



# BUILDING SUCCESSFUL BRANDS IN MYANMAR

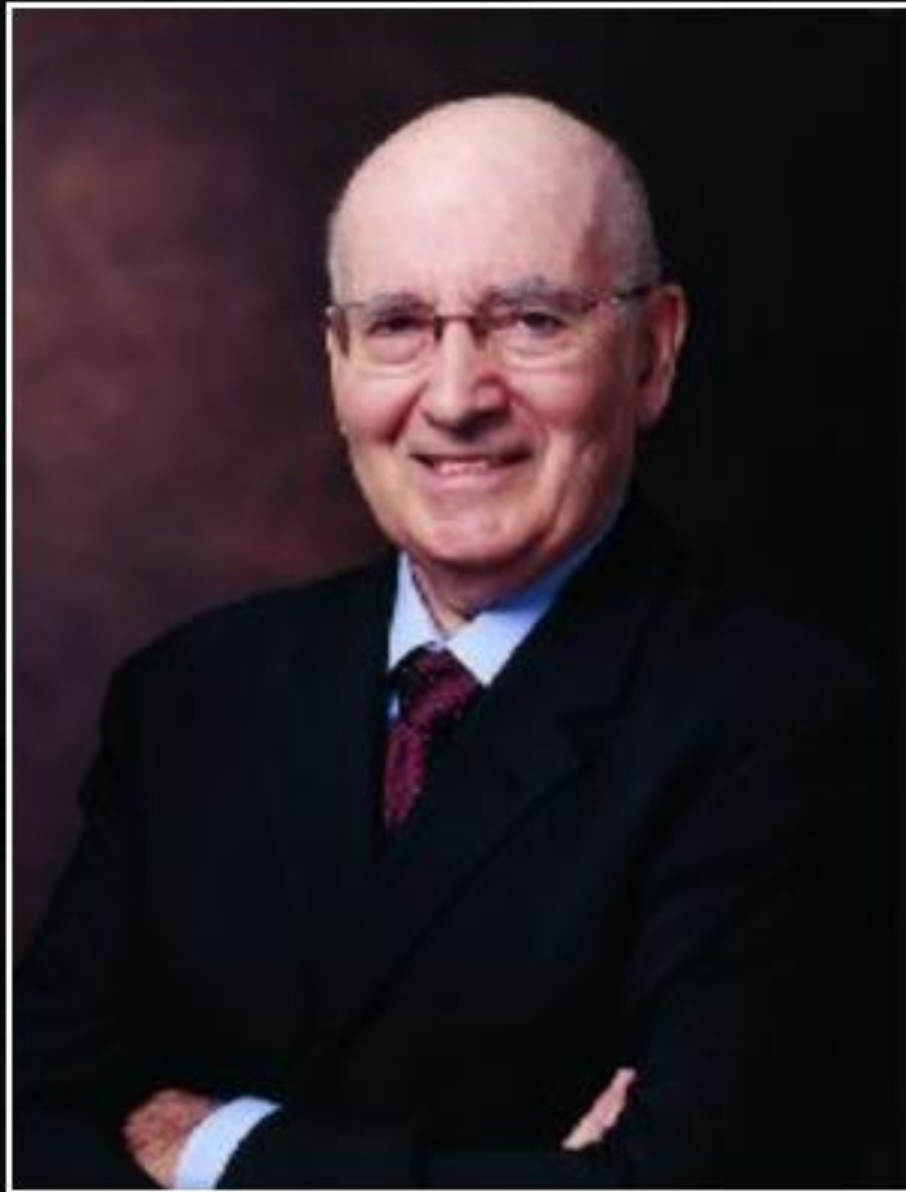
*Prof.Dr.Aung Tun Thet*

March 6<sup>th</sup> 2020





## **Myanmar's Cultural Dimensions and Relationship with Consumers' Behaviour**



Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.

— Philip Kotler —

AZ QUOTES

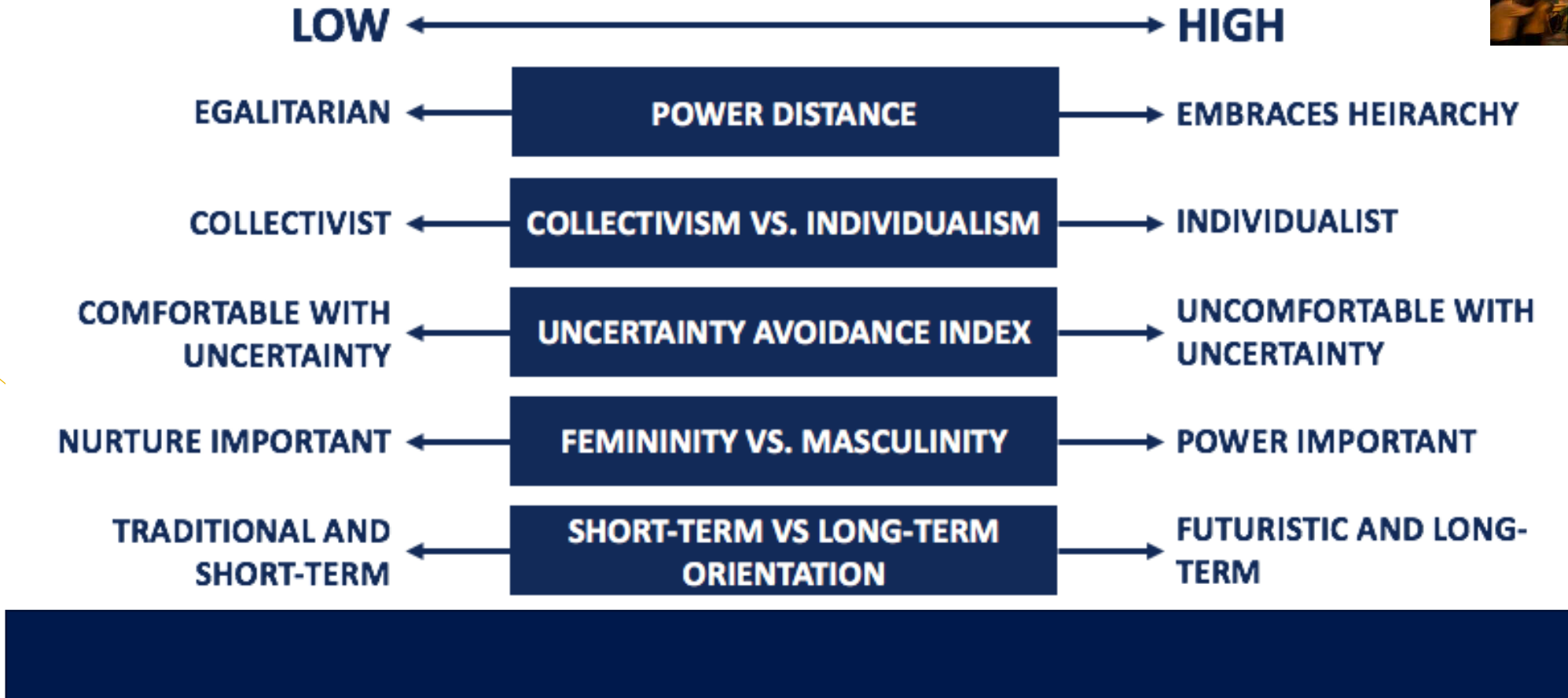
# Myanmar

- Southeast Asia's **fifth** largest nation
- Undergoing **historic transition**
- Emergence of **open market** economy
- Expand businesses in Southeast Asia's last **“frontier market”**

# Myanmar Consumers

- Displayed cultural traits similar to **Thailand** and neighbouring **Southeast Asian** countries
- **Learn lessons** from successful campaigns and apply them
- Hofstede's **cultural dimensions** provide important insights

# Hofstede's Cultural Dimensions





# Power Distance Indicator (PDI)

- High
- Hierarchical
- Less powerful members of society **accept** power distributed *unequally*
- **Influential power** and **referral power** high
- **Elders** hold authoritative power
- **Younger members** listen to them

# Power Distance Indicator (PDI)

- Consumers more likely to listen to **authoritative figures**
- Advertisement with **doctor recommendations** work better



# Femininity versus Masculinity

- **Masculinity** indication of how achievements or success oriented society is
- Rated **relatively low**
- **Feminism** - caring and **quality of life** oriented

# Femininity versus Masculinity

- **Materialism** low
- People **content** with what they have
- Do not aspire to possess **new** things and products
- Men household **decision makers** and dictate **major purchases**

# Femininity versus Masculinity

- **Materialism** low
- People **content** with what they have
- Do not aspire to possess **new** things and products
- Men household **decision makers** and dictate **major purchases**

# Collectivism versus Individualism

- **Collectivist** country
- **Family** and **community** oriented
- Consumer needs and wants not only for **individual purpose** but to fulfill **whole family's needs**



# Collectivism versus Individualism

- “**Word of mouth**” more effective
- Consumer **consult** and **ask** friends, family or “seniors” advises
- Look for **influencers**
- Make them **brand ambassadors**

# Uncertainty Avoidance

- Adventurous or willingness to take risk **low**
- Previous **military rulings** effected consumer sentiment and confidences
- Consumers **skeptical** to promises and warrants

# Short-term versus Long-term Orientation

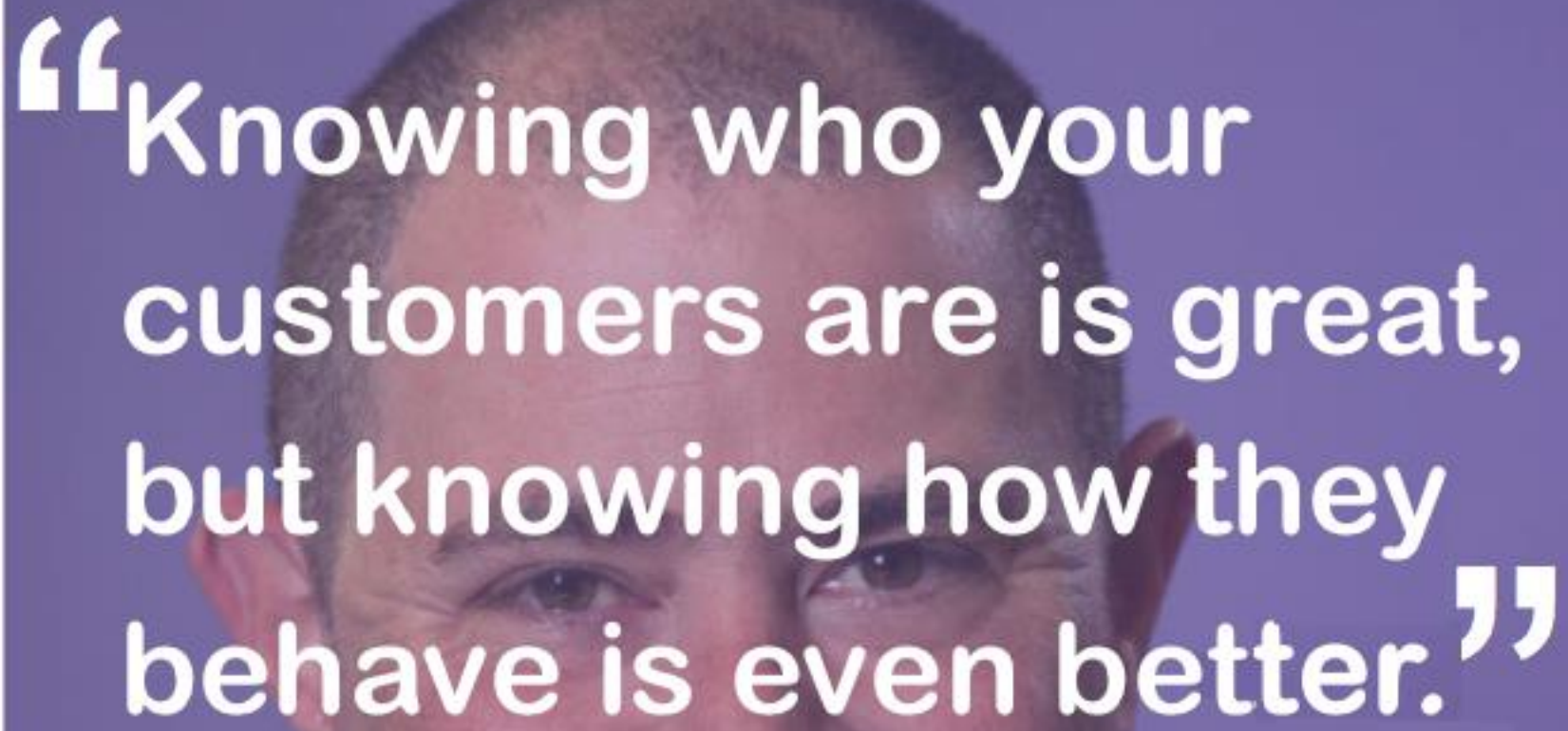
- Long-term oriented
- *When consumer **buy** product*
- *Expect it to be **long lasting** without breaking down*





## Mega-Trends In Consumer Behaviour



A portrait of Jon Miller, a man with a beard and mustache, smiling. He is wearing a dark suit jacket over a light-colored checkered shirt. The background is a solid blue color.

“Knowing who your  
customers are is great,  
but knowing how they  
behave is even better.”

Jon Miller

# Fear Fatigue

- **Fears of past** fading away
- **New kind** of fear
- **Newness** that comes from letting the world in
- Cope with **borderless** communication

# Fear Fatigue

- **Process** daily rush of information
- Winning **consumers' trust** in products and services key
- **Competitive advantage**
- Point out **problems** customers not aware of
- Present products as **solutions**

# From K-Pop to My-Pop

- Shift *from* society of **recipients** and **imitators** consuming imported content
- *To* society of **original thinkers** reflecting “real me”
- Foster emergence of more **original** ideas and skills
- Brands that offer **spaces** for such expressions gratefully acknowledged



### 3. Why wait?

- Rapid change erode **patience**
- New “*express*” **demand** require express **responses**
- **Swift reaction** behavioural change must for brand owners

# Beauty with purpose

- Women more **confident**
- Accepted in **many roles**
- Don't look for **role models** elsewhere
- **Understand and act on this**
- Brand own spot in **consumers'** hearts

# Personal preference beat flashiness

- Attach more importance to brands that bring out “real me”
- Consumers put **own satisfaction** ahead of **brand name**
- *“I buy it because I like it, not to **turn heads**.”*

# Values and science of superstition

- Find own unique way to **reconcile** local beliefs with those of outside world
- Use scientific method to **validate** superstitions and prove they exist



# Myanmar “manxiety”

- Women gain **acceptance** in new roles
- More **third-gender** people step out of closet
- Men feeling **pressure**
- Opportunity for products that boost men’s **self-confidence** and **competitiveness**

# Leapfrog Polylogue

- Internet helped communication advance from **monologue** and **dialogue** to “**leapfrog polylogue**”
- First mobile phones **smartphones**
- Linked to **social media**

# Leapfrog Polylogue

- Make **market of consumers**
- Brand owners realize market **developing fast**
- **Faster** than brands themselves

# Celebrity

- Showbiz stars more **reachable** for consumers
- Anybody a **star** thanks to social media
- Any brand offering space as **performance stage** to consumers well received

# Destiny's fate

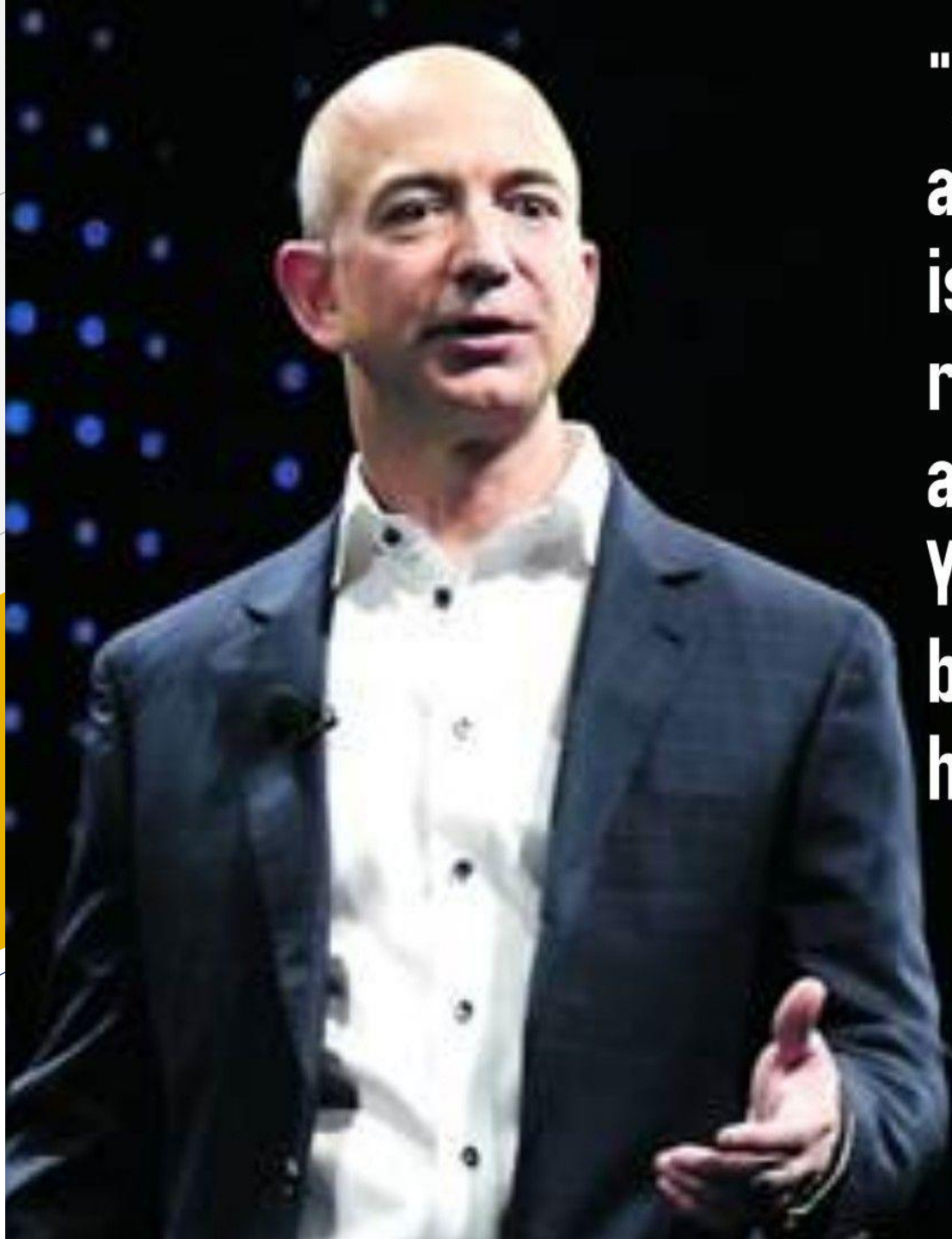
- **Freedom** meaningful thing
- Freedom of **thought, finance** or **decision-making**
- Brand owners **understand** and successfully **respond** to powerful yearning embraced





## Key Strategies





**"A brand for  
a company  
is like a  
reputation for  
a person.  
You earn reputation  
by trying to do  
hard things well."**

**- Jeff Bezos**

# Brand

- More than **logo** or **visual elements**
- Building **strong one** more important than **product** or **service** itself
- Keep sights on **core elements**

# Leverage Testimonial Economy

- No longer listen to what **others say** about themselves
- **Go online** to learn what people say about them
- More **informed buying decision**
- Build **ambassadors** ready to share love of brand online

# Create Emotive Appeal

- Create **association** between product or service and emotion
- Understand **key desires** and **struggles** of target
- **Brand persona** show how product help target market achieve desired state of feeling
- Most buying decisions **emotional** in nature

# Generate Value For Others

- **Trust** most important currency in 21<sup>st</sup> century
- Person served feel **genuineness** of character and experience
- If service **unique** brand solidified

# Be Known For Specific Niche

- Don't **muddy** message
- Be **specific**
- Be **memorable**
- **Best** in niche



# Identify And Target Ideal Client

- **Know, see and appeal** to key demographic
- Create **ideal client** avatar in detail
- Shift **messaging** to speak directly

# Be Consistent

- Brand **promise of experience**
- Directly connected to **trust**
- Clear on **brand personality**
- **ABC's**: attributes, behaviors and characteristics

# Be Authentic

- Don't try to be something **you are not**
- Be **who you are** (*good and bad*)
- **Attract** others who "get" you

# Define Brand's DNA

- “**Fundamental and distinctive** characteristics/qualities of something”
- “**Unchangeable**”
- Identify **key qualities**
- **Stay true**

“People don’t buy  
“what” you do,  
they buy “why”  
you do it.”

- *Simon Sinek*







**Thank You**