Types of Media

The media can be categorized into three types from brand perspective: paid, owned and earned. Firstly, paid media refers to the channels that marketers must pay for in order to communicate through them, such radio, television, news websites, and sponsored social media posts. Secondly, owned media refers to the channels that is owned by the business, meaning that it may create, convey, and manage the message distribution through it, such as its website or social media accounts. Lastly, earned media refers to the message about a company that was generated, communicated, and controlled by other people outside the company, e.g., an influencer's post (Mattke et al., 2019).

In contrast, Henricks and Shelton (2016) classified advertising and social media as rented media due to the platform's limitations on individual control. Thus, the media has been separated into three categories: owned, rented, and earned media. Owned media, such as a website, blog, email, etc., are those that a person or a business has complete control over. Rented media is any platform where a person or brand has a channel or account but has limited control over the platform's algorithmic engine. These media are social media and advertising, both traditional and online, as every brand communication is dependent on the algorithm of the channel, which may include recommendations for new feeds or restrictions on Facebook visibility. The final type of media is earned media, which includes but is not limited to the event, other people's social media profiles, and other news websites.

In contrast to paid media, which was previously a significant kind of media in the past, owned and earned media have today played a significant role for brands and

marketers to consider dedicating much material on these two (Chaffey, 2021). This is a result of the fact that consumers put their faith in these two media in terms of the advertising message (Nielsen, 2015).

Media can also be classified according to its operating system into two sorts. Mainstream media refers to all traditional media channels, such as newspapers, radio, and television, and digital media which refers to media that function online, such as online news websites and social media (Salaudeen & Onyechi, 2020).

Digital Media especially social media is the key media in Myanmar to reach and influence the consumers as well as the public as they are the key source of information and networking. According to datareportal.com, there were 23.93 million internet users in Myanmar in January 2023. At the beginning of 2023, 44.0 percent of the country's population was using the internet in Myanmar. Internet users in Myanmar increased by 177 thousand (+0.7%) between 2022 and 2023, according to a Kepios research. In January 2023, there were 15.00 million social media users in Myanmar, which is 27.6% of the entire population. Facebook is the most popular platform with 14.50 million users, followed by Instagram with 1.40 million users.

2.3.3 Measurement of Media Exposure

The duration and frequency of exposure are two dimensions of consumer media exposure proposed by McLeod and O'Keefe (1972, as cited in Thongkum, 2019), which have been employed in several research papers about consumer exposure. The frequency of exposure measures how frequently the consumer is exposed to the medium or message, whereas the duration of exposure measures how long they spend doing so.

On the other hand, Salaudeen and Onyechi (2020) conducted a study on the influences of media exposure and information preference as correlates of media credibility in which the exposure was measured by media types and frequency of exposure. Similarly, Jakmongkolchai (2020) researched about exposure to social media by measuring the frequency and types of content presented on social media including photos, video, and text. Additionally, Wutthirakkhajohn (2021) studied the exposure of green content on Oil and Gas Business Facebook Fan Page by using McLeod and O'Keefe (1972, as cited in Thongkum, 2019)'s dimensions of exposure including duration and frequency of exposure as suggested in Jakmongkolchai (2020)'s paper.

Numerous experts have noted that measuring exposure frequency and length might help marketers and media planners ensure the effectiveness of their strategies. In other words, knowing how frequently and how long consumers consume media helps marketers choose the media to efficiently reach target audiences at the proper time and place. Thus, this study will measure media exposure in two dimensions: frequency and duration.

2.4 Consumers' Attitude

Customers' responses and interactions with products are influenced by both internal and external stimuli. Every person perceives, thinks, and feels about stimuli in their own unique ways, such as the communication messages they are exposed to or the commercials they see. In order to comprehend how consumers make decisions, marketers must look at underlying causes (Solomon, 2019). However, because

consumer behavior is psychologically motivated, internal influences have a greater impact on it than external ones (Pilgrimienè et al., 2020).

In addition, the prior study indicates that attitude influences behavior, so if a person loves the attitude objects, they are predicted to act in a positive manner (Casaló & Escario, 2018). Therefore, for a marketer to successfully construct a marketing campaign and advertisement, it is crucial to comprehend the concept of attitude and how it is generated.

2.4.1 Definition of Attitude

Fishbein and Ajzen (1975) defined the term attitude as a taught propensity to consistently respond favorably or unfavorably to a particular objection. Social interactions, firsthand experience with objects, and media exposure all contribute to the development of attitudes. They are speculative creations and internal reactions; thus they cannot be directly proven. A person will behave in a way that is favorable to an object if they have positive feelings towards it. There would be consistency in the behavioral reactions, whether it is a happy or negative mood. According to Solomon (2020), attitude is a lasting, general evaluation of a certain object, topic, issue, advertising, etc., which people will have either positive or negative evaluations based on various attributes. According to Hoyer & MacInnis (2001), attitude objects in the context of marketing include product categories, brands, advertisements, people, store types, and activities. According to Schiffman and Kanuk (2000), customers' attitudes can be both good and negative and can have an impact on their behavior. However, a person's attitude is subjective and unobservable, and it is influenced by their own

experiences, knowledge, exposure to, and interaction with information about relevant brands or products.

Schiffman and Kanuk (2007, as cited in Wutthirakkhajohn, 2021) suggested that attitude has four characteristics:

1. There must be an object for the attitude. Advertising, brands, products, influencers, marketing tools, and other concepts in marketing are examples of objects.
2. The formation of attitudes is a learning process, therefore before consumers can develop an attitude towards a brand, they must get familiar with it or interact with it.
3. An individual's attitude can change over time, and it typically aligns with their purchasing habits.
4. The current situation can have an impact on attitude, which means that people may develop opinions based on their surroundings or circumstances, and those opinions may change if the circumstances change.

For example, during pandemics, people may think it's a good idea for restaurants to use multiple plastic bags for a single order because they think it will help prevent contamination; however, before to the pandemics, this practice was frowned upon because it produced a lot of trash and had a detrimental influence on the environment (Wutthirakkhajohn, 2021).

According to Solomon (2020), Attitude has two dimensions: valence, and intensity. A direction, whether positive or negative, can elicit feelings of attraction or repulsion, which are referred to as valence. The strength of one's feelings towards an attitude object is referred to as the intensity. Since attitudes are taught, as was

previously said, marketers use marketing communication strategies to shape consumers' attitudes. For instance, from the facts or message in advertising, people can infer if something is favorable or unfavorable. With the development of traditional media and the rapid digital media transition, mass media has a significant impact on attitude formation (Seint Sandi Tun, 2021). According to Schiffman and Kanuk (2007), consumers without firsthand experience will rely more on media reports.

2.4.2 Theoretical orientations of Attitude

According to Solomon (2020), there are two key theoretical orientations of attitudes; the tripartite view of attitude and the unidimensional view of attitude.

The Tripartite perspective of attitude, sometimes referred to as the ABC model of attitude, attitude is said to be made up of cognition, affect, and conation. All three of these factors are thought to influence how someone feels about an attitude object. First, cognition is defined as consumers' belief or knowledge about attitude objects. They can develop a favorable attitude towards the attitude objects if they have a positive comprehension of them. Meanwhile, a bad attitude towards attitude objects may result from a negative knowledge of the objects. Secondly, the term "affect" refers to how consumers feel about attitude objects. A brand might Additionally, having a favorable opinion of a person—such as influencers, celebrities, peers, etc.—can influence how that person feels about the products they use have a good attitude towards it if people have positive feelings about it. Lastly, conation refers to consumer activities or behavior, i.e., how consumers behave reflects how they feel about a certain circumstance, topic, or thing. The Tripartite perspective of attitude has one

important drawback in that it assumes that all three elements must be present for the attitude to exist, even though some of these elements or information cannot be seen (Solomon, 2020).

To address the issue of the tripartite approach, Fishbein (1967, as referenced in Bagozzi & Burnkrant, 1979) proposed unidimensional views of attitude. This idea proposed that the only element of attitude is affection or feeling towards an attitude object. Because cognition is supposed to be beliefs and conation to be intentions and behaviors, they are conceptually and practically distinct from attitude. As a result, it has been suggested that attitude mostly consists of affect.

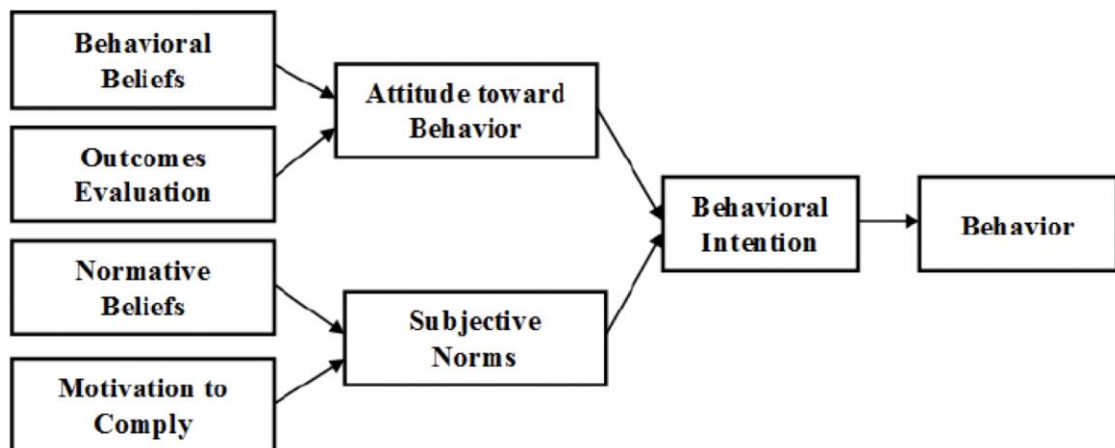
2.4.3 Theories of Attitude

According to Solomon (2020), People form an attitude depending on the hierarchy of effects. The idea that a person develops and maintains attitudes that are intended to "function" in a certain manner for that individual is the foundation of the functional theory of attitude (Lutz, 1991). It depends on each person because their objectives and underlying demands are unique. According to Katz (1960), attitudes serve four different purposes: Utilitarian, Value-expressive, Ego-defensive, and Knowledge. In order to maximize rewards and minimize punishments from the external environment, people adopt favorable attitudes towards goods that bring more pleasure than pain, which is known as the utilitarian function. Consumers develop attitudes based on their core beliefs or self-concepts when they communicate their values. In ego-defensive function, attitudes serve to shield a person from both internal and external threats. The knowledge function kicks in when a person is presented with a new product or in an unclear situation.

Festinger's (1957) cognitive dissonance theory suggested that people have an innate drive to keep all of their attitudes and behaviors in harmony and avoid dissonance, established the principle of cognitive consistency. When attitudes or behaviors are at odds with one another, dissonance must be removed. Smokers who are cognizant of the link between smoking and cancer experience cognitive dissonance (behavior).

Fishbein and Ajzen (1975) developed the idea of reasoned action, which also tries to explain how people's attitudes affect their behavior. This theory contends that all human behavior is rational and the outcome of a methodical assessment of the facts at hand. Behavior in people is the result of behavioral intention. It also implied a connection between, and predictability of, an individual's behavior and aim. According to Verhallen and Pieters (1984), two factors—individuals' attitudes towards the behavior and subjective norms—form the intention.

Figure 2 Theory of Reasoned Action



Source: Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.

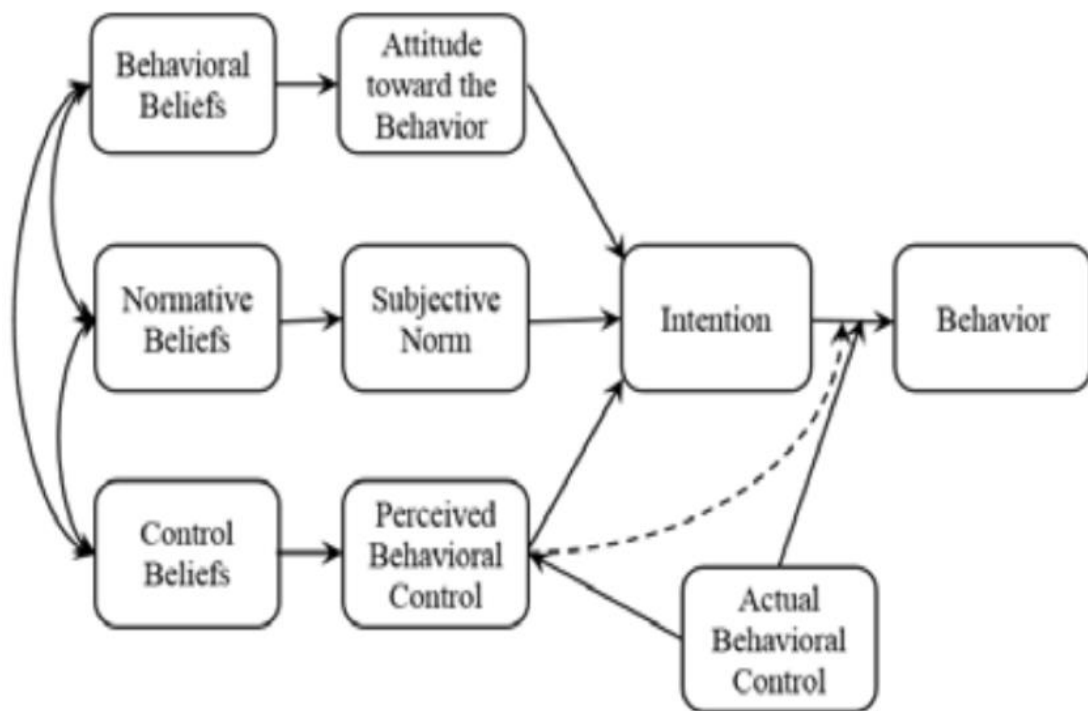
A person's attitude towards a behavior is a subjective element that combines behavioral beliefs, which represent the expected result of the behavior, and outcomes appraisal, which assesses the impact of the behavior. According to Verhallen and Pieters (1984), individual attitudes towards behavior typically lead to either being favorable to do or unfavorable to do.

Subjective norms, on the other hand, are a societal pressure that affects the individual. It is a combination of normative ideas, the societal expectation placed on the person to engage in a behavior, and the personal drive to comply with and adhere to the norm (Verhallen & Pieters, 1984).

Another theory related to attitude, the theory of planned behavior (TPB) by Ajzen (1991), is motivated by a person's purpose to carry out a specific conduct and presumed to obtain the motivating variables that affect the behavior, which demonstrates the amount of effort a person is willing to expend to carry out that behavior. Three fundamental factors or beliefs govern this purpose (Ajzen, 2015). The first thing to take into account is what is known as a "behavioral belief," which is defined as a person's view of the results of engaging in a behavior, whether they are positive or negative. These beliefs, which are already ingrained in that person's memory, will result in a "attitude towards the behavior." A person's impression of what significant reference groups would expect from them and their own drive to conform to the referent are both examples of normative beliefs. The subjective norm or felt social pressure to act in a certain way is created by the normative belief that is stored in the person's memory. The control belief, which relates to the perceived availability of circumstances that influence a person's ability to carry out the desired activity, is the final component to be taken into account, according to Ajzen (2015). It

would then result in perceived behavioral control or self-efficacy in regard to the desired behavior with the presence of these components that will aid in performing or stopping the behavior. This leads to the conclusion that a better-perceived control and a pleasant attitude towards doing the behavior would improve the likelihood that the individual will do so.

Figure 3 Theory of Planned Behavior



Source: Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.

Thus, the literature review concluded that attitudes are a function of consumers' information, belief, and feeling, all of which were influenced by a variety of circumstances. As consumers learn new information, experience various circumstances, or create new preferences, their views toward a product or service can

fluctuate. Additionally, attitudes influence consumer behavior or show how people engage with products. In order to determine whether customer attitude and consumer purchase intention are related, this study will examine consumer attitude (Wutthirakkhajohn, 2021).

2.5 Consumers' Purchase Intention

Since consumer purchase intention results in a behavioral propensity of people as a result of their attitude, it is suggested as a replacement for actual behavior. As a result, these ideas can also be viewed as components of the consumer attitude's behavior (Solomon, 2019). Due to the relationship between attitudes and behaviors, consumer attitudes reflect behavioral tendencies. As a result, it's critical for marketers to comprehend consumers' purchasing intentions to determine whether their attitudes toward environmental messages are related to their intention to buy the promoted goods (Wutthirakkhajohn, 2021).

Bagozzi et al. (1979) defined purchase intention as a person's propensities to act in favor of a brand. An indication of a consumer's likelihood to buy a good or service soon is their purchase intention. According to Dadwal et al. (2020), "buy intention" describes an individual's overall behavioral, practical, and cognitive attitudes toward acquiring, utilizing, and accepting a particular good or service, idea, or activity.

The measurement of purchase decisions is also described by Pea-Garca et al. (2020) as a predictor of real consumer purchasing behavior. According to Pea-Garca et al. (2020), customer purchase decisions serve as a predictor of their actual purchasing behavior for a particular brand or product.

Individual attitudes and product experience have an impact on consumer purchase intentions (Fitzsimons & Morwitz, 1996). For instance, consumer A will purchase product A again the next time after having previously purchased and used it. The likelihood of real behaviour is therefore reflected by a number of empirical research on purchase intention (Jaipukdee, 2017; Pea-Garca et al., 2020; Promsit, 2015).

It's crucial to note that the process of purchase intention as a decision-making process only consists of one step that develops once the buyer identifies a need. There needs to be both internal and exterior stimulus. Basic human requirements like hunger and thirst are what internally stimulate people, which can make them want to buy food and beverages right away. According to Kotler (2008), external stimulation refers to the desire sparked by advertisements, interest in, admiration for, or other external influences (word of mouth, celebrity endorsement, etc.).

Before making a purchase, a person passes through six stages according to consumer behavior: awareness, knowledge, interest, preference, persuasion, and ultimately purchase (Kotler & Armstrong, 2010). Other elements including brand names, product quality, and marketing initiatives by the company are also thought to have an impact on a consumer's decision to buy (Kawa, Rahmadiani, & Kumar, 2013; Mirabi, 2015). The six steps of a consumer's purchasing decision process were proposed by Kotler & Armstrong (2010, as quoted in Kawa et al., 2013): awareness, knowledge, interest, preference, persuasion, and purchase. Following the identification of the need, the consumer makes an attempt to learn more about the product. The person is then confronted with a bewildering array of options, where they must assess them before deciding whether or not to make a purchase, depending

on the level. The choice to buy or not to buy comes at the end of this. Customers believe that products that are inexpensive and simply packaged are high-risk purchases since their quality seems questionable (Gogoi, 2013).

It has been shown that outside influences can readily influence a consumer's purchase intention while they are making decisions. An appropriate example of this influence on a consumer's purchase intention for a product during the information search phase is word of mouth. According to Sheu (2010), a product's features, pricing, and endorser performance have an impact on a consumer's buy intention.

Owing to the involvement involved in making purchases, scholars have provided numerous justifications for how the decision is made. Hansen (2005) categorized purchase intention into three main categories after summarizing previous research on the factors influencing purchase intention. Perceived value of a product can be understood as a statement of an overall evaluation of its utility based on perceptions of what is given and received (Levy, 1999; Zeithaml, 1988). This perspective is known as the "value-driven" approach. Consumers are more inclined to buy when they feel they are getting more value than they are contributing. According to Hansen (2005), this "value-driven" perspective has been called into question since customers lack sufficient information to determine whether this "trade-off" is worthwhile, creating a high level of uncertainty and risk.

The second perspective, which addresses uncertainty, focuses on the "cognitive information process". It describes how consumers use data to analyze products and attributes in-depth (Hansen, 2005). According to this point of view, consumer engagement is either high or low when they are assessing a purchase. Low-involved customers who are unable or unwilling to digest complex information

utilizing basic decision-making principles to establish attitudes. Conversely, highly involved clients may utilize more sophisticated data (Hansen, 2005). The "cue utilization theory" (Richardson, Dick, & Jain, 1994) is frequently used in this topic because it highlights how consumers can use one or more indicators (price, country of origin, brand name, etc.) to assess the overall performance or quality of a product.

The final viewpoint holds that consumers' emotional responses to a product or brand should be considered when explaining consumer decision-making (Hansen, 2005).

Additionally, product involvement is one of the concepts that needs to be reviewed when talking about purchase intention or consumer behavior in general. According to Richins & Bloch (1986), the process of a consumer's purchase decision is partially influenced by the involvement of the product (Laurent & Kapferer, 1985). A consumer spends more time and energy to decide whether to buy high-involvement products than low-involvement products. Therefore, the level of consumer participation is the effort and time they put out when making a purchase. Richins & Bloch (1986) claimed that a consumer's decision to make a purchase is impacted in part by the involvement of product (Laurent & Kapferer, 1985). When deciding whether to purchase high- or low-involvement products, consumers invest more time and effort. The amount of time and effort spent by consumers when making purchases determines the level of consumer participation.

Additionally, prior studies have demonstrated a favorable correlation between product participation and brand impression and preference (Auty & Elliot, 1998; Dholakia, 2001). An explanation for this effect can be found in the Elaboration Likelihood Model (ELM) of attitude change, which demonstrates that Consumers are

more likely to use the peripheral route—often a more affordable, long-term, or technically complex product—instead of the central route when evaluating a product in a low-involvement category (Petty et al., 1983). The central route entails changing attitudes based on careful analysis of all relevant information about a product, in contrast to the peripheral path, where attitudes are changed more on the basis of positive or negative cues and less on the basis of facts and information. The fundamental idea of ELM is that the likelihood of elaboration in a communication scenario determines the success of persuasion (Petty et al.).

2.6 Attitude and Purchase Intention

Researchers have previously examined the link between consumers' attitudes and their intention to make purchases (Royo and Casamassima, 2011). Even while previous studies viewed purchase intention and attitude as independent variables (Verhallen & Pieters, 1984), a positive relationship between those variables has been noted. Given that customers have already formed an opinion—positive or negative—about the item or service, Ajzen and Fisbein (1980) introduced the idea that attitude influences their purchase intention. Consumers can develop a variety of attitudes that may influence their desire to make a purchase (Eagly & Chaiken, 1993). They would be more inclined to buy the product the more favorable it was. The influence of attitude on purchase intention was also discovered by other researchers (Budiman, 2012; Jafar, 2014; Mahesh, 2013).

In conclusion, it is important for marketers to comprehend consumer behavior. Consumers' intentions to purchase or actual purchase of a certain product may be determined by their attitudes towards an object or their behaviors (Eagly & Chaiken,

1993). As they concluded that the degree of attitude has an impact on the tendency of buying intentions, Ajzen and Fisbein (1980) offered the degree of attitude has an impact on the tendency of buying intentions. In this study, attitude refers to how a person feels about something, whether positively or negatively.

Numerous research have discovered a strong correlation between attitude and purchase intent for a variety of goods and services (Pavlou and Fyngenson, 2006). According to the study's findings (Bellman et al., 2009), attitudes towards buying fashion accessories have an impact on those intentions. Bian (2010) discovered that customers' attitudes towards luxury brands have a positive influence on their decision to purchase those brands. Consumer attitude about merchants have been shown to influence consumers' intention to make purchases from certain stores (Jarvenpaa and Todd, 1997). According to studies, consumer sentiments towards retailers have a favorable impact on retail shopping (Taylor and Cosenza, 2000).

2.7 Related Research

The study “The influence of Samsung Smartphone social media advertising on Thai consumers’ attitude and purchase intention” by Seint Sandi Tun (2021) aimed to find out how Thai consumers felt about social media advertisements for Samsung smartphones and whether or not they would buy the advertised product or brand. Furthermore, it investigates the correlation between consumers' attitudes and their intention to purchase, in addition to examining the impact of social media advertising through a comparison of gender and various brand user types. 300 respondents, ages 18 to 40, provided information for the online survey used to conduct the quantitative research. The findings showed that Thai consumers have a moderate inclination to

make a purchase and a positive attitude toward Samsung smartphone social media advertising. Consequently, there is a strong positive correlation between customers' attitude and purchase intention, according to Pearson's correlation test. The study's independent t tests revealed no statistically significant variation based on gender, but Samsung social media advertising has a greater impact on the attitudes and purchase intentions of current Samsung smartphone users than it does on users of other brands.

“Consumer's Media Exposure, Attitude and Purchasing Behavior on "Café Amazon for Chance””, a study by Sirapassorn Cheepborisut (2020), looked at the media exposure, consumer attitudes, and consumer purchasing behavior toward the establishment, using surveys to gather information from current customers at Café Amazon for Chance who were at least 18 years old. Data on 237 sample subjects were gathered. The study's conclusion shows that there isn't much media coverage for Chance's Café Amazon. The great majority of the sample, however, had favorable opinions of Café Amazon for Chance, a social enterprise that helps people with social disabilities pursue careers and function on an equal footing with other workers. Furthermore, most respondents think well of Café Amazon for Chance's reputation as a company that gives back to the community by donating a portion of its profits to various local causes close to each location. The results of the study on consumer spending patterns indicate that most of the samples were very willing to support Café Amazon for Chance, especially in terms of helping those with disabilities.

Another study, “Consumers’ exposure, attitude and purchase intention toward environmental communications on oil and gas business Facebook fan page” by Pornswan Wutthirakkhajohn (2021), examined consumers' exposure, attitude, purchase intention toward environmental communications on oil and gas business

Facebook fan page and to explore the relationship between media exposure and consumer attitude as well as consumer attitude and purchase intention. 200 Thai respondents between the ages of 18 and 34 who had recently viewed the green content on the oil and gas Facebook fan page were surveyed using online questionnaires as part of the study's quantitative methodology. According to the result, Overall, respondents' exposure to the green content on the oil and gas industry's Facebook fan page was low ($M = 2.13$). Regarding attitudes, respondents had a favorable opinion of the green information posted on the oil and gas industry's Facebook fan page ($M = 3.65$). The majority of respondents ($M = 3.88$) show high levels of purchasing intention. According to the findings about the correlation between the variables, media exposure has a mediocely favorable link with consumer attitude ($r = 0.272$). Additionally, there is a moderately favorable association ($r = 0.693$) between consumer attitude and purchase intention. Based on the findings, it is recommended that the oil and gas industry regularly produce green contents that offer trustworthy information about environmental friendliness and align with consumers' interests in text type in order to increase consumers' favorable attitudes towards the offered content and products and to increase their willingness to buy, use, and recommend the and eco-friendly products.

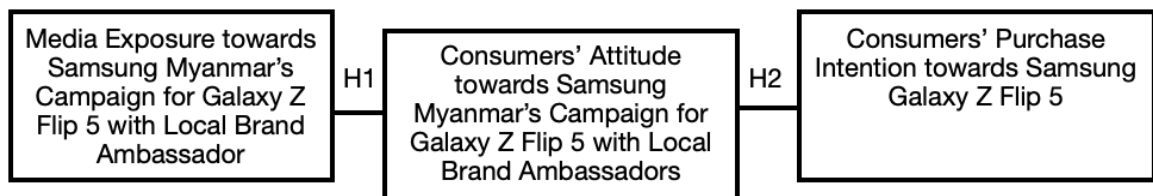
“The impact of OPPO’s Brand Equity on Purchasing Intentions of Thai Consumers” by Xiaoyuhui Yang (2022) studied study the brand equity and purchase intention of OPPO consumers and the relationship between brand equity and the purchase intention of OPPO consumers. Two hundred and forty-two Thai consumers who are aged between 18-45, participated in the online survey for the study. The outcome showed that, Thai consumers had a favorable view of the equity of the OPPO

brand with an average mean value ($M = 3.25$). There are four detentions for brand equity, with differentiation receiving the lowest mean score ($M = 3.16$) and respect receiving the highest mean score ($M = 3.4$). Meanwhile, it is showed that the participants were likely to make purchases and had favorable buy intentions for the OPPO.

Another study, “The Relationship between Influencer’s Characteristics, Consumers’ Attitudes and Purchase Intentions of Clé de Peau Beauté by Julie Parkinson (2020), examined the characteristics of brand influencer, consumers’ attitude, and purchase intention of Clé de Peau Beauté brand. he study also looked into how the three variables related to one another. 200 respondents, aged 36 to 55, who had recently purchased Clé de Peau Beauté products within the previous three months and were aware of Manatsanun Panlertwongskul (Donut) as the brand's influencer, were given questionnaires via an online channel. The findings showed that, on the whole, respondents had favorable opinions regarding the brand influencer's source characteristics ($M = 3.54$). Skillful received the lowest rating ($M = 3.29$), while beautiful received the highest rating ($M = 3.94$). In addition, the brand Clé de Peau Beauté was positively viewed by respondents ($M = 4.03$), and they were inclined to buy its products ($M = 3.95$). The findings showed a positive correlation ($r = .42$) between the respondents' attitude toward the Clé de Peau Beauté brand and the source characteristics of the three variables. Moreover, there was a positive correlation ($r = .42$) between the respondents' intention to purchase Clé de Peau Beauté's product and the source characteristics.

2.8 Conceptual Framework and Hypotheses

Figure 4 Conceptual Framework



Based on the review of the literature and proposed framework, hypothesize are presented for this paper as following;

H1: There is a relationship between media exposure and consumer attitude towards Samsung Myanmar's Campaign for Galaxy Z Flip 5 with local brand ambassadors.

H2: There is a relationship between consumer attitude towards Samsung Myanmar's Campaign for Galaxy Z Flip 5 with local brand ambassadors and consumer purchase intention towards Samsung for Galaxy Z Flip 5.

Chapter 3

Methodology

The chapter elaborates the methodology for conducting this research. It approaches media exposure, consumers' attitude, and consumers' purchase intention of Samsung Galaxy Z Flip 5. This chapter illustrates and discusses how the researcher collects and gathers the necessary information that will be calculated and use in this whole study. It explains the type of research, the method that this research used, and where the research allocated. It provides an outline of the research methodology to answer the research questions.

3.1 Research Sample and Sampling Method

The necessary data for this research was collected from Myanmar Nationals who are between 18 - 45 years old and above of any gender. The respondents must be aware of Eaindra Kyaw Zin as the latest Brand Ambassador for Samsung Smartphones, especially Galaxy Z Flip 5 in Myanmar. They must have an monthly income of at least 3.5 million Myanmar Kyat (MMK) as Galaxy Z Flip 5 is the flagship product and costs around that amount. A total of 215 data were collected. The statistical approach from the book *Multivariate Data Analysis* (Hai et al, 2010) states that the sample number of each questionnaire should be five times the number of questions, with a minimum sample size of no less than a ratio of 5 to 1. For this study, there were 22 questions, so the sample number should be 110. But to make sure the reliability and validity of the questionnaire were good; the researcher used a total of 215 samples.

The sampling frame was not limited to only Samsung Customers as this study aims to investigate attitudes and purchase intention towards Samsung Galaxy Z Flip 5 after being exposed to the advertisements and campaigns with Eaindra Kyaw Zin.

Therefore, the criteria are as follows:

1. Respondents must be Myanmar Nationals
2. Respondents must be between 18 - 45 years old.
3. Respondents must know that Eaindra Kyaw Zin is the latest Brand Ambassador for Samsung Smartphones in Myanmar and must have seen contents related to Samsung Galaxy Z Flip 5 with her.
4. Respondents must have a monthly income of 3.5 million Myanmar Kyat (MMK)

This research used a quantitative approach through survey research to answer the research question as well as confirm the theory and assumption. To be in line with the above requirements, a purposive and convenient technique was used to select the sample from the population to fulfill the requirements. The questionnaire was distributed through various personal accounts and groups online. Certain Facebook groups were also purposively selected to reach targeted respondents, such as Samsung User Myanmar, Myanmar Samsung User's, as they have a high number of members which would facilitate the data collection. However, only those who qualified were included in the study as they were required to answer the screening question before entering the main part of the questionnaire.

3.2 Questionnaire Format

The study used online questionnaires via Google Forms as a tool to collect data. The questions were formulated and distributed both in English and Burmese one form as the sample consisted of people earning more than 3.5 million Myanmar Kyat per month and most of them might be more comfortable reading in English even though they are Myanmar Citizens. The questionnaire consists of five sections: screening questions, media exposure, consumer attitude, consumer purchase intention, and demographic information. The questions of the questionnaire were comprised of a semantic differential scale, with some in the form of multiple choice. Overall, the questionnaire has details as follows:

3.2.1 Screening

The screening questions in the first section were intended to weed out responders who are ineligible for this study. This included determining the respondent's age, nationality and whether they know about the brand ambassador. The respondents were directed to the end of survey if they didn't match the standards at this screening stage.

3.2.2 Media Exposure

The second section aimed to examine the media exposure regarding to contents Samsung Myanmar's Campaign with Eaindra Kyaw Zin. This section included six items question adapted from Wutthirakkhajohn (2021), which consists of duration of exposure and frequency of exposure.

3.2.3 Consumers' Attitude

In this section, the respondents were asked to rate their attitude regarding Samsung Galaxy Z Flip 5 after seeing Samsung Myanmar's Campaign with Eaindra Kyaw Zin on a five-pointed semantic differential scale, developed by Spears and Singh (2004).

3.2.4 Consumers' Purchase Intention

The fourth section explored the respondents' intention to purchase Samsung Galaxy Z Flip 5 on a five-pointed semantic differential scale, developed by Spears and Singh (2004).

3.2.5 Demographic Information

The final section has five questions, some of which are multiple-choice, about the respondents' gender, education, and occupation.

3.3 Measurement of the Variables

The study focuses on three variables which are media exposure, consumers' attitude and consumers' purchase intention. The measurement scales which would be used to measure the three variables are described below.

Media exposure were measured on two dimensions with six items Questions, adapted from Wutthirakkhajohn (2021). The reliability score of the media exposure measurement scale is 0.76. The scale for frequency of exposure is scale 1 refer to less than once, 2 refer to 1-2 days, 3 refer to 3-4 days, 4 refer to 5-6 days, and 5 refer to every day. The scale for a duration of exposure is to measure how long consumers

exposed to content with latest Samsung Brand ambassador, Eaindra Kyaw Zin per one time of exposure, where scale 1 refers to less than 30 seconds, 2 refer to between 30 seconds to 1 minute, 3 refer to between 1 to 2 minutes, 4 refer to between 2 - 3 minutes, and 5 refer to more than 3 minutes.

For consumers' attitude, a five-pointed semantic differential scale, developed by Spears and Singh (2004) was used. The reliability score of the attitude measurement scale is 0.85. The scale indicates the level of agreement from positive (5) to negative (1) with the following statements.

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

To measure consumers' purchase intention, a five-pointed semantic differential scale, developed by Spears and Singh (2004) was used. The scale consists of five items. The reliability score of the attitude measurement scale is 0.87. The scale indicates the level of agreement from positive (5) to negative (1) with the following statements.

Would Purchase	5	4	3	2	1	Would not purchase
Definitely intend to buy	5	4	3	2	1	Definitely intend not to buy

Very high	5	4	3	2	1	Very low
purchase interest						purchase interest
Definitely would	5	4	3	2	1	Definitely would
consider buying						not consider buying
Probably would buy	5	4	3	2	1	Probably not buy

3.4 Validity and Reliability

The measurement scales and items of the three variables were retrieved from existing previous research so the reliability is acceptable. That is Cronbach's alpha values are more than 0.7 (Fraenkel & Wallen, 1996). To check content validity, the project adviser examined the questionnaire. The validity and reliability were also retested after data collection.

3.5 Data Collection and Data Analysis

Data was collected online during October 2023. The Social Science Statistical Package (SPSS) program was used to compute and analyze the data. In addition, the statistics was run at 95% confidence level. Descriptive statistics was used to describe means and standard deviation of the media exposure, consumers' attitude, and purchase intention. Also, Pearson's Product Moment Correlation, was utilized to explore the relationship between media exposure, attitude, and purchase intention of Samsung Galaxy Z Flip 5.

Chapter 4

RESEARCH FINDINGS

This chapter describes the findings of the research. Data collection was conducted through online questionnaires and 215 completed and qualified responses were collected and analyzed. The data were collected during October 2023. The findings of the research are divided into five parts as follows.

1. Demographic Profile of the Sample
2. Media Exposure
3. Consumers' Attitude
4. Consumers' Purchase Intention
5. Relationship between Media Exposure and Consumers' Attitude
6. Relationship between Consumers' Attitude and Purchase Intention

4.1 Demographic Profile of the Sample

This section illustrates the demographic information of the respondents, including age, gender, educational level and occupation.

Table 1 Respondents' Age

Age	<i>n</i>	%
18 - 25	69	32.1
26 - 36	109	50.7
37 - 45	37	17.2
Total	215	100

Table 4.1 demonstrates the respondents' age group. The age groups were segmented into three groups. It was found out that most of the sample were 26 to 36 years old, which accounted for 109 respondents or 50.7% of the sample, followed by 18 to 25 years old, which accounted for 69 respondents or 32.1%. The least number of people participated were 37 to 45 years old, which accounted for 37 people or 17.2% of the sample.

Table 2 Respondents' Gender

Gender	<i>n</i>	%
Male	108	50.2
Female	103	47.9
Others	4	1.9
Total	215	100

Table 4.2 demonstrates the respondents' gender. According to the table, the gap between male and female respondents is not wide with male respondents accounting for 108 respondents or 50.2% of the sample while female respondents accounted for 103 respondents or 47.9%. There were only 4 respondents or 1.9% of the sample who considered themselves as others.

Table 3 Respondents' Educational Level

Educational Level	<i>n</i>	%
Lower than Bachelor's Degree	35	16.3
Bachelor's degree or equivalent	149	69.3
Master's degree	23	10.7
Doctoral degree	8	3.7
Total	215	100

The educational level consisted of lower than bachelor's degree, a bachelor's degree or equivalent, master's degree, and doctoral degree. According to Table 4.3, the majority of the respondents held a Bachelor's degree or equivalent, accounting for 149 respondents or 69.3% of the sample. It was followed by 35 respondents or 16.3% of the sample who have education level lower than Bachelor's degree. There were 23 respondents (10.7%) with a Master's degree and only 8 respondents have a Doctoral degree.

Table 4 Respondents' Occupation

Occupation	<i>n</i>	%
Student	51	23.7
Private Business Owner	43	20
Civil servants / state enterprise employees	31	14.4
Private company employee	43	20
General contractor	21	9.8
Not working / retired	21	9.8
Others (Helping family business, fam owner, online shop owner, broker, stock trader)	5	2.3
Total	215	100

According to Table 4.4, the result showed that the majority of the sample were students, accounting for 51 respondents or 23.7% of the sample. The second - largest group were private business owner, accounting for 43 respondents or 20% of the sample, followed by civil servants/state enterprise employees with 31 respondents or 14.4% of the sample. Two groups of the sample, general contractor and not working/retired personnels, have the same number of respondents at the number of 21 (9.8%). The lowest number of the sample are 5 respondents (2.3%) who chose others as their occupation, which included helping family business, fam owner, online shop owner, broker, and stock trader.

4.2 Media Exposure

This section illustrates the media exposure variable on how often samples were exposed to content on Samsung Galaxy Z Flip 5 and how long they were exposed per one exposure. Media Exposure was measured on two dimensions, frequency and duration, using a 5 point scale, where score 5 shows the highest number of frequency or duration and score 1 shows the lowest number of frequency or duration. The Cronbach's alpha for media exposure is 0.914 to ensure the scale's reliability.



Table 5 Mean and Standard Deviation of Media Exposure towards Samsung Myanmar's Campaigns for Galaxy Z Flip 5 with Local Brand Ambassador

Media Exposure	M	SD
Frequency of Exposure	2.65	1.31
Samsung Myanmar Facebook	3.13	1.35
Samsung Myanmar Instagram	2.27	1.20
Samsung Myanmar TikTok	2.06	1.71
Samsung Myanmar Youtube	2.48	1.23
Facebook Page of Eaindra Kyaw Zin (One of Samsung Myanmar's Team Galaxy (Brand Ambassadors) and Main Face of Samsung Galaxy Z Flip 5	2.67	1.06
Other Media (Online & Offline Advertisements, News Article/Video, etc.)	3.29	1.28
Duration of Exposure	1.97	0.94
Samsung Myanmar Facebook	2.10	0.90
Samsung Myanmar Instagram	1.55	0.76
Samsung Myanmar TikTok	1.43	0.78
Samsung Myanmar Youtube	1.89	1.05
Facebook Page of Eaindra Kyaw Zin (One of Samsung Myanmar's Team Galaxy (Brand Ambassadors) and Main Face of Samsung Galaxy Z Flip 5	2.27	0.97
Other Media (Online & Offline Advertisements, News Article/Video, etc.)	2.58	1.20
Total	2.31	1.12

Note: Consumers' Media Exposure was measured using on two dimensions, frequency and duration, using a 5-point scale. Cronbach's Alpha for the scale = 0.985.

Table 4.5 illustrates the mean and standard deviation of media exposure on content on Samsung Galaxy Z Flip 5 per week. The result showed that the overall mean score of the media exposure was 2.31 ($SD = 1.12$). This indicated that, on average, the respondents were exposed to content on Samsung Galaxy Z Flip 5 with local brand ambassadors 1 - 2 days per week and spent 30 seconds to 1 minute per exposure.

For the frequency of exposure, the scale ranged from 1 to 5, where score 1 refers to less than once, 2 refer to 1-2 days, 3 refer to 3-4 days, 4 refer to 5-6 days, and 5 refer to every day. The result showed that the respondents had a low level of frequency in exposure as the mean score for media frequency was 2.65. The respondents were most exposed to contents related to Samsung Galaxy Z Flip 5 with local brand ambassador from other media (online & offline advertisements, news article/video, etc.) as opposed to official channels of the brand and the brand ambassador ($M = 3.29$, $SD = 1.28$), followed by Samsung Myanmar Facebook Page ($M = 3.13$, $SD = 1.25$). The lowest exposure in terms of frequency was from Samsung Myanmar TikTok Page ($M = 2.06$, $SD = 1.71$).

For the duration of exposure, the scale ranged from 1 to 5, where 1 refers to less than 30 seconds, 2 refers to between 30 seconds to 1 minute, 3 refers to between 1 to 2 minutes, 4 refers to between 2 - 3 minutes, and 5 refers to more than 3 minutes. The result showed that the respondents had a low level of duration in exposure as the mean score for media frequency was 1.97. The highest duration of exposure was contents related to Samsung Galaxy Z Flip 5 with local brand ambassador from other media (online & offline advertisements, news article/video, etc.) as opposed to official channels of the brands and the brand ambassador ($M = 2.58$, $SD = 1.20$), followed by

Facebook Page of the Brand Ambassador ($M = 2.27$, $SD = 0.97$). The lowest duration of exposure was from Samsung Myanmar TikTok Page ($M = 1.43$, $SD = 0.78$).

4.3 Consumers' Attitude

Consumers' attitude on Samsung Galaxy Z Flip 5 that was endorsed by Eaindra Kyaw Zin is explained in this section, which is a component of the study's objective. The respondents' attitude on Samsung Galaxy Z Flip 5 was explored through the uni-dimensional view of attitude which focuses on feelings (Fishbein & Ajzen, 1975). The attitude towards Clé de Peau Beauté brand was assessed by using a 5-item five-point bi-polar semantic differential scale, where score 5 shows a strong agreement with the positive item and score 1 shows a strong agreement with the negative item. The Cronbach's alpha reliability for the attitude scale is 0.985, interpreting a high reliability of the scale.

Table 6 Mean and Standard Deviation of Consumers' Attitude towards Samsung Myanmar's Campaigns for Galaxy Z Flip 5 with Local Brand Ambassador

Consumers' Attitude	M	SD
Appealing - Unappealing	3.53	1.07
Good - Bad	3.53	0.98
Pleasant - Unpleasant	3.55	0.99
Favorable - Unfavorable	3.50	1.02
Likable - Unlikable	3.55	1.04
Total	3.53	1.02

Note: Consumers' Attitude was measured using a bi-polar semantic differential scale was used, where score 5 shows a strong agreement with the positive item and score 1 shows a strong agreement with the negative item. Cronbach's Alpha for the scale = 0.985.

Table 4.6 demonstrates the respondents' attitude toward Samsung Galaxy Z Flip 5 after they have seen promotional contents (promotional video, Launch Event appearance, etc.) for Galaxy Z Flip 5 with Eaindra Kyaw Zin as its main Brand Ambassador. The overall mean score of the respondents' attitude towards Galaxy Z Flip 5 was 3.53 (SD = 1.02). For the attitude items, the highest scores were rated on *pleasant* and *likable* with a 3.55 mean score. The second highest score was rated on

two items - *appealing* and *good* with 3.53 mean score. The item under attitude with the least score was *favorable*, with a score of 3.50.

4.4 Consumers' Purchase Intention

This section represents the final part of the first research objective which was to study the consumers' purchase intention of Samsung Galaxy Z Flip 5. The purchase intention for Samsung Galaxy Z Flip 5 was assessed by using a five-point bi-polar semantic differential scale. where score 5 shows a strong agreement with the positive item and score 1 shows a strong agreement with the negative item. The Cronbach's alpha reliability for the attitude scale is 0.979, interpreting a high reliability of the scale.

Table 7 Mean and Standard Deviation of Consumers' Purchase Intention towards Samsung Myanmar's Campaigns for Galaxy Z Flip 5 with Local Brand Ambassador

Consumers' Purchase Intention	M	SD
Would Purchase - Would not Purchase	3.29	1.04
Definitely Intend to Buy - Definitely Intend not to buy	3.22	1.03
Very high purchase interest - very low purchase interest	3.38	1.19
Definitely would consider buying - Definitely would not consider buying	3.27	1.07
Probably would buy - probably not buy	3.29	1.04
Total	3.29	1.07

Note: Consumers' Purchase Intention was measured using a bi-polar semantic differential scale was used, where score 5 shows a strong agreement with the positive item and score 1 shows a strong agreement with the negative item. Cronbach's Alpha for the scale = 0.979.

Table 4.7 demonstrates the respondents' purchase intention toward Samsung Galaxy Z Flip 5 after they have seen promotional contents (promotional video, Launch Event appearance, etc.) for Galaxy Z Flip 5 with Eaindra Kyaw Zin as its main Brand Ambassador. The overall mean score of the respondents' purchase intention towards Galaxy Z Flip 5 was 3.29 (SD = 1.07), indicating a fair level of their urge to purchase the product. The statement with the highest score was 'very high

purchase interest’ with 3.38 mean score. The statements with the second highest score were ‘*would purchase*’ and ‘*probably would buy*’ with a score of 3.29 , followed by the statement, ‘*definitely would consider buying*’, with a score of 3.27. The statement under purchase intention with the least score was ‘*definitely intend to buy*’. This statement was rated with a 3.22 mean score.

4.5 Relationship between Media Exposure and Consumers’ Attitude

This section illustrates the result for the correlation according to hypothesis 1 of the relationship between media exposure and consumers’ attitude.

H1: There is a relationship between media exposure and consumer attitude towards Samsung Myanmar’s Campaign for Galaxy Z Flip 5 with local brand ambassadors.

Table 8 Relationship between Media Exposure and Consumers' Attitude

Relationship Between	<i>r</i>	<i>p</i>
Frequency Of Exposure and Consumers' Attitude	0.084	0.222
Duration Of Exposure and Consumers' Attitude	0.177	0.009
Media Exposure and Consumers' Attitude	0.139	0.042

Note: Correlation is significant at the 0.05 level (2-tailed).

According to Table 4.8, the result indicated that media exposure has a weak positive association with consumers' attitude. Thus, H1 is accepted. The result can be implied that the more consumers are exposed to content related to Samsung Galaxy Z Flip 5, the better their attitude level.

4.6 Relationship between Consumers' Attitude and Purchase Intention

This section illustrates the result for the correlation according to hypothesis 2 of the relationship between consumers' attitude and consumers' purchase intention.

H2: There is a relationship between consumer attitude towards Samsung Myanmar's Campaign for Galaxy Z Flip 5 with local brand ambassadors and consumer purchase intention towards Samsung for Galaxy Z Flip 5.

Table 9 Relationship between Consumers' Attitude and Consumers' Purchase Intention

Relationship Between	<i>r</i>	<i>p</i>
Consumers' Attitude and Purchase Intention	0.217	0.001

Note: Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.9, the result indicated that consumers' attitude has a weak positive association with consumers' purchase intention. Therefore, H2 is accepted. The result can be implied that the better the consumers' attitude, the more purchase intention they have.

Chapter 5

SUMMARY AND DISCUSSION

In 2021, brands in Myanmar struggled to communicate with consumers due to political instabilities. Since then, brands have to adapt their marketing communication strategies, especially influencer marketing strategies to maintain a positive relationship with the consumers. One brand that did well during these situations was Samsung Myanmar with its choices of Brand Ambassador for each series. Thus, it is provoking to study about its latest product campaign, which was Galaxy Z Flip 5 with the latest brand ambassador. This study will focus on media exposure of Samsung Myanmar's campaign for Galaxy Z Flip 5 with the local brand ambassador, their attitude and purchase intention on Samsung Galaxy Z Flip 5, examining them as well as exploring the relationship between them. A quantitative approach was utilized through an online survey. Purposive sampling method was applied in order to reach 215 respondents. The questionnaire was distributed through various personal accounts and groups online. Certain Facebook groups were also purposively selected to reach targeted respondents, such as Samsung User Myanmar, Myanmar Samsung User's, as they have a high number of members which would facilitate the data collection. However, only those who qualified were included in the study as they were required to answer the screening question before entering the main part of the questionnaire.

In accordance with the data received, this chapter includes five parts which are a summary of the findings, discussion, limitation, directions for future research, and practical implications.

5.1 Summary of the Findings

The results derived from the online questionnaire during October 2023 was explained briefly within this section. The results consist of demographic information of respondents, the respondents' media exposure of Samsung Myanmar's campaign for Galaxy Z Flip 5 with the local brand ambassador, their attitude and purchase intention on Samsung Galaxy Z Flip 5. Moreover, the findings of the relationship between variables are also exhibited.

According to the results, there were 215 respondents who passed the screening questions and were able to answer the questionnaire. 26-36 year old respondents were the greatest number of participants. 109 respondents within that age range accounts for 50.7% (74 individuals). 69 participants (32.1%) were between 18-25 years old. Apart from that, 37-45 year old respondents made up 17.2% (37 individuals). There was not much difference for gender in the study with *male* respondents accounting for 108 individuals (50.2%) and female respondents being 103 respondents (47.9%), while 4 respondents (1.9%) were *others*. For participants' educational level, 69.3% (149 respondents) of them held a *bachelor's degree*. 16.3% (35 respondents) answered *lower than bachelor's degree*. 10.7% (23 respondents) of people who contributed held a *masters' degree*. The least number of participants, 8 respondents (3.7%) held a *doctoral degree*. The last demographic feature was the respondents' occupation. The majority (51 individuals or 23.7%) of the respondents were *students*. 43 respondents (20%) were private business owners and private company employee. 31 respondents (14.4%) were *civil servants / state enterprise* employees. Respondents who were general contractors and retired respondents accounted for the same count

with 21 individuals (9.8%). The fewest respondents were those who answered *others* (5 individuals or 2.3%).

In order to be able to reach the objective and to prove the hypothesis, media exposure of Samsung Myanmar's campaign for Galaxy Z Flip 5 with the local brand ambassador was measured across two dimensions - frequency and duration. According to the result, the mean score for overall media exposure was 2.31, which illustrated that on average, respondents were exposed to content on Samsung Galaxy Z Flip 5 with local brand ambassadors 1 - 2 days per week with an average of 30 seconds to 1 minute per time of exposure. To further discuss, the frequency of exposure and duration of exposure was explained. The mean score for overall frequency of exposure was 2.65 ($SD = 1.31$), where samples had most frequently been exposed to contents related Samsung Galaxy Z Flip 5 with local brand ambassadors from other media (online & offline advertisements, news article/video, etc.) as opposed to official channels of the brand and the brand ambassador with a mean score of 3.29 ($SD = 1.28$). Meanwhile, the overall score for the duration of exposure was 1.97 ($SD = 0.94$). Respondents reported the highest duration of exposure on contents related to Samsung Galaxy Z Flip 5 with local brand ambassadors from other media (online & offline advertisements, news article/video, etc.) with a mean score of 2.58 ($SD = 1.20$).

According to the result measured for consumers' attitude toward Samsung Galaxy Z Flip 5 after they have seen promotional contents (promotional video, Launch Event appearance, etc.) for Galaxy Z Flip 5 with Eaindra Kyaw Zin as its main Brand Ambassador, the overall mean score of the respondents' attitude towards Galaxy Z Flip 5 was 3.53 ($SD = 1.02$). For the attitude items, the highest scores were

rated on *pleasant* and *likable* with a 3.55 mean score. The item under attitude with the least score was *favorable*, with a score of 3.50.

On top of that, consumers' purchase intention of Samsung Galaxy Z Flip 5 was also measured. The outcome presented that it is moderately possible that respondents would buy Samsung Galaxy Z Flip 5 because the mean score was 3.29 out of 5.0. The statement, '*very high purchase interest*', received the highest average score (3.38). Meanwhile, '*definitely intend to buy*' was the statement that received the lowest score of 3.22.

The correlation test was conducted by using Pearson's Correlation to explore if the variables are correlated. The result indicated that there was a weak positive relationship between media exposure and consumer attitude at a significant level of 0.05 with $r = 0.139$. This can be implied that if the respondents' score for media exposure increased, the score of attitudes would also increase.

In addition, the result also indicated that there was a weak positive relationship between consumer attitude and purchase intention at a significant level of 0.01 with $r = 0.217$. This can be implied that if the score of attitudes increased, the score of purchase intention would also increase.

In conclusion, based on the results, it can be implied that male and female Myanmar consumers with an educational level of bachelor's degree or equivalent and are private business owners have a low level of exposure to Samsung Myanmar's campaign for Galaxy Z Flip 5 with the local brand ambassador. The average time of exposure is 1 - 2 days per week with an average of 30 seconds to 1 minute per time of exposure. However, they hold a positive attitude towards Samsung Galaxy Z Flip 5

after seeing contents related to it with the local brand ambassador. Therefore, they are also willing to purchase Samsung Galaxy Z Flip 5.

5.2 Discussion

Based on the result of the study, the discussion section is segmented into five parts, including media exposure, consumers' attitude, consumers' purchase intention, the relationship between media exposure and consumers' attitude, and the relationship between consumers' attitude and consumers' purchase intention.

5.2.1 Media Exposure on Samsung Galaxy Z Flip 5 with Local Brand Ambassador

Based on the results, both frequency ($M = 2.65$, $SD = 1.31$) and duration ($M = 1.97$, $SD = 0.94$) of media exposure is significantly low, especially for social media channels of Samsung Myanmar, except for Samsung Myanmar Facebook, with Samsung Myanmar TikTok receiving the lowest scores for both frequency and duration of media exposure. This might be due to the popularity of the platform itself in Myanmar. Even though TikTok users are increasing steadily, the number of TikTok users in Myanmar is still very low compared to other southeast asia countries. While Indonesia, Vietnam, Philippines and Thailand have 99.8 million, 44.8 million, 38.4 million and 36.5 million users respectively according to oberlo.com, Myanmar only has 269,000 users against the population of 54 million people. In addition, low media exposure might indicate the way Myanmar people consume information from social media, except for Facebook, is low. According to a study done by Standard Insight, top 3 social media platforms include Facebook, Messenger and Youtube, and top 3 internet activities after February 2021 were reading/viewing news, entertainment -

watching movies and messaging family and friends. Furthermore, media consumption style might also be influenced by the ban on social media and people having to use VPN to access them. According to Standard Insight, an average Myanmar internet user spends around 4-6 hours connected to the internet in a day before February 2021. It was reported that the time they spent online has decreased after the government regulation, especially for younger and middle-aged people (between 18 and 44 years old), which is the age limitation of the sample for this study. Frequency and duration of other types of media or media channels that are not owned by Samsung Myanmar received the highest score, implying that Myanmar people notice contents related to a product if they do not come directly from a brand.

5.2.2 Consumers' Attitude on Samsung Galaxy Z Flip 5 with Local Brand Ambassador

Despite the low level of exposure to Samsung Myanmar's campaign for Galaxy Z Flip 5 with the local brand ambassador, consumers' attitude toward it is comparatively high with the mean score of 3.53 ($SD = 1.02$). First of all, the brand ambassador of Galaxy Z Flip 5 being a local might help contribute to the positive attitude. Localization is a key concept in global marketing, emphasizing the adaptation of products and marketing strategies to suit local preferences and cultural norms (Kotler et al., 2009). Utilizing local brand ambassadors aligns with this principle, enabling global brands to resonate with consumers on a personal and cultural level. Research indicates that consumers are more likely to trust and engage with a brand that demonstrates an understanding of local values and customs (Czinkota et al., 2009). Moreover, it might be due to the image of the local brand

ambassador who has received strong positive sentiment from the general public as well as the consumer due to her actions during the recent years of political instability in addition to her being a long-running top actress in the country and people being familiar with her. People might be happy to see a familiar face like hers next to the product or associated with the product and thus, this positive attitude is also transferred to the content related to the product. Heider's Balance Theory could support this. According to Solomon (2015), consumers would develop a positive attitude towards a brand or company if they felt positively about an endorser.

5.2.3 Consumers' Purchase Intention of Samsung Galaxy Z Flip 5 with Local Brand Ambassador

Purchase intention was also examined and despite Samsung Galaxy Z Flip 5 being considered a high-involvement product, the purchase intention was moderately high with a mean score of 3.29 ($SD = 1.07$). This might be due to Galaxy Z Flip 5 being the flagship product and people might consider it to be worth buying. This is supported by a study done by Khaing Wai Naing and Sirion Chaipoopirutana (2014) on the Factors Affecting Purchase Intention of a Smart Phone in Yangon, Myanmar, that purchase intention is influenced by perceived quality and product image. The study also found out that there's a strong positive relation between consumers' attitude towards the product and purchase intention. Another plausible explanation is that owning a Galaxy Z Flip 5, the latest version of the Flip series, which is considered to be an innovation by Samsung, gives a sense of status symbol to people. According to James Anthos, program director for Information Technology at South University, Columbia, said that keeping up with the latest technology and showing

their tech devices off allowed consumers to convey a certain level of status and made them feel important or trendy. Myanmar consumers may behave in the same way and may enjoy having the latest technology for the similar reason.

5.2.4 Relationship between Media Exposure and Consumers' Attitude towards Samsung Myanmar's Campaign for Galaxy Z Flip 5 with Local Brand Ambassador

According to the research findings from the correlation analysis, there's a weak positive relation between media exposure and consumers' attitude. Therefore, the first hypothesis was accepted. This indicates that the more consumers are exposed to contents related to Samsung Galaxy Z Flip 5 with the Local Brand Ambassador, the better attitude they have. This is supported by the previous study that consumers' attitude is related to media exposure (Wutthirakkhajohn, 2021). Digging deeper into the result of this study, other media (online & offline advertisements, news articles/video, etc.) as opposed to official channels of the brand and the brand ambassador was reported as the most frequent type of media that respondents have been exposed to. It was also found out that it gained the longest duration of exposure.

Even though the first hypothesis was accepted, the correlation is quite low. This might be due to low media consumption and consumers' exposure to other touch points other than media, for example direct experience with the product via product exhibition or sales centers.

In the previous study that also studied the relationship between media exposure and consumers' attitude on "Café Amazon for Chance" by Sirapassorn Cheepborisut (2020), the correlation between the two variables showed no association with the r value of 0.096. The result was different from this study. The previous study

by Sirapassorn Cheepborisut (2020) only measured one dimension of media – frequency, while this study measured two – frequency and dimension. This might have contributed mainly to the difference between the results.

5.2.5 Relationship between Consumers’ Attitude Samsung Myanmar’s Campaign for Galaxy Z Flip 5 with Local Brand Ambassador and Consumers’ Purchase Intention of Samsung Galaxy Z Flip 5

As per the research findings from the correlation analysis, there’s a weak positive relation between consumers’ attitude and purchase intention. Therefore, the second hypothesis was also accepted. In other words, it means that a better level of attitude consumers have towards the Samsung Galaxy Z Flip 5 Campaign with the Local Brand Ambassador, the higher level of intention to purchase they have. This is backed by previous studies such as “The Relationship between Influencer’s Characteristics, Consumers’ Attitudes and Purchase Intentions of Clé de Peau Beauté by Julie Parkinson (2020) and “The Factors Affecting Purchase Intention of a Smart Phone in Yangon, Myanmar” by Khaing Wai Naing and Sirion Chaipoopirutana (2014).

The plausible reason consumers’ attitude and purchase intention has a weak positive relationship might be due to Samsung Galaxy Z Flip 5 being a high-involvement product. This is supported by a study that compared the impact of sports celebrities endorsement on consumer behavior of low involvement products and high involvement products. The study mentioned that even while it is helpful in raising the desire to purchase low involvement consumer goods, it is ineffective in raising the intention to purchase high involvement consumer goods (Hameed & Madhavan,

2017). Another plausible reason is that the advertising campaign might have aimed to raise awareness rather than purchase.

In the previous study that also studied the relationship between consumers' attitude and purchase intention on "Café Amazon for Chance" by Sirapassorn Cheepborisut (2020), the correlation between the two variables showed a moderate positive association with the r value of 0.697. The result was different from this study. The reasons might include the brands and the products being studied are of different types themselves as coffee is low-involvement product while a smartphone is a high-involvement product. Other reasons might lie in the methodology such as the scales adapted in the questionnaire, the sample.

5.3 Limitation of the Research

Overall, the research was successfully conducted with a moderate mean score. The two hypotheses were accepted as aligned with previous empirical results from a literature review. The paper can contribute to the body of knowledge regarding media exposure, consumers' attitude and purchase intention of global smartphone brands. However, there are a few limitations of the study that can be noticed for future studies.

1. The data was collected through purposive and convenience sampling of the researcher, thus information gathered does not represent the whole population.
2. The information gathered is specific to only one product series that was presented by the latest local brand ambassador of Samsung Myanmar.

5.4 Directions for Future Research

To further improve this research and obtain all information, some directions for future research are suggested as follows:

1. This study was conducted in a quantitative approach, which is beneficial for generalizing the result to the population. However, to leverage the result of future study, a qualitative approach could be considered by using in-depth interviews or focus groups as a method to collect data. A researcher can get more detailed information on why consumers expose, perceive, and hold the specific level of purchase intention by conducting an interview. This will help a researcher to leverage the knowledge and access to the reason behind consumers' thinking.
2. As this research explored the attitude and purchase intention influenced by a local celebrity brand ambassador who the public has perceived well due to her political stance, further research can be conducted relating to other local brand ambassadors who the public has the neutral perception of. This will contribute a researcher further on selecting brand ambassadors.
3. Since the research explored the media exposure, attitude, and purchase intention of Samsung, which is a global brand. To further the result and findings, future studies should explore a different type of brand, such as regional brands originated from and operated in other South East Asian countries. This can help further the study in another type of brand which can contribute to the communication practices of the brand.

5.5 Practical Implications

The findings of this study provide valuable points about media exposure, as well as consumers' attitude and purchase intention, especially for global brands operating in other host countries. Based on these findings, some practical implications have been identified.

1. Based on the results, it is suggested that consumers showed a positive attitude and high purchase intention after seeing a local brand ambassador as the face of the product. Global Brands can assign a local brand ambassador or local campaign face to establish connection with the consumers as well as strengthen the relationship with them. Especially in the regions or countries where there might be political instability as in this study and the situation is shifting the attention of the consumers elsewhere other than the brands and the brands might need to connect with the consumers.
2. Brands can switch to influencer marketing as one of main their marketing strategies as they play a notable role in influencing consumer's attitude as well as purchase intention.
3. Brands should choose ambassadors or influencers that are in favor of the public to maintain the positive consumers' attitude and to increase purchase intention during the times of political instability.

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Appendix

Research Questionnaires

This research project is conducted in partial requirement of a Professional Project, enrolled by a student of M.A. Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to explore the relationship between media exposure, consumers' attitude, and purchase intention toward Samsung in Myanmar.

This questionnaire will take approximately less than 5 minutes. Participants are requested to complete all of the following questions based on their experience to reflect his/her opinion and attitude as accurately as possible. The questionnaire is voluntary, and the data will be collected confidential. The data collected will be analyzed and used for educational purpose only.

Section 1: Screening Questions

Instructions: Please check (✓) the answer that best represents you

1)What is your age range?

- Below 18 (End Survey)
- 18 - 25
- 26 - 36
- 37 - 45
- 46 and above (End Survey)

2)Are you a Myanmar National?

- Yes
- No (End Survey)

3) Do you know that Eaindra Kyaw Zin is the newest addition to Samsung's Brand Ambassadors in Myanmar? Or have you seen any content (promotional video, News, Interview, etc.) of Samsung with Eaindra Kyaw Zin for Samsung Galaxy Z Flip 5 on any media?

- Yes
- No (End Survey)

4) Do you have a monthly income of at least 3.5 million (3,500,000) MMK?

- Yes
- No (End Survey)

Section 2: Media Exposure

Instructions: please choose the answer that best represent you

2.1) Frequency of exposure to Samsung Galaxy Z Flip 5 content of its BA(s) per week since August 2023

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	Everyday (5)	5-6 days (4)	3-4 days (3)	1-2 days (2)	Less than once (1)
1. Samsung Myanmar Facebook					
2. Samsung Myanmar Instagram					
3. Samsung Myanmar TikTok					
4. Samsung Myanmar Youtube					
5. Facebook Page of Eaindra Kyaw Zin (One of Samsung Myanmar's Team Galaxy (Brand Ambassadors) and Main Face of Galaxy Z Flip 5 Campaigns)					
6. Other Media (Online & Offline Advertisements, News Article/Video, etc.)					

2.2 Duration of exposure to Samsung Galaxy Z Flip 5 content of its (BAs) per 1 time of exposure since August 2023

	More than 3 minutes (5)	Between 2 -3 minutes (4)	Between 1 - 2 minutes (3)	Between 30 seconds- 1 minute (2)	Less than 30 seconds (1)
1. Samsung Myanmar Facebook					
2. Samsung Myanmar Instagram					
3. Samsung Myanmar TikTok					
4. Samsung Myanmar Youtube					
5. Facebook Page of Eaindra Kyaw Zin (One of Samsung Myanmar's Team Galaxy (Brand Ambassadors) and Main Face of Galaxy Z Flip 5 Campaigns)					
6. Other Media (Online & Offline Advertisements, News Article/Video, etc.)					

Section 3: Attitude towards Samsung Galaxy Z Flip 5 in Myanmar

Instructions: Please choose the number below that best describes your opinion from positive (5) to negative (1) with the following statements.

Please indicate how well or poorly you feel towards Samsung Galaxy Z Flip 5 after you have seen promotional contents (promotional video, Launch Event appearance, etc.) for Galaxy Z Flip 5 with Eaindra Kyaw Zin as its main Brand Ambassador

1	Appealing	5	4	3	2	1	Unappealing
2	Good	5	4	3	2	1	Bad
3	Pleasant	5	4	3	2	1	Unpleasant
4	Favorable	5	4	3	2	1	Unfavorable
5	Likable	5	4	3	2	1	Unlikable

Section 4: Purchase Intention towards Samsung Galaxy Z Flip 5 in Myanmar

Instructions: Please choose the number below that best describes your opinion from positive (5) to negative (1) with the following statements.

Please indicate your overall interest about Samsung Galaxy Z Flip 5 after you have seen promotional contents (promotional video, Launch Event appearance, etc.) for Galaxy Z Flip 5 with Eaindra Kyaw Zin as its main Brand Ambassador

1.	Would Purchase	5	4	3	2	1	Would not purchase
2.	Definitely intend to buy	5	4	3	2	1	Definitely intend not to buy
3.	Very high purchase interest	5	4	3	2	1	Very low purchase interest
4.	Definitely would consider buying	5	4	3	2	1	Definitely would not consider buying
5.	Probably would buy	5	4	3	2	1	Probably not buy

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Section 5: Demographic Information

Instructions: Please check (✓) the answer that best represents you

1. Gender

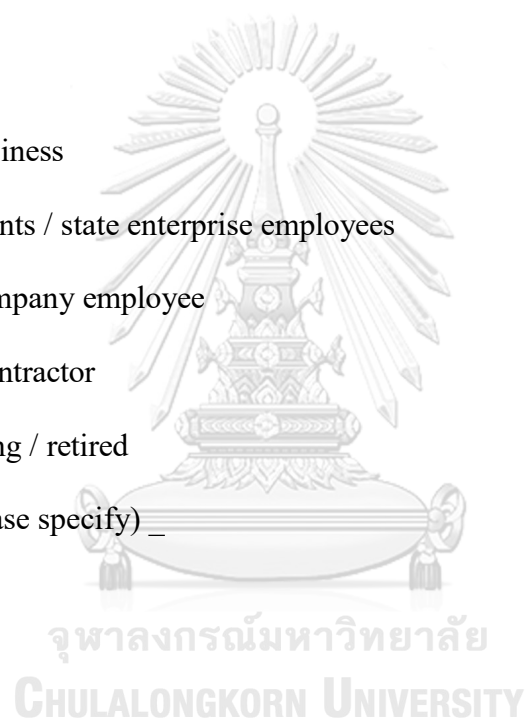
- Male
- Female
- Others

2.Educational Level

- Lower than Bachelor's Degree
- Bachelor's degree or equivalent
- Master's degree
- Doctoral degree

3 Occupation

- Student
- Private business
- Civil servants / state enterprise employees
- Private company employee
- General contractor
- Not working / retired
- Other (please specify) _____



နောက်ဆက်တွဲ

စစ်တမ်း မေးခွန်းများ

ဤသုတေသနပရောဂျက်သည် ချူလာလောင်ကွန်တက္ကသိုလ်၊ M.A. မဟာဗျူဟာဆက်သွယ်ရေးစီမံခန့်ခွဲမှုကျောင်းသားမှ စာရင်းသွင်းထားသော ပရော်ဖက်ရှင်နယ်ပရောဂျက်၏ တစ်စိတ်တစ်ပိုင်းလိုအပ်ချက်အရ ဆောင်ရွက်ခြင်းဖြစ်သည်။ ဤမေးခွန်းလွှာ၏ ရည်ရွယ်ချက်မှာ မီဒီယာထိတွေ့မှု၊ သုံးစွဲသူများ၏ သဘောထားနှင့် မြန်မာနိုင်ငံရှိ Samsung အတွက် ဝယ်ယူမှု ရည်ရွယ်ချက်တို့ကြားဆက်စပ်မှုကို လေ့လာရန်အတွက်သာဖြစ်ပါသည်။

ဤစစ်တမ်းတွင်ပါဝင်ပေးထားသော အချက်အလက်အားလုံးကို လျှို့ဝှက်ထားမည်ဖြစ်ပြီး သုတေသနရည်ရွယ်ချက်အတွက်သာ အသုံးပြုမည်ဖြစ်သည်။ စစ်တမ်းတွင် ရွေးချယ်စရာ မေးခွန်းများစွာ ပါဝင်ပြီး အပြီးသတ်ဖြေဆိုရန် ခန့်မှန်းခြေ [3-5 မိနစ်] ကြာမည်ဖြစ်ပါသည်။

သင်၏ပါဝင်ဖြေဆိုပေးမှုသည် အလွန်တန်ဖိုးရှိပြီး ဤသုတေသန၏တွေ့ရှိချက်များကို သိ သာထင်ရှားစွာ ပံ့ပိုးပေးမည်ဖြစ်ပါသည်ဟု အပြည့်အဝယုံကြည်ပါသည်။ အချိန်ပေးဖြေဆို မှုအတွက် အထူးကျေးဇူးတင်ပါသည်။

အပိုင်း ၁။ စီစစ်မေးခွန်းများ

ညွှန်ကြားချက်။ ။သင့်အတွက် အသင့်တော်ဆုံး/အမှန်ဆုံးအဖြေကိုရွေးပါ။

၁။သင်၏အသက်အပိုင်းအခြားကို ရွေးချယ်ပါ။

- ၁၈ နှစ်အောက် (စစ်တမ်းမေးခွန်းအား အဆုံးသတ်မည်)
- ၁၈ - ၂၅
- ၂၅ - ၃၆
- ၃၇ - ၄၅
- ၄၆ နှစ်နှင့် အထက် (စစ်တမ်းမေးခွန်းအား အဆုံးသတ်မည်)

၂။ သင်သည် မြန်မာနိုင်ငံသားတစ်ယောက်ဟုတ်ပါသလား?

- ဟုတ်ပါသည်။
- မဟုတ်ပါ။ (စစ်တမ်းမေးခွန်းအား အဆုံးသတ်မည်)

၃။ Eindra Kyaw Zin သည် မြန်မာနိုင်ငံ Samsung ၏ Brand Ambassadors များထဲတွင် နောက်ဆုံးပါဝင်လာကြောင်း သင်သိပါသလား။ သို့မဟုတ် Samsung Galaxy Z Flip 5 အတွက် Eindra Kyaw Zin နှင့် Samsung ရဲ့ (ပရိုမိုးရှင်း ဗီဒီယို၊ သတင်း၊ အင်တာဗျူး စသည်ဖြင့်) ကို သင်မြင်ဖူးပါသလား။

- မြင်ဖူးသည်။
- မမြင်ဖူးပါ။ (စစ်တမ်းမေးခွန်းအား အဆုံးသတ်မည်)

၄။ သင့်တွင် တစ်လဝင်ငွေ အနည်းဆုံး ၃၅ သိန်း MMK ရှိပါသလား။

- ရှိပါသည်။
- မရှိပါ။ (စစ်တမ်းမေးခွန်းအား အဆုံးသတ်မည်)

အပိုင်း ၂။ မီဒီယာထိတွေ့မှု

ညွှန်ကြားချက်။ ။ သင့်အတွက် အသင့်တော်ဆုံး/အမှန်ဆုံးအဖြေကိုရွေးပါ။

၂.၁။ ၂၀၂၃ ခုနှစ် ဩဂုတ်လမှစတင်ပြီး အောက်ပါချန်နယ်များမှ Brand Ambassador ပါဝင်သည့် Samsung Galaxy Z Flip 5 အကြောင်းအရာကို တစ်ပတ်လျှင် ဘယ်နှကြိမ် တွေ့မိကြောင်း ဖော်ပြပေးပါ။

	နေ့တိုင်း (၅)	၅ - ၆ ရက် (၄)	၃ - ၄ ရက် (၃)	၁ - ၄ ရက် (၂)	၁ကြိမ်အောက် (၁)
Samsung Myanmar Facebook					
Samsung Myanmar Instagram					
Samsung Myanmar TikTok					

Samsung Myanmar YouTube					
အိန္စတိုဂျော့ဒ်၏ Facebook					
အခြားမီဒီယာချန်နယ်များ					

၂.၂။ ၂၀၂၃ ခုနှစ် သြဂုတ်လကတည်းက အောက်ပါချန်နယ်များမှ အပတ်တိုင်း Brand Ambassador ပါဝင်သည့် Samsung Galaxy Z Flip 5 အကြောင်းအရာကို တစ်ကြိမ်တွေ့တိုင်း ကြည့်ရှုမိသည့် ကြာချိန်ကို ရွေးချယ်ပေးပါ။

	၃မိနစ် အထက် (၅)	၂ - ၃ မိနစ် ကြား (၄)	၁ - ၂ မိနစ် ကြား (၃)	၁ မိနစ် အောက် (၂)	စက္ကန့် ၃၀ အောက် (၁)
Samsung Myanmar Facebook					
Samsung Myanmar Instagram					
Samsung Myanmar TikTok					
Samsung Myanmar YouTube					
အိန္စတိုဂျော့ဒ်၏ Facebook					
အခြားမီဒီယာချန်နယ်များ					

အပိုင်း ၃။ Samsung Galaxy Z Flip 5 အပေါ်အမြင်

ညွှန်ကြားချက်။ ။အောက်ပါတို့နှင့်ပတ်သက်သည့် သင့်၏အမြင်ကို အကောင်းဆုံး (၅) မှ အဆိုးဆုံး (၁) အတွင်း ရွေးချယ်ပေးပါ။

အိန္ဒြာကျော်ဇင်ပါဝင်သည့် Galaxy Z Flip 5 ပရိုမိုးရှင်းအကြောင်းအရာများ (ပရိုမိုးရှင်းဗီဒီယို၊ Launch Event အသွင်အပြင် အစရှိသည်) ကို မြင်တွေ့ပြီးနောက် Samsung Galaxy Z Flip 5 အပေါ် သင်မည်မျှဆိုးသည်ဖြစ်စေ ကောင်းသည်ဖြစ်စေ ထင်မိသည်ကို ရွေးချယ်ပေးပါ။

ဆွဲဆောင်မှုရှိသည်	၅	၄	၃	၂	၁	ဆွဲဆောင်မှုမရှိပါ
ကောင်းသည်	၅	၄	၃	၂	၁	ဆိုးသည်
နှစ်လိုဖွယ်ရှိသည်	၅	၄	၃	၂	၁	နှစ်လိုဖွယ်မရှိပါ
အခွင့်သာသည်	၅	၄	၃	၂	၁	အခွင့်သာမရှိပါ
ကြိုက်နှစ်သက်သည်	၅	၄	၃	၂	၁	မကြိုက်ပါ

အပိုင်း ၄။ Samsung Galaxy Z Flip 5 အား ဝယ်ယူလိုမှု

ညွှန်ကြားချက်။ ။အောက်ပါတို့နှင့်ပတ်သက်သည့် သင့်၏အမြင်ကို အကောင်းဆုံး (၅) မှ အဆိုးဆုံး (၁) အတွင်း ရွေးချယ်ပေးပါ။

အိန္ဒြာကျော်ဇင်ပါဝင်သည့် Galaxy Z Flip 5 ပရိုမိုးရှင်းအကြောင်းအရာများ (ပရိုမိုးရှင်းဗီဒီယို၊ Launch Event အသွင်အပြင် အစရှိသည်) ကို မြင်တွေ့ပြီးနောက် Samsung Galaxy Z Flip 5 ကိုသင်ဝယ်ယူလိုမှုကို အောက်တွင်ရွေးချယ်ပေးပါ။

ဝယ်ယူလိုသည်	၅	၄	၃	၂	၁	မဝယ်ယူလိုပါ
သေချာပေါက်	၅	၄	၃	၂	၁	သေချာပေါက်
ဝယ်ယူလိုသည်						မဝယ်ယူလိုပါ
ဝယ်ယူလိုစိတ်	၅	၄	၃	၂	၁	ဝယ်ယူလိုစိတ်
အတော်မြင့်သည်						အတော်နိမ့်သည်

သေချာပေါက်	၅	၄	၃	၂	၁	သေချာပေါက်
ဝယ်ယူရန်စဉ်းစားမည်						ဝယ်ယူရန်မစဉ်းစားပါ
ဝယ်ဖြစ်ကောင်း	၅	၄	၃	၂	၁	မဝယ်ဖြစ်လောက်ပါ
ဝယ်ယူဖြစ်မည်						

အပိုင်း ၅။ ပုဂ္ဂိုလ်ရေးဆိုင်ရာ အချက်အလက်များ

ညွှန်ကြားချက်။ ။သင့်အတွက် အသင့်တော်ဆုံး/အမှန်ဆုံးအဖြေကိုရွေးပါ။

၁။ လိင်

- ကျား
- မ
- အခြား

၂။ ပညာရေး

- အထက်တန်းအောင်
- ဘွဲ့ကြို
- ဘွဲ့လွန်
- မဟာဘွဲ့

၃။ အလုပ်အကိုင်

- ကျောင်းသား/သူ
- ကိုယ်ပိုင်လုပ်ငန်း လုပ်ကိုင်သူ
- အစိုးရဝန်ထမ်း
- ပုဂ္ဂလိကဝန်ထမ်း
- ကွန်းထရက်သမား
- ပင်စင်စား
- အခြား (ဖော်ပြပေးရန်)



จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

VITA

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