

COMMUNICATION STRATEGY FOR CONSERVATION OF THAI FOOD PRODUCT : A CASE
STUDY OF MOO-NAEM



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Ananporn Sakultraungsri : COMMUNICATION STRATEGY FOR CONSERVATION OF THAI FOOD PRODUCT : A CASE STUDY OF MOO-NAEM.

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The study of Communication strategy for conservation of thai food product : a case study of Moo-Naem consisted of three objectives. 1) To add value to Moo-Naem and communicate the value to its customer; 2) To encourage people to perceive the value of Moo-Naem and purchase Moo-Naem; and 3) To use communication strategy as a tool to conserve Moo-Naem as the traditional and cultural cuisine. Two methodologies were utilized: 1) questionnaire surveys in which the population of the study is the people who lived in Bangkok, Thailand. Simple random sampling method was applied and self-administrated written in Thai and English were used for collecting the data. The sample of the study was 402 people. The questionnaire used a five-level Likert scale from the strongly agreed to the strongly disagreed.; and 2) in-depth interviews which were conducted with who are experts, have experiences, work about Moo-Naem, work in cuisine fields, and work in advertising and communication fields for a total 6 people. There are 2 types of statistics utilized in this research. Descriptive statistics included frequency, percentage, means, standard deviation. The data from interview questions will be analysed and presented by the tables for information. For the inferential statistics used to test the hypothesis includes t-test, analysis of variance (one-way ANOVA), and chi-square. Coefficients were tested under 5% significance.

The finding revealed that the respondents are male (50%) and female (50%) equally and the most respondents age between 31-40 years old (35.1%), had a bachelor's degree (57.2%), work at private sector (53%), and had monthly income 20,001-30,000 Baht (28.6%). Most of the respondents knew and had ever eaten Moo-Naem. In their opinions, people who do not know Moo-Naem is because of the lack of information. After the respondents know Moo-Naem and its value, they would like to try. In terms of opinions towards the reason why Moo-Naem has to be conserved, the results are that Moo-Naem is rare, interesting, thai tradition and cultures, and including royal tradition. The value or significance of Moo-Naem are great taste, delicately cooked method, healthy and valuable ingredients, and represent the identity of thai royal cuisine. The significance of conservation is identity, value of royal thai cuisine, and taste. The best way to influence people to conserve Moo-Naem and the effective communication way for Moo-Naem conservation, the opinions of respondents are similar which are advertising including via online or television, promotion including sale promotion, providing sampling, special events, using viral promotion and celebrity in media. For the Media strategy, the respondents had strongly agreed on packaging, retail sign, television, and websites for all of three objectives. For the Message strategy, the respondents had strongly agreed for taglines and logo of messages that drive perception; point of differentiation, interesting product characteristic, and news announcement of messages that drive cognition; food appeal, pleasure appeal, health appeal, appetite appeal, price appeal, and novelty appeal of message that persuade; brand image of messages that transform a product into brand; viral message and sales promotion of message that drive action; and informational messages, demonstration, and teaser of messages approaches. For the Message strategy, the respondents had somewhat agreed for a commercial to look like a tv show of messages that touch emotion.

The author suggested that for the new producer who would like to start up the thai traditional cuisine which similar to Moo-Naem should be used the communication strategy as follows: 1) to use informational message, point the differentiation, and demonstration; 2) to persuade the customer use pleasure, health, price, and food appeal; 3) send the message by packaging, retail sign, TV, and websites; and 4) make the message to be viral and provide sales promotion. The future scope is that the research can be further in national level or increase the number of interviewee to get more variety of opinions.

Field of Study: Cultural Management

Student's Signature

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Advisor's Signature

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CHAPTER I

INTRODUCTION

1.1 Background

Thai food is the national culture. It has been invented, developed, adapted, and inherited from generations to generations from the past to present until it has its own identities. The identities of Thai food are about the combinations of ingredients, the contradiction of flavours which is mixed together in delightful composition, the aromas, lots of flavours, and the great appearance. Thai cooking has 4 four base flavours which are salty, spicy, sour, and sweet. Normally, in one dish of Thai food there is a combination of two flavours at least. Those two are the main flavour, but there is always minor flavour in the dish. The major and minor flavours are not chosen randomly but they are designed to complete each other to balance the taste and the texture. A sweet-sour taste is one of the typical tastes of Thai dishes. The sour flavour came from the local citrus ingredients which are lime or tamarind. The sweetness also came from continental sugar which is palm sugar. Moreover, to make a perfect flavor in Thai dish, fish sauce is added for taste and aroma. There is another ingredient that is often added in spicy dishes, it is coconut milk or coconut cream, the objective is to soften and milder the spices in curry.

In the typical Thai meal night include a salad, a soup, or at least one curry, a fried dish, a steamed dish, and vegetables. Mostly Thai people eat steamed rice. Hom mali is indigenous rice and also popular for both Thai people and export to foreign countries. The North and Northeast part of Thailand, sticky rice or glutinous is more typical than jasmine rice. On a Thai table, each dish is shared with its own serving spoon from common plate or bowl to personal plate. Among the spicy dishes, Yum is a hot and tangy salad made from herbs, lime, chillies, and meat or seafood. Soup in Thai meals is for balancing the dryness during the meal with other dishes. Tom Yam or Tom Kha is a popular spicy soup with the choices of meat or

seafood. But it is not too spicy because the soup is made to be milder by adding coconut milk. Curry is important in Thai meals. It uses fresh ingredients to make the fresh chilli paste, not like Indian curry that is made with dried curry powder. Curry also uses coconut milk added into it for milder taste. Fried dishes might be very simply as deep-fried fish and steamed dishes also might simply as steamed fish and pickled with herbs. Geologically, Thailand has long coastlines and inland rivers, so the ocean fish and freshwater fish are easy to find. In the past meat was harder to find and more luxurious. Chicken is typical and ducks are popular especially on special occasions. Instead of combining all ingredients together, Nam Prik is simply to eat with a variety of fresh vegetables. To the end of the meal, the seasonal fresh fruits will be served such as papaya, mangoesteem, pineapple, or pomelo.

Thailand is a country that can be divided into 4 parts of areas geographically - Northern, Northeastern, Southern, and Central of Thailand. Each region has its own ethnic people, they speak their own dialog, and do their own customs. Regional dishes are related to their homeland culture, ecology, and their social structure. So, when we eat Thai food, we can experience 4 styles and flavors. The Northern dish is courtly. The Northern dish is herby, earthy. The Southern is in the seafood style. The Central is the richness of rice and the productivity of the rivers. Thai cooking is regional, but the methods and ingredients tend to overlap one region to another. Since the country is next to other countries and the nature of Thai people is flexible, adaptable, and able to learn new ways and elements then those influences Thai food. The Central cuisine has adapted many times since it is the location of the capital of Thailand from the past to present.

The history of Thai cuisine mirrors the history of the nation itself. Thailand has a long history of monarchy. The Thai cuisine also has a long story too. It can be seen in the diversity of the cuisine - influences from the Burmese in the northwest; the Laos, Vietnamese, and Khmer in the northeast; the Malaysian in the south; and the Chinese and Indian from further land. From the day of Sukhothai, our main food is rice and fish, as they are today. As written on Ramkhamhaeng stone stele are these

words: “In the time of King Ramkhamhaeng this land of Sukhothai is thriving. There is fish in the water and rice in the fields” (Narong Roojum 2008). During the Ayutthaya period, the Westerners or Europeans came to Siam which is the name of Thailand before World War II and they brought to Thai cuisine too. In 16th century, the Portuguese is the first Westerners that contacted to Thailand, the things that they brought is now so important to Thai cuisine which is chilli pepper. They inspired the Thai sweets, the Portuguese taught the Thai how to make the sweets by using flour, sugar, and egg. Between the 16th to 18th centuries, new vegetables and plants also came to Thailand with foreigners such as tomatoes, potatoes, corn, eggplants, and others. In the Rattanakosin period, during the King Rama II, the Persian came to Thailand and brought the herbs and introduced how to roasted herbs to make it more aromas and it is the origin of the Masman curry. In the King Rama IV period, around the mid-19th century, he had a strong relationship with the Western powers. In that time, Thailand had the first printing press and knew the European fork and spoon. Thailand not only learned the Western culture, but also the Chinese. We learned how to use vegetable oils to stir-fry in Chinese woks and deep-fry too.

Thailand’s culinary heritage was founded on rice and the royal cities where the Central plain. Rice is the center of the Thai culture, not only in cuisine but also in agriculture too. There are 2 majors that guide the direction of the Central cuisine. The first is the influence from Chinese. The immigrants from the past live in the central part of Thailand, so they bring their culture here such as noodles, woks, vegetable oils, and herbs. Another is the influence from the tradition of the palace kitchen which is the elegant and delicate cuisine. In the palace, there is the nobility family and their descendents living there, they are called Chao Wang. Chao Wang cooks the palace cuisine, elevates every process of preparation, and serves the dishes as an art. Every ingredient has to be the finest quality. Rice is harvested from special fields. Fish are freshly caught. Vegetables and fruits have to be fresh following seasons and they will be carved in beautiful shapes normally leaves and flowers in many styles to decorate the dishes as best as they can.

“Moo-Naem” is minced pounded and roasted pork. It is one kind of food that is also the royal cuisine as it was mentioned in the verse of foods authored by the King Rama II as shown below.

หมูแนมแหลมเลิศรส	พร้อมพริกสดใบทองกลาง
พิศห่อเห็นรางซาง	ห่างห่อหวานป่วนใจโหย

The verse means that Moo-Naem is tasteful, eaten with fresh bird eyes chilli and coral tree leaves. Looking at the wrapping bite of Moo-Naem is reminiscent of a beloved woman who is Krom Somdet Phra Sri Suriyendramataya when they were far apart. The verse authored by King Rama II mentions the remarkable points of things which are divided into 4 categories - foods, fruits, desserts, and festivals implicated with the woman he loves who is Krom Somdet Phra Sri Suriyendramataya. It compares the elegant woman with a delicate culture of Thai cuisine.

Moo-Naem was eaten as a light meal, appetizer, snack, or side dish. Its ingredients are pork, lard, pork skin, coconut cream, citrus juice, citrus peel, pickled garlic, rice, peanuts, shallots, galangals, bird eyes chilli, spur pepper, coral tree leaves, wild betel leaf bush, and lettuce. Start with mixed citrus juice, lime juice, pickled garlic water, sugar, and grounded galangals, stir until it is mixed well, set aside. Roast peanuts and rice then grounded. Then mix small-diced pork, small diced lard, pork skin, grounded roasted rice together. After that pour seasoning juice into the mixing pork a little amount and mix well each time. Mix all together and add small pieces of citrus peel. Serve with sliced pickled garlic, sliced shallots, grounded roasted peanuts, and a few small pieces of spur pepper on top. Eating along with coral tree leaves, wild betel leaf bush, and lettuce.

There is another dish that is familiar with Moo-Naem is Pla-Naem. Pla-Naem has the same cooking method as Moo-Naem but uses a different core ingredient which is using fish instead of pork. Pla-Naem is more popular than Moo-Naem because fish can be caught in the river or pond for free in the past period and cooking fish in small fine pieces is easier than using pork. Pla-Naem is usually paired

with “Sai-Krok”. It is grilled pork sausage, made with ground pork mixed with chili paste. Pla-Naem has a sour taste and Sai-Krok is sweet so they are the perfect pairing to eat together.

In the present day, Thai food or Thai cuisine is eaten not only in Thailand, but also popular and beloved around the world. From a vote on a Facebook poll by CNN travel in 2017 named “World's 50 best foods” (Tim Cheung 2017), more than 35,000 worldwide votes from CNN readers, Thailand had more dishes on the list than any other country. There are 7 dishes on the list, including:

1. Tom Yam Goong is the 4th.
2. Pad Thai is the 5th.
3. Som Tam is the 6th.
4. Massaman Curry is the 10th.
5. Green Curry is the 19th.
6. Thai Fried Rice is the 24th.
7. Mu Nam Tok is the 36th.

Moreover, there are over 10,000 of Thai restaurants overseas, that can imply Thai is one of the world's favourite cuisines, over 50 percent of Thai restaurants overseas located in the U.S. and Canada, according to a report by the Bangkok Post newspaper (Royal Thai Embassy 2017).

Thailand is the country that has the major economic sectors in the food and agriculture industry. There are many projects and policies that Thai government promotes in the Thai food industry. Since 2002, “Thai Kitchen to the World” project has been created and aims to promote Thai food products, create awareness of food security, and produce high quality food complying with international standards at competitive prices (Warunee Varayanond 2013). To meet the international standards, not only the hygiene and regulation that the government has to control, but also the authenticity of Thai food is concerned. For those of Thai restaurants overseas, their taste, recipe, ingredients, and related things are different. So, the Thai government by The National Food Institute, Ministry of Industry set up the

standardization to standardize the flavor and taste of Thai food then position it to the forefront of the global. The project applies the knowledge from the science field, both chemically and physically to make one dish to be authentic in one recipe. The data will be saved in the archive as reference. Taste, fragrance, and colour are analyzed to ensure they meet the standard (Bangkok Post 2017). The tools called “e-delicious” and there are 3 main aspects:

1. Electronic Nose analyses chemical elements in odours.
2. Electronic Tongue measures fundamental flavours.
3. The Central Processing Unit analyses, computes, and compares with reference data in the archive.

This is the way to reduce differences of Thai food taste from each restaurant and preserve the authenticity meets the international level. The restaurants owners or producers who join the project, pass the criteria, and meet the standard will receive the “Authentic Thai” certification that will increase the credibility and reliability from customer view to their restaurants. Tourism Authority of Thailand (TAT), an organization of Thailand under the Ministry of Tourism and Sports, is one of the important organizations that promote Thai cuisine mostly by gastronomy tourism. Food tourism can generate billions of dollars in revenue, according to the UN World Tourism Organization (UNWTO), with international visitors to Thailand spending about 20 percent of their travel budget on food (Bangkok Post 2017). In 2018, Thailand is the host for the 4th UNWTO Forum on Gastronomy Tourism. This is the first time that the UNWTO Forum on Gastronomy Tourism is being held in Asia. This forum focuses on advancing cultural and culinary issues both nationally and regionally with the Association of Southeast Asian Nations (ASEAN) and Asia-pacific. They continue to focus on promoting the gastronomy section. In the same year, they cooperated with Michelin to create the “Michelin Guide Bangkok”. The first time that Thailand has the Michelin guide book and not only the restaurants are in the list, but also including street food stalls. After they release the Michelin Guide Bangkok, they release the Michelin Guide Bangkok, Phuket and Phang Nga version 2019. It means that every food culture is equally significant in any socials and regions. TAT also joined with Gault & Millau to release the “Tasty Thailand” guidebook. This guidebook rates the

restaurants based on the quality of food mainly, mostly they rate the restaurants in Europe, Canada, and Australia. All the governments and organizations in Thailand do is to add value, conserve, and communicate Thai food worldwide.

Culture is patterns of behavior. Cultural heritage includes all the properties that remain from past generations. Conservation means all the processes of looking after a place so as to retain its cultural significance (Francois LaBlance 2019). Conservation implies keeping in safety or preserving the existing state of a heritage resource from destruction or change. It prevents decay and prolongs life. Due to Thai food is the national culture, has been invented, developed, adapted, and inherited from generations to generations from the past to present. The history of Thai cuisine mirrors the history of the nation itself. Moreover, Moo-Naem is a part of the verse of foods authored by King Rama II which reflects prosperity of royal Thai cuisine in the period of time. At the present day, some of the food and dessert in the verse might not exist anymore but it was apparent and this is part of Thai national culture. Therefore, it must be conserved not only Moo-Naem but also other antique cuisine before they have gone in near future. The problem is that most Thai people, especially young people don't know Moo-Naem. So, Moo-Naem needs a Communication strategy to educate and communicate its value to people.

Communication is a natural phenomenon for all living creatures, humans in particular. It can be described as the verbal or non-verbal interaction between two or more individuals, with the purpose of exchanging information (Essays 2018). Communication is helpful for indicating people's needs to others. The aim is persuasion of the message from people or organization to the target groups. In the market it is important to design attractive messages and deliver the messages effectively that will influence people or customers to take action after receiving the advertising message or purchase the product.

One form of communication is Advertising. Advertising is a message to a customer about the product to get attention, provide information, and create

responses (Essays 2018). It is a mass communication that is mostly indirect, nonpersonal, and complex. The model of mass communication is also similar to normal communication which includes Source, Message, Channels, receiver, and disrupt by noise. Advertising creates many advantages and acts many roles. For economy roles, advertising creates impact, helps customers get through the product's value, persuades customers to buy the product, and influences consumer decisions. Moreover, in societal roles, advertising introduces new products or new features of the product, educates customers about innovation and trends, and also teaches customers to use the product. Here is the clear functions or advantages of advertising (Essays 2018)

- Builds awareness of products and brands
- Creates a brand image and value
- Provides or educates customer about product and brand information
- Persuades customer
- Provides motivation to take action
- Provides brand reminders
- Supports brand purchase and brand experience

Mostly advertising is one-way communication but for an interactive communication is a two-way communication which the source and the receiver can talk, communicate, and change position of each other - receiver becomes source and source becomes receiver. So, each type of communication needs a proper channel. The researcher focuses on channel or medium of communication and study about each type, their characteristics, and function then analyse into strategies which are following

1. Print media

Print media include print advertising including newspaper, magazine, and product packaging. It is one-way communication but more flexible than broadcast media because the customer can read any time and reread many times. Moreover, it can put a lot of information and images.

2. Out of home media

Out of home media include Billboard, sign, and advertising on transportation. It is one-way communication. Its advantage is that this kind of advertising can be specific target groups, specific messages, specific time, and specific place.

3. Broadcast media

Broadcast media includes TV, Radio, Film, and Product placement. It transfers messages electronically. It is limited in time but still can affect customer emotion in seconds. The advantage of broadcast is that it can reach more people in the same amount of time and it can get customer attention by using well-known people in advertising.

4. Interactive media

Interactive media refer to two-way communication system which include Web site, Search engine, Instant message, Web page, and Banner ads. It is believed that interactive media is the most persuasive communication because the receiver or customer can involve in sharing information more than other communication ways.

Not only the media strategy but also the Message strategy that the researcher focuses and studies on. Because different customers select to perceive the different kind of style messages, so the researcher studies to find the best possible way to deliver the message to the target customer. Message strategies vary by many things such as the target customer, product, advertising situation. In this research will divide Message strategies by the objective which are following

1. Messages that Drive Perception

The objective is to get attention, build audience's awareness, and make the audience remember the message.

2. Messages that Drive Cognition

The objective is to get customers intended to learn the product or brand.

3. Messages that Touch Emotion

It is the psychological method. The objective is to make the customer like the product by delivering the message that they would like.

4. Messages that Persuade

The objective is to affect the audience's attitude and belief by using psychological appeal.

5. Messages that Transform a Product into Brand

The objective is to create the brand character or representation in the audience's mind.

6. Messages that Drive Action

The objective is to deliver the information that convinces the customer mind to take an action with the brand.

Not only the message strategies that are divided by objective are suited for different kinds of target audience, but the approaches also affect them. The approaches are following

- informational message
- Demonstration
- Comparison
- Problem Solution
- Humor advertising
- Drama
- Advertising uses celebrity
- Teasers
- Outlandish ideas

1.2 Objectives

1. To add value to Moo-Naem and communicate the value to its customer by using Communication strategy

2. To encourage people to perceive the value of Moo-Naem and purchase Moo-Naem
3. To conserve Moo-Naem as the traditional and cultural cuisine by communication

1.3 Problems

1. Most Thai people, especially young people don't know Moo-Naem.
2. Moo-Naem has nearly gone in the near future because the value isn't communicated to people.
3. New Moo-Naem producers lack the communication strategies to communicate with customers.

1.4 Hypothesis

In this study, if using the appropriate communication strategy which is Media strategy and Message strategy to Moo-Naem selling, the value will be added to Moo-Naem and the value will be communicated to people. It makes people know Moo-Naem and perceive the value then they feel Moo-Naem is noteworthy and needs to be conserved as traditional and Thai cultural cuisine. It causes people to purchase Moo-Naem more than before and Moo-Naem is not no longer existence in the near future.

1.5 Scope of study

The scope of study is focusing on whether Communication strategy can be used as a tool to conserve, add value to Moo-Naem, and communicate the value to its customers or not.

1.5.1 Scope of population

For the interview, the population is the people who are experts, have experiences, work about Moo-Naem, work in cuisine fields, and work in advertising and communication fields. For the questionnaire, the population which is used in the research is the people who are living in Bangkok, Thailand. The researcher collects the data by surveying during November to December 2020

1.5.2 Scope of variables

1. Independent variables
 - a. Demographic variables are gender, age, education, occupation, and income.
 - b. Communication strategy is Media strategy and Message strategy.
2. Dependent variables
 - a. Value addition and communication
 - b. Value perceptiveness and Moo-Naem purchase
 - c. Moo-Naem conservation

1.5.3 Scope of work

This research will be held between January 2020 to January 2021.

1. Research and collect information in January 2020 to May 2020
2. Design interview question and questionnaire in June 2020 to September 2020
3. Make an appointment for interview in November 2020
4. Ask for the research ethics in November 2020 to December 2020
5. Collect the data, analyze, and conclude the data in November 2020 to

January 2021

CHAPTER II

LITERATURE REVIEW

This research is about the value addition to Moo-Naem, the communication of its value, the value perceptiveness, the purchasing of the people who lived in Bangkok, Thailand, and the conservation of Moo-Naem by using communication strategy to influence those variables.

2.1 Moo-Naem

2.1.1 Background

“Moo-Naem” is the appetizer or light meal in the royal palace since the past (รัญชิตา รจนากิจ 2561)

It is one kind of food that is also the royal cuisine as it was mentioned in the verse of foods authored by the King Rama II as shown below.

หมูแนมแหลมเลิศรส พร้อมพริกสดใบทองหลาง
พิศห่อเห็นรางซาง ห่างห่อหวานป่วนใจโหย

จุฬาลงกรณ์มหาวิทยาลัย
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The verse means that Moo-Naem is tasteful, eaten with fresh bird eyes chilli and coral tree leaves. Looking at the wrapping bite of Moo-Naem is reminiscent of a beloved woman who is Krom Somdet Phra Sri Suriyendramataya when they were far apart. The verse authored by King Rama II mentions the remarkable points of things implicated with the woman he loves. It compares the elegant woman with a delicate culture of Thai cuisine. Krom Somdet Phra Sri Suriyendramataya or Chao Fah Boon Rod was known for her expertise in cuisine in all kinds of foods - meal, sweets, fruits, and also international cuisine in that period of time (พิชามณูช์ ชัยดรุณ 2018). She adapted the international styles to get along with Thai taste or the taste

that Thai people like and it might be called fusion food. One of the famous and outstanding of her cooking is “Masman”. It is the fusion food that influences Melayu then the royal cuisine adopted the culture and adapted to be typical Thai taste by adding galangal, lemongrass, shallot, garlic, and others. After that Masman turned out to be popular in the palace until now. Actually, the verse which was authored by the King Rama II are divided into 4 categories - foods, fruits, desserts, and festivals (สุจิตรา จงสถิตย์วัฒนา 2516). Moo-Naem is like Masman. There is the written that it might also influence the neighboring country which is Laos. In the “Traditional Recipes of Laos by PHIA SING”, there is the record of Moo-Naem (Phia Sing 2013). In the record in the book written of ingredients and cooking methods which are familiar with the Thai recipe but not exactly the same.

2.1.2 Ingredients

Main ingredients

The main ingredients of Moo-Naem are pork and rice. In one dish of Moo-Naem is using lots of amounts when compared with other ingredients. For the pork, it uses many parts of pork to combine together in the dish.

1. Pork Tenderloin

Pork tenderloin is one of the leanest (Vanessa Greaves 2015). It is a boneless piece of meat cut from a muscle that runs along the central spine above the ribs and belly from hip to shoulder. Pig tenderloin comes from the loin of the pig (Faith Durabd 2019).

2. Pork Lard

It is a semi-soft white fat derived from fatty parts of the pig, with a high saturated fatty acid content and no trans-fat (National Research Council 1976). Pork lard is often to be produced fat, steamed, boiled, and it also can eat as crispy pork lard. There are

three parts of the pig where pork fats can be obtained. Depending on which part is used, there is a difference in flavour among them (Grace 2019) - leaf lard, fat back, and belly.

3. Pork rind

Pork rind is the culinary term for the skin of a pig. It can be used in many different ways (Philippine coconut authority 2019) deep-fried or boiled. To cook the pork rind, it has to be careful because if not, it will be hard and leave some hair on the skin

4. Rice

Rice is normally cooked by boiling or steaming. But in Moo-Naem recipe rice is roasted. Jasmine rice is typical to make roasted rice, because it was grown in many parts of Thailand and it is easy to find and to buy.

Condiment

Thai cooking has 4 four base flavours which are salty, spicy, sour, and sweet. Normally, in one dish of Thai food there is a combination of two flavours at least. Those two are the main flavour, but there is always minor flavour in the dish. The major and minor flavours are not chosen randomly but they are designed to complete each other to balance the taste and the texture.

1. Coconut cream or milk

Coconut milk is the liquid obtained by manual or mechanical extraction of comminuted coconut meat, with or without water. The composition of coconut milk depends on the amount of water used for the extraction, affecting significantly moisture and fat content (Philippine coconut authority 2019). Coconut cream is the thicker coconut milk, there is a fat component more than coconut milk in the same volume.

2. Bitter orange juice

It is in the same family of citrus. It has a round shape, rich smell, thick rough peel, and there is essential oil in the peel. We can use both its juice and peel to cook.

3. Lime juice

Lime is also citrus fruit with a small round shape and normally their color is green. Its taste is sour and it is sourer than the bitter orange. Its juice is often used to accent the flavours of foods and beverages.

4. Pickled garlic water

Pickled garlic is the garlic that is pickled with boiled vinegar, sugar, and salt. When the garlic is pickled, its flavor mellows, becoming slightly sweet and tangy. We use both garlic itself and pickled to cook.

5. Sugar

In Moo-Naem we use granulated sugar to sweetener. In Thailand, it is normally made from cane.

6. Grounded galangals

Galanga is a plant in the ginger family used as an herb in Southeast Asian cookery (K. V. 2012). It is a common ingredient in Thai curries and soups, where it is used fresh in chunks or cut into thin slices, mashed and mixed into curry paste. To ground the galangal is for use the galangal water that has herby smell and flavour.

Garnish

1. Ground roasted peanuts

It is one kind of nut that has high oil content. Adding the peanuts into the dish is for creamy texture and with the aroma smell in the peanuts so it can add more flavour. To roast the peanuts is to

increase its smell and to ground the peanut is to squeeze out the aroma oil.

2. Small pieces of Bitter orange peel

Bitter orange peel has an essential oil, but it is too thick to eat, so it has to be cut into thin and small pieces in order to spread out the flavour throughout the dish.

3. Sliced pickled garlic

Not only the pickles water is used to increase flavour but the pickled garlic itself is also added into the dish. Same as the bitter orange, it needs to be sliced into small pieces to be thoroughly in the dish. It gives mild sweet, sour, and salty taste.

4. Sliced shallots

The shallot is a type of onion. They are used in cooking. They may be pickled, finely-sliced, deep-fried. Shallots are also used as a condiment in Asian cuisine. A raw shallot is strong and pungent in flavor, but when they are cooked, they are much more mild and slightly sweet (James Pegler 2017). Moo-Naem uses raw shallot, to reduce the strong smell it has to be sliced in thin and small pieces like the pickled garlic and the bitter orange peel.

Pairing

Moo-Naem is mostly composed of dried and grounded ingredients. So, its texture is kind of sandy. To eat in one bite, it needs some things to wrap or contain. Thai cuisine familiar with the vegetables, so those containers are the varieties of leaves

1. Coral tree leaves

Coral tree is a plant that was found in Asia. Its leaf is edible and the taste is bitter. This leaf is less popular to eat than lettuce and wild betel leaves.

2. Wild betel leaves

Wild betel is also growing in Asia, especially Southeast Asia. It has a delicate flavour and is eaten raw in many Thai dishes, or in salads in Malaysian cuisine (A Better Choice 2019).

3. Green coral lettuce

Green coral lettuce is a green tight curly leaves. The leaves are produced loosely in a whole head, are tender in taste, with a slight bitterness (Steven Roberts 2018). They are popular leaves in salad for everyone. In the same family plant, there is red coral lettuce, but to eat with Moo-Naem use the green one.

Like mentioned before, the appearance of the dish needs to be beautiful because Moo-Naem is the royal cuisine. So, it sprinkled some vegetables for decoration.

1. Small pieces of red spur pepper

Spur peppers are long, slim, and slightly curved or straight. The skin is waxy. When it ripens, it turns from green to red. Moo-Naem is using the red one and cut it into small, thin, 3 to 5 centimeters long, and seed removed. The purpose in Moo-Naem is for decoration that is why red pepper is used among pale brown Moo-Naem and green of many kinds of leaves.

2. Bird eyes chilli

Moo-Naem has sour taste from bitter orange juice, sweet from sugar and pickled water, and mild salty also from pickled water. There is no spicy taste, so the bird eyes chillies are added. Adding only 1 to 3 pieces of chillies for one bite of Moo-Naem is enough and it is not only for add flavour but also the decoration because there are many colors - green, yellow or orange, and red.

3. Coriander leaves

Coriander in Thai cuisine is a must. Coriander is a spice produced from the round, tan-colored seeds of the coriander plant,

which is a member of the parsley family (Rhonda Parkinson 2020). Thai cooking uses all parts of Coriander, leaves, roots, and even seeds. Moo-Naem uses only a few leaves for the decoration on the top with the small pieces of spur pepper.

2.1.3 Cooking Method

1. Pork Tenderloin

Use the steak hammer to smash the pork tenderloin until the pork is thinner and can be noticed the layers of muscle begin to split but not be torn. Then cut the thin tenderloin into small pieces. Squeeze the lime juice into the big bowl and add the thin tenderloin in the bowl, need to be covered under the lime juice level. Leave it until the pork is softened at least half a day. Use filter cloth wrap a small amount of pork then squeeze the lime juice out of pork as dry as possible. Put the wok onto the stove then add the dried pork into the wok using low to medium heat. Keep stir and add litter by little of squeezed lime juice, in each stir until dried again. Repeat until run out of squeezed lime juice. Make sure the pork is moistened tender but not clump and the texture must be loosely. Leave it to cool in the big mixing bowl.

2. Pork Lard

Clean a pork lard and remove other out from the pork lard. Boil it into boiling water. Cut the pork lard into small, thin, and about 3 centimeters long. Put it into the mixing bowl.

3. Pork Rind

Clean a pork rind and remove hair and all dirty. Boil it into boiling water. Cut the pork rind into small, thin, and about 3 centimeters long. Crumpled with the lime juice. Make sure that the pork rind does not have smell. If the smell remains, boil and

crumpled again. If there is no smell left, rinse with water and put it into the mixing bowl.

4. Rice

Soak rice in the water overnight. Pour the water out. Put the wok onto the stove using low to medium heat. Put the rice into the wok and keep stirring until it dries and turns to golden yellow brown. Then put the rice into a blended machine, blend it until it turns to powder. Sift the grounded rice, the coarse blended again and the powder rice put into the mixing bowl.

5. Condiment

Boil the coconut milk. Mix the boiled coconut milk, sugar, bitter orange juice, lime juice, pickled garlic juice, and grounded galangal water together. Stir it until mixed well and set aside.

6. Mixing

Pour the liquid condiment into the mixing bowl little by little at each time then mix it together by using your hand or big sized whisk. Wrap the mixing bowl with filter cloth. Set aside about a couple hours or until the dried ingredient absorbs all liquid condiment, clump it loosely. Repeat the process until the dried ingredient is fully absorbed.

7. Wrap in bite

Put the Coral tree leaves, Wild betel leaves, or Green coral lettuce in the palm. Scoop a tablespoon of Moo-Naem onto the leaves. Scoop a teaspoon of grounded roasted peanuts onto the Moo-Naem. Garnish with Small pieces of little bitter orange peels and a few sliced pieces of pickled garlic and shallot. End with decoration by small pieces of red spur pepper and coriander leaves on the top. For those who need spicier Moo-Naem, you can add the bird eyes chilli.

2.2 Communication

Communication is the verbal or non-verbal interaction between two or more individuals, with the purpose of exchanging information (Essays 2018). Communication is used by people, individuals or groups of people, or companies to make an effective message and transfer to others. For the company, effective communication is important for their internal organization communication and also important for communicating with customers. There are elements in the communication process and to make the communication go well, we need to understand all elements in the process. Not only the senders have to select the attractive message to send but also it needs to be sent to the right target audience with the appropriate channel. For individual people, communication helps them to indicate their need or want. In marketing, communication can be used in a persuasive way, they use persuasive messages to influence customers to get attention or take action from the advertising.

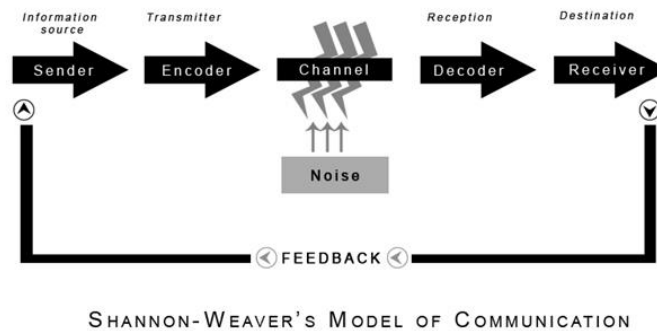
2.2.1 Communication Model

The elements of communication are combined into models which are following

Shannon & Weaver's model

Shannon & Weaver's model was created in 1948 (Businessstopia in Communication 2018) when Shannon and Weaver wrote an article "A Mathematical Theory of Communication" in Bell System Technical Journal. It could be called the mother of communication model. They are both American, Shannon was a Mathematician and Weaver was a Scientist.

Figure 1 Shannon and weaver model of communication



<https://www.communicationtheory.org/shannon-and-weaver-model-of-communication/>

The model was developed for more effectiveness in communication between sender and receiver so the noise was considered. There are elements in the model and those are important.

1. Sender is the person who produces the desired message.
2. Encoder is the transmitter which transmits a message into signal.
3. Channel is used to adapt signals for transmission.
4. Noise is the distraction during the transmission process.
5. Decoder is the person who interprets the code or signal.
6. Receiver is the destination of the message.

Noise may be in any forms that can influence the delivery of the message and the feedback which makes the sender or receiver misunderstanding. The interferences which can occur in the communication can be classified in four main categories (Essays 2018):

1. Physical noise which refers to any environmental distraction

This kind of noise is an unwanted loud sound such as construction sound, bark sound, or air conditioner sound.

2. Physiological noise refers to biological influence

This kind of noise is a form of unwanted distractions such as worrying, anger, hunger, or anxiety.

3. Psychological noise which occurs in the form of certain bias in regards to the interlocutor

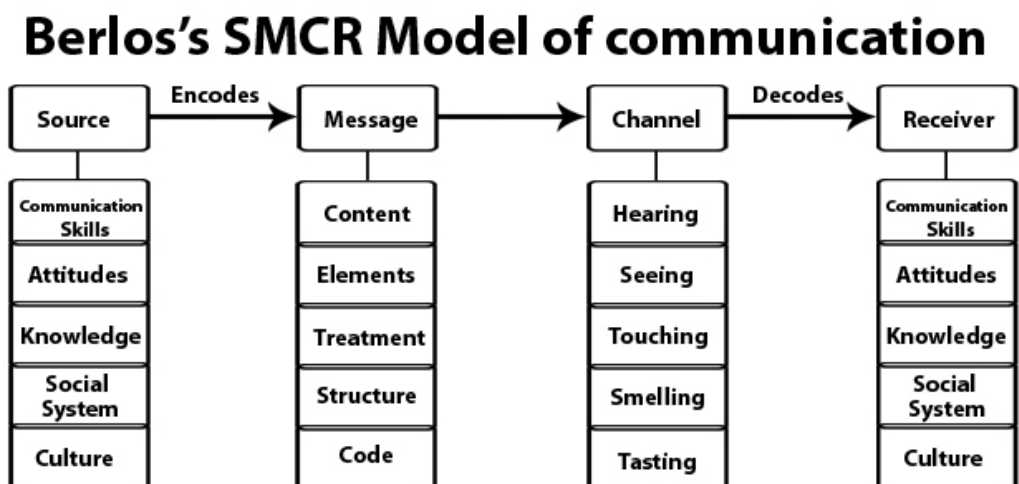
This kind of noise is from the interlocutor such as different knowledge levels or cultural background.

4. Semantic noise

It is a misunderstanding that might happen from words that have multiple meanings.

In 1960, David Berlo presented Berlo's Sender-Message-Channel-Receiver (SMCR) model of communication (Businessstopia in Communication 2018).

Figure 2 Berlo's model



<https://www.communicationtheory.org/berlos-smcr-model-of-communication/>

In the Berlo's model, there are factors that affect each element in the model.

1. Source is the sender of a message who originates the desired message. There are 5 factors.

- 1.1 Communication skills is the individual skill of people of communication such as ability to read, to write, to listen, and to speak. If the sender has good communication skills, the message will be communicated better and less misunderstanding with the receiver.

- 1.2 Attitudes can change the meaning of the messages.

- 1.3 Knowledge is needed for the sender. The sender has to have the knowledge or understanding of the subject or topic of the message. It helps the sender create the message effectively.

- 1.4 Social system is the values, beliefs, laws, rules, religion and many other social factors affect the sender to create the message.

- 1.5 Culture is a cause of misunderstanding because the same message in different cultures might have different meaning or intention.

2. Message is a message is the substance that is being sent by the sender to the receiver (Businessstopia in Communication 2018). There are many forms of the message such as text, voice, or audio. The factors that affect the message are following

- 2.1 Content is the body of the message. It is the whole content from the beginning to the end.

- 2.2 Element is the various things not the verbal such as language, gestures, or body language.

- 2.3 Treatment is the way that messages convey or deliver to the receiver.

- 2.4 Structure is the way of how messages are arranged. It makes the message more effective.

- 2.5 Code is the form of how the message was sent such as video, audio, or text.

3. Channel is the medium. It is used for sending the message. It refers to 5 senses of people. Communication uses at least one of these channels.
 - 3.1 Hearing is receiving the message from ears.
 - 3.2 Seeing is perceiving the message by seeing. It is a virtual channel.
 - 3.3 Touching is one of the non-verbal message channels such as hug or holding hands.
 - 3.4 Smelling is also a channel of communication such as perfume.
 - 3.5 Tasting is for receiving the information from foods.
4. Receiver is the person who gets the message sent in the process (Businessstopia in Communication 2018). The receiver is also the person as the sender so the factors that affect the receiver are the same as the sender.
 - 4.1 Communication skills
 - 4.2 Attitudes
 - 4.3 Knowledge
 - 4.4 Social system
 - 4.5 Culture

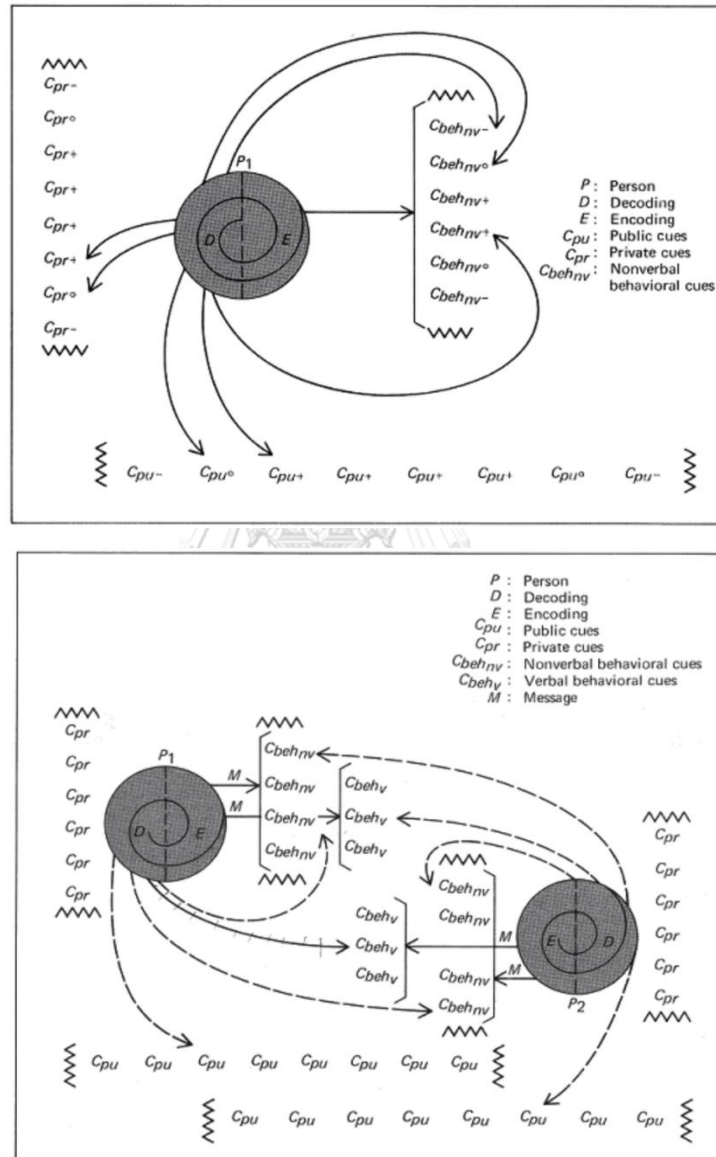
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Barnlund's Model

Dean Barnlund proposed a transactional model of communication in 1970 for basic interpersonal communication which articulates that sending and receiving of messages happens simultaneously between people which is popularly known as Barnlund's Transactional Model of Communication (Andrew Bloomenthal 2020). It is a two-way communication model. The receiver decodes the message at the same time as creating the message and choosing the channel to send the message. In the present day, it is interactive

and popular for the advertising to communicate constantly with customers. It makes more engagement between advertisers and customers.

Figure 3 Barnlund's Model



This model is the multi-layered feedback system, a continuous system between sender and receiver exchanging the message with each other. Cue is the sign for doing something.

1. Public cue (Cpu) is the physical or natural things or the environment. It can be verbal or non-verbal.
2. Private cue (Cpr) is a private object of orientation. It can be verbal or non-verbal.
3. Behavioral cues also can be verbal (Cbehv) or non-verbal (Cbehnv).

2.3 Advertising

2.3.1 Definition

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by identified sponsor (Gary T. Armstrong and Philip T. Kotler 2017). Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising differs from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal. Advertising is communicated through mass media including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages (Courtland L. Bovee 1992).

1. Advertising Objectives

The objectives of the advertising should be based on the past decision about the target market, positioning, and the marketing mix that defines what the advertising has to do in the marketing program (Gary T. Armstrong and Philip T. Kotler 2017). Typically, advertising's objective is to help engage customers and build customer relationships by communicating to customer value. An advertising objective is a specific or individual communication task for the target audience in the specific of time. There are several purposes such as to inform, persuade, or remind.

a. Informative advertising

Informative advertising is advertising that is carried out in an informative manner. The idea is to give the ad the look of an official article to give it more credibility. Also, informative ads tend to help generate a good reputation (Bartle 2020). The Objective is to build the primary demand.

b. Comparative advertising

Comparative advertising is advertising in which you compare your product either directly or indirectly with competing products. It is a very common method of advertising used by nearly every type of industry (Shawn Grimsley 2018). A comparative advertising might involve printing a side-by-side comparison of the features of a company's products next to the competitor's products. It may also feature comparison based on value or cost (Will Kenton 2020).

c. Reminder advertising

Reminder advertising is an advertising that consists of brief messages sent with the objective of reminding a target consumer group about a product or service or of introducing a new theme into an existing marketing. Reminder advertising might be used by a business that has already invested considerable resources in initially promoting their product or service and still wishes to maintain its competitiveness (AllBusiness 2020). It helps to maintain customer relationships and keep customers thinking about the product.

2.3.2 Role of Advertising

Now a day in the business and society there are 4 roles (William Wells 2005) that advertising plays which are

1. Marketing role

To serve the needs and wants of the customers the business provides the products and services. This is responsible for the marketing part of the company which is selling products, services, or ideas. Products or services are categorized by product category. Not only the product is needed to categorize but also the customers. Dividing the potential customer into groups is called target market. There is a tool in the marketing called 4P which includes Product, Price, Place, and Promotion. Advertising is one of the methods in the Promotion or is called Marketing communication.

2. Communication role

Communication is a form of mass communication (William Wells 2005). It connects the customer and the company with the information. In the marketing tools which includes promotion or marketing communication also includes the advertising is one of the methods.

3. Economic role

At the economic level, advertising fulfills society with the demand of buying. There are 2 points that advertising creates economic impacts.

1. Advertising helps people access or perceive the value, price, quality, location, and reputation of the product

2. Advertising persuades the customer to buy the product by focusing on other components or benefits of the product, not the price by using psychological appeals to influence or induce customers.

4. Society role

Advertising informs people about new products or innovation. It gives us the knowledge about the technology or issue in the present society. Advertising is also a kind of educational role to teach the customer to understand and use the new product correctly.

2.3.3 Function

Advertising roles are the big picture of the advertising in the society. To indicate in the advertising function it can be look closely and divided into basic 7 functions (William Wells 2005)

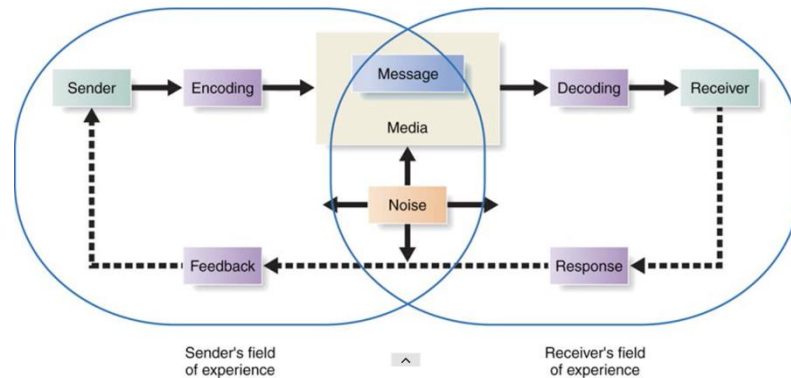
1. Builds awareness of products and brands
2. Creates a brand image and value
3. Provides or educates customer about product and brand information
4. Persuades customer
5. Provides motivation to take action
6. Provides brand reminders
7. Supports brand purchase and brand experience

2.3.4 Advertising as Communication

Advertising is a message to the customer about the product (William Wells 2005). It makes the customer get attention about the product, provides information about the products, and creates the customer's response. Mostly an advertisement is the one-way communication, impersonal, indirect, not interactive, and not a conversation.

Nowadays, the customers are different then the communication programs in advertising need to be developed for each market segment, niches, even individuals. To communicate effectively, the marketer needs to understand how communication works. Communication involves 9 elements (Gary T. Armstrong and Philip T. Kotler 2017). The major parties of communication are the sender and the receiver. The communication tools are the message and the media. The communication functions are the encoding, the decoding, the response, and the feedback. Another element is noise.

Figure 4 Communication model



1. Sender

The sender or the communicator generates the message and conveys it to the receiver. The sender is the source and the one who starts the communication (Top Pr. 2020).

2. Encoding

The process of putting thought into symbolic form such as in the form of words, pictures, gestures, etc. before it is being conveyed (Top Pr. 2020).

3. Message

The set of symbols that the sender transmits (Gary T. Armstrong and Philip T. Kotler 2017).

4. Media

The communication channel through the message moves from the sender to the receiver (Gary T. Armstrong and Philip T. Kotler 2017). It must be selected carefully in order to make the message effective and correctly interpreted by the receiver. The choice of media depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication media (Business Jargons 2020).

5. Decoding

The process by which the receiver assigns meaning to the symbols encoded by the sender (Gary T. Armstrong and Philip T. Kotler 2017). An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender (Business Jargons 2020).

6. Receiver

The party receiving the message sent by the another party (Gary T. Armstrong and Philip T. Kotler 2017)

7. Response

The reaction of the receiver after being exposed to the message (Gary T. Armstrong and Philip T. Kotler 2017). There are many possible responses such as like, do not like, or do nothing.

8. Feedback

The part of the receiver's response communicated back to the sender (Gary T. Armstrong and Philip T. Kotler 2017). The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message (Business Jargons 2020).

9. Noise

The unplanned static or distortion during the communication process, which results in the receiver getting a different message than the sender sent (Gary T. Armstrong and Philip T. Kotler 2017). For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to inappropriate gestures, etc.

To be effective for a message, the sender's encoding process must be corporate with the receiver's decoding process. The best message should be

familiar to the receiver. The more sender's field experience overlaps with the receiver, the more effective the message to be (Gary T. Armstrong and Philip T. Kotler 2017). The marketer might not have the sharing experience of the customer, but to communicate effectively, the marketing communicator must understand the customer's field of experience.

2.3.5 Effective Communication

The steps in developing effective communications, the marketing communicator must: identifying the target audience; determining the communication objectives; design a message; choosing the communication channels and media; selecting the message source; and collecting feedback (Gary T. Armstrong and Philip T. Kotler 2017).

1. Identifying the Target Audience

A communicator starts with a clear target audience in mind. The audience may be potential buyers or current customers, those who make the buying decision or those who influence it. The audience may be individuals, groups, special publics, or the general public (Philip T. Kotler 2000).

2. Determining the Communication Objectives

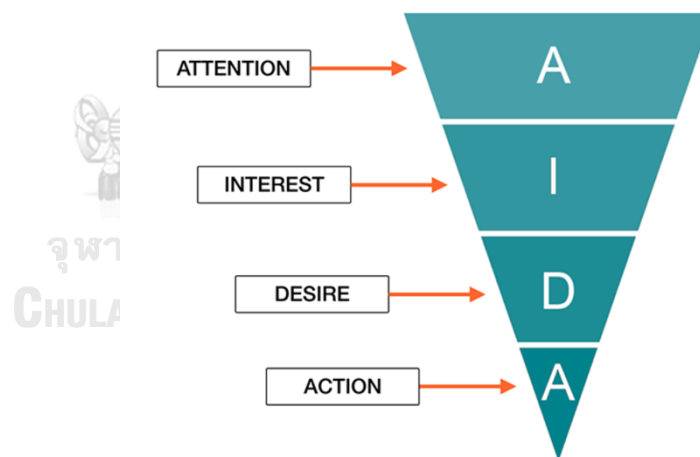
The communicator must determine what response is desired. The marketer needs to know what the target audience thinks before they purchase. The target audience may be in any of six buyer readiness stages, the stages that consumers typically pass through on their way to making a purchase. The target market may be totally unaware of the product, know only its name, or know little about it. The communicator must first build awareness and knowledge to them. After target consumers know the product, the marketer has to know how they feel about it. These stages include liking (feeling favorable about the product), preference (preferring this product than

other brands), and conviction (believing that the product is the best). The marketer can use a combination of the promotion mix tools to create positive feelings and conviction. Finally, some of the target market might be convinced about the product, but not purchase. Potential customers may decide to wait for more information. The communicator must lead these consumers to take the final step maybe by offering special promotional prices, rebates, or premiums.

3. Designing the Message

The communicator has to develop an effective message. Ideally, the message should get attention, hold interest, arouse desire, and obtain action. It is called the AIDA model. AIDA framework suggests the qualities of a good message (Dane Alexander 2019).

Figure 5 The AIDA Model



In putting together the message, the communicator must solve 3 problems: message content, message structure, and message format.

a. Message content

The communicator must identify a theme that will make the desired response. There are three types of appeals: rational, emotional, and moral (Philip T. Kotler 2000).

- Rational appeal - it is related to the audience's interest. It shows how the product will produce the desired benefits, product's quality, product's value, or product's performance.
- Emotional appeal - it is either negative or positive emotions that can motivate purchase. Communicators can use such positive emotional appeals as love, pride, joy, and humor. Communicators can also use negative emotional appeals such as fear, guilt, and shame, which get people to do things they should or to stop doing things they shouldn't (Philip T. Kotler 2000). The idea that the consumers always feel before they think and persuasion is emotional in nature (Gary T. Armstrong and Philip T. Kotler 2017).
- Moral appeal - it is directed to the audience's sense of what is right and proper. It is used to urge people to support social causes such as a cleaner environment

b. Message structure

The communicator must decide which of 3 ways to use to structure the message.

- Whether to draw a conclusion or leave it to the audience
- Whether to present a one-sided argument (mentioning only the product's strengths) or a two-sided argument (mentioning both strengths and weaknesses) - Usually, a one-sided argument is more effective in sales presentations.
- Whether to present the strongest arguments first or last - Presenting them first will get strong attention, but may lead to an anticlimactic ending.

c. Message format

The marketing communicator needs a strong format for the message. Such as in a print advertising, the communicator has to decide about the headline, illustration, and colour. To attract consumers attention, advertisers can use novelty and contrast, eye-catching pictures and headlines, distinctive formats, message size and position, and colour, shape, and movement (Philip T. Kotler 2000).

4. Choosing Communication Channels and Media

There are two broad types of communication channels which are personal and non-personal (Philip T. Kotler 2000).

a. Personal Communication Channels

Personal communication is when two or more people communicate directly with each other. They can communicate face to face, over the telephone, or even through mail or e-mail. Personal communication channels are effective because they allow for personal addressing and feedback. Some personal communication channels are controlled directly by the company such as salespeople. But other personal communications about the product may reach buyers through channels not directly controlled by the company. These may be independent experts such as bloggers' statements to target buyers. Or they may be neighbours, friends, family members, and associates talking to target buyers. It is called word-of-mouth influence. Personal influence carries great weight for products that are expensive, risky, or highly visible (Gary T. Armstrong and Philip T. Kotler 2017).

b. Non-Personal Communication Channels

Non-personal communication channels are media that carry messages without personal contact or feedback. They include major media, atmospheres, and events. Major media

include print media, broadcast media, and display media such as newspapers, magazines, radio, television, billboards, signs, or posters.

5. Setting the Message Source

Messages delivered by highly credible sources are more persuasive. So, the company hires the celebrity to deliver their product's messages such as well-known athletes in the sport equipment advertising.

6. Collecting Feedback

After sending the message, the communicator has to research its effect on the target audience including asking the target audience members whether they remember the message, how many times they saw it, what points they recall, how they felt about the message, and their past and present attitudes about the product and company. The communicator also wants to measure behaviour resulting such as how many people bought a product, talked to others about it, or visited the store. Feedback on marketing communications may suggest changes in the further promotion program or in the product itself (Gary T. Armstrong and Philip T. Kotler 2017).

2.4 Customer Behavior

Customers are people who buy or use products to satisfy their needs and wants (William Wells 2005). A customer is an individual or business that purchases another company's goods or services (Andrew Bloomenthal 2020). There are specific types of customers. Customer behavior describes how people or individuals buy, selects, purchases, and uses the products. It also describes what and how that behavior is motivated by such cultural influences, psychological influences, and behavioral influences. Not only what and how that behavior is motivated by, but the customer responses also mentioned in the customer behavior. There are 6 types of

customer responses that are created from effective advertising which are Perception, Cognition, Emotion, Association, Persuasion, and Behavior.

2.4.1 Perception

Perception is the process that we receive the information by our 5 senses - sight, hearing, touch, smell, and taste and assign the meaning to it. Perception is the process of selecting, organizing, and interpreting information (Claburn 2008). Selecting is to select incentives that pass through the perceptual filters and then interpret into structures and patterns based on the receiver's past experiences. In this process, the use of advertisement is to get notice from the receivers or target audience. The aim of this process for advertising is to get selected messages by customers and they pay attention which is called Selective perception. There are 5 components of perception and each has their roles to make advertising efficient.

1. Exposure

Exposure means being seen or being heard. This is the important thing in advertising. To expose the message to the target audience is the thing that the advertiser had to consider and that is called contact point. Not only the traditional media such as newspaper or radio can be the effective media to expose the audience but also include things like customer service, delivery trucks, designing of the building, or the employee of the company. Selecting information the audiences see or hear is called selective exposure (Claburn 2008).

2. Selection and Attention

Attention is focusing on certain incoming sensory information. Normally, the audience tends to pay attention to information that meets their needs or interests. The business needs to find the ways to get attention from audiences. There are 5 ways which are following (Claburn 2008)

- Size - the bigger size can get more attention.
- Color - the contrast makes the advertising or brand outstanding or remarkable.

- Position - right or left is matter. The right position can get more attention.
- Placement - the advertising in the unexpected place can get attention such as the wall of the toilet.
- Shock - shocking or surprising content can get the attention, stick in memory, and induce some behavior in a good way.

3. Interest and Relevance

Interest means engaging mentally with the advertising or product from the message of the receiver. The good advertising message only has to make the receiver get attention but also can hold the receiver's interest. Relevance means connecting with the message in the personal level or self-interest.

4. Awareness

Attention is knowing that you have seen the advertising before which is caused by the impression of the advertising. Measuring awareness can be defined as an indicator of the perception but the response is not strong as the behavioral response such as buying the product.

5. Recognition

Recognition or memory is the way that the receivers fill the information in their mind. There are 2 factors affect the memory

- recognition is remembering seeing the advertising. This is a measure of perception.
- recall is remembering the information in the advertising. This is the measure of advertising understanding.

2.4.2 Cognition

Cognition refers to the respondents of the customer to the information, learning, and understanding something (William Wells 2005). It is the rational

response of the message. There are 5 components of cognition and each has their role which are following

1. Needs

Needs are something the customer thinks about. It is different from wants. Wants is based on desired or feeling. The advertising would explain how the product or service works for the customer and what it can do for the customer. So, the role in effectiveness of needs is to match product features to customer needs and the advertiser has to address the customer to develop their understanding.

2. Information

The advertising provides product's information such as product performance, product features to the customer. The message needs more information if the product has high price or high risk such as car or insurance.

3. Learning

There are 2 routes that the customer learns about the products or brands.

- Cognitive learning happens when presenting the information, fact, or explanation that leads to understanding. The advertising uses demonstration of how the product works and comparison to competitive to help customers learn about the product. Conditioned learning happens when the receiver links one thing to another.

4. Differentiation

Differentiation is the function of advertising that compares the competitive advantage to the customer. From the study, one of the most effective strategies in TV commercials is to use the brand-differentiating message.

5. Recall

Recall is a measure of learning or understanding (William Wells 2005). It means the customer can remember the points of the advertising such as the information of the products and not only remember seeing the

advertising. Before remembering, the customer has to think about the product. Thinking helps the customer file the information in the memory.

2.4.3 Emotional Response

Affective or emotional response mirrors the feeling about something which stimulates wants, touches emotions, and creates feelings. The components of the effective response are

1. Wants

Needs is being more cognitive, wants are influenced more by emotion and desire (William Wells 2005). Desire is based on wishes, longings, and cravings.

2. Emotions

Not only are rational approaches effective, but emotional approaches or persuasion also impact on attitudes or behavior. Advertising used many forms of emotions such as love or fear. The method of using the emotion in the advertising is called emotional appeals.

3. Liking

Liking is the positive feeling generated by the advertising. In studying, liking the brand leads for behavior action. Liking can be measured in 2 terms: liking the advertising or liking the brand. If the customer likes the advertising, it might positively lead to liking the brand and they might share the like feeling to their friend.

4. Resonance

Resonance is the liking on a personal level. It is stronger than liking because it involves the element of self-identification of customers. The messages that build resonance can provide the brand relationship with the brand in the long term.

2.4.4 Association

Association is communication through symbolism (William Wells 2005). It is symbolic connecting between the brand and the things that represent the brand such as characteristics, qualities, or lifestyles. The point is to connect the brand with the thing that positively reflects the brand to the customers. Association is the conditioned learning that makes the connection in the customer's mind between the brand and the symbol that represents the quality of the brand. When the connection is successful, the normal product is transformed to a unique brand image. The components of the association are

1. Symbolism

Symbolism means the brand stands for certain qualities. It builds the long relationship or engagement between the brand and the customer.

2. Condition learning

Condition learning is the way that association implants the idea of the brand in the customer mind.

3. Brand transformation

Advertising not only creating the brand image but also maintaining the brand image by symbolism and association. Advertising can build the personality of the product which is important in positioning and developing the brand. Transformation is to make the brand have something special or different from others. In the branding process, it combines with components of brand communication. These are 6 facets of the brand which are driven by communication.

- Perceive or Brand identity

Brand identity represents the product within the category so it should be distinctive, memorable, or recognized. Recognition means knowing the brand identification such as logo, name, color, design, or slogan by the customer and can connect with the memory of the brand's message or their past experience about the brand.

- Understand or Brand position

Brand position is required of understanding the brand meaning by the customers and the customer learns what the brand is and what the brand stands for relative to its competitors.

- Feel or Brand personality

Brand personality is the idea that the brand is familiar with the human characteristics such as honest or friendliness. It reflects how people feel about the brand.

- Connect or Brand image

Brand image is the mental impression that people build for the product. Meaning is created by association that connects to the brand's lifestyle. The effective brand image builds the emotional relationship with the customer in the long term.

- Believe or Brand promise

Brand promise is the predictable expectation of the brand by the customer. It establishes familiar images and consistency of the brand.

- Act or Brand loyalty

Brand loyalty is developed by the personal experience with the brand in the long term. The regular product that they buy and use makes them brand royalty.

2.4.5 Persuasion

Persuasion is the conscious intent on the part of the source to influence or motivate the receiver of the message to believe or do something (William Wells 2005). It is what the advertising uses for developing or changing the customer's attitude or behavior. Persuasion is produced by both rational arguments and touching emotion. There are components that explain how the persuasion affect in the advertising

1. Attitudes

Attitude is the mental readiness to react to a situation in a given way (William Wells 2005). Attitude can be negative, positive, or neutral. Positive and negative attitudes are stronger than neutral and can motivate people to do something or take action.

2. Argument

Arguments use logic, reasons, and proof to make points and build conviction (William Wells 2005). It is based on cognitive strategy.

3. Involvement

Involvement refers to the degree to which you are engrossed in attending to the advertisement or making a product decision. Creating involvement in the advertising is one of the persuasive tactics because it makes people have more engagement with the message and the brand. For example, in the special the brand lets the customer have more involvement and personal contact with the brand, it increases the brand relationship. Moreover, involvement is built on the relevance and how it connects to the personal experience and interest.

4. Motivation

Motivation is the idea that something stimulates a person to act in a certain way. If the advertisers want to intense the motivation of the customer, it might use other marketing communication such as sales promotion to encourage the customer's response.

5. Influence

It is the external people or events that shapes attitudes or behaviors.

6. Conviction and Preference

Conviction is an effective persuasion. It means the customer believes the advertising that something is true. It is when the customer develops a preference for attention to try or to buy the product. The key of believing is credibility of the brand which can build up by public relation.

7. Loyalty

Brand loyalty is measured by attitudes or preferences to the brand

and the repeat purchasing. It is the response from the thought and feeling then doing. Loyalty depends on the satisfaction of the brand and the positive experience of the customer. The business can build the brand loyalty by creating the loyalty program to retain the loyal customer and build the new loyalty. Loyalty is important because it leads to other actions that encourage the brand such as word of mouth to friends that makes advantage for the brand.

2.4.6 Behavior

Behavior is the most important goal of advertisement. The effectiveness of the advertising is the ability to motivate people or the audience to do some action such as try or buy the product. The types of the behavioral response are

1. Try

Trying is an initial action. Sometimes the marketer provides the trail to the customer which is using the product without purchasing. Trialing lessens the risk for customers. It might be in many forms such as sampling and incentive programs.

2. Buy

Buying is purchasing. After trying the trial and the customer feels preferences then they purchase the product.

3. Contact

Contact is an action that is as important as trying or buying. It creates the opportunities for customers to initiate dialogue such as complaining, complementing, or suggesting and when the customer feels pleased with the brand or the product, they would tell their friends, family, or colleagues.

4. Prevention

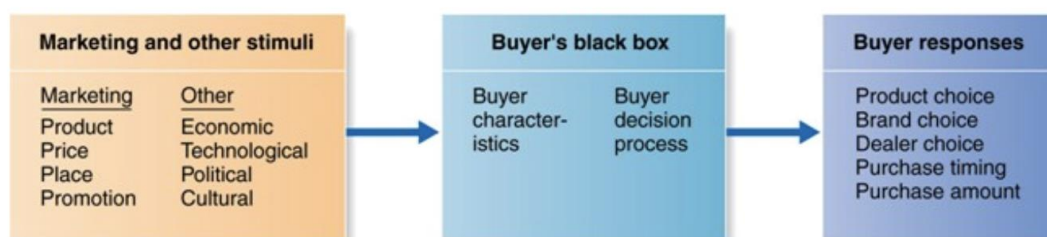
This is the advertising message that is designed to prevent something such as anti-smoking or anti-drug. It is preventing unwanted behavior and creating the proper incentives to stimulate the desired behavior.

2.4.7 Model of Customer Behavior

Customers make many buying decisions in one day. The buying decision is the focal point of the marketer's effort. The company wants to know what

customers buy, where they buy, how and how much they buy, and why they buy. Buying behavior is not easy, even the customers themselves also do not know exactly why they buy (Gary T. Armstrong and Philip T. Kotler 2017).

Figure 6 Model of Customer Behavior



The stimulus-response model of buyer behavior showed that marketing and other stimuli enter the customer black box and then customers produce the responses. To understand how stimuli change to buyer response by passing buyers black box, there are 2 parts (Gary T. Armstrong and Philip T. Kotler 2017).

Characteristics

Consumer buying behaviour is affected by cultural, social, personal and psychological characteristics (Marketing Insider 2019). The marketer cannot control or change the factors but they have to be aware of them.

1. Cultural characteristic

Culture is the set of basic values, perceptions and behaviours that distinguishes one group from another (Marketing Insider 2019). The values and behaviors are learned by a member of society from family and other institutions. So, culture is the most basic cause of a person's wants and behaviors. Each culture consists of several smaller subcultures. These subcultures are groups of people who share value systems that may be based on common experiences and situations. Social classes exist in nearly every society. It is the division in society, it determines what the consumer's response will be.

2. Social characteristic

Customer behavior is also influenced by social factors, such as group or social networks, family, and social role and status. Every group influences personal behavior (Gary T. Armstrong and Philip T. Kotler 2017). Word of mouth can have a powerful impact on customer buying behavior. With the personal words of trusted people or family, the customer tends to trust them more than commercial sources. Family is the most important consumer buying organization. They can influence each other to buy the products. Children have a strong influence on family buying decisions. The online social media also influences the customer because people can exchange the information and opinion there.

3. Personal characteristic

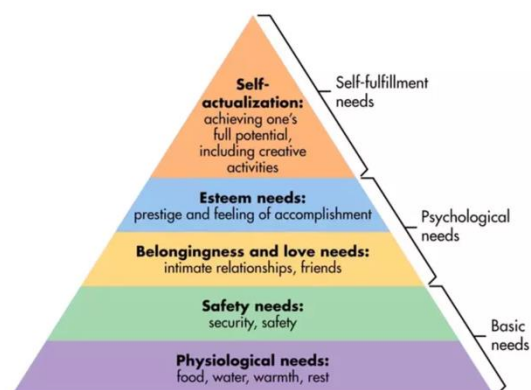
Personal characteristics also influence the buyer's decision such as occupation, economics, lifestyles, and personality. Customer occupation influences the buyer in the way that they buy things they need for their work such as the blue-collar workers will tend to buy more rugged clothes for work and businessmen buy suits. Lifestyle refers to a person's pattern of living. This pattern can be expressed in the person's activities, interests and opinions, the so-called AIO dimensions. Activities refer to work, hobbies, sports and similar things. Interests are linked to food, fashion, family etc. Opinions can be about

the person him/herself, social issues, businesses and products (Marketing Insider 2019).

4. Psychological characteristic

Psychological characteristics refer to motivation, perception, belief, and attitudes. Perception is the process by which a person selects, organizes and interprets information. So, people often have different perceptions of the same stimulus. To understand these perceptions is important in order to understand the buyer black box. Motives are needs that are sufficiently pressing to direct the person to seek fulfilment of the need (Marketing Insider 2019). One of the most popular theories that explains needs is Abraham Maslow's Hierarchy of Needs.

Figure 7 Maslow's hierarchy of needs

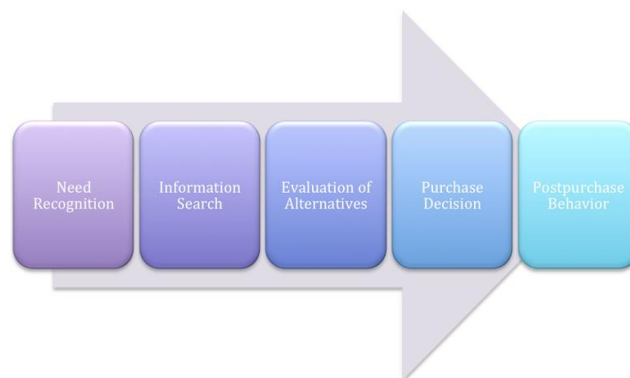


Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid (Saul McLeod 2020). The lower needs in the hierarchy have to be satisfied before the higher needs. From the bottom of the hierarchy, the needs are physiological, safety, love and belonging, esteem, and self-actualization.

Consumer Decision Process

Consumer decision process or buyer decision process is the decision-making process used by consumers regarding the market transactions before, during, and after the purchase of a good or service (Bettman 1979). The marketer should focus on the entire buying process rather than on the purchase decision only. The buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Gary T. Armstrong and Philip T. Kotler 2017).

Figure 8 Customer decision process



1. Need recognition

Stage one is the recognition of the particular problem or need and here the buyer has a need to satisfy or a problem that needs solving, and this is the beginning of the buyer decision process (Tim Friesner 2014). This need could arise from internal stimuli or external stimuli. Internal stimuli is when a consumer's need is heightened to a level that it becomes a drive. External Stimuli is when a consumer sees a certain advertisement or talked to a friend about buying a certain product. This then triggers them to think about purchasing a certain item or service (Lauren Blankenship 2014)

2. Information search

Stage two is where customers begin to search for information about the product or service. Even though information search can consist of doing additional research, the consumer can find out more information on the product through businesses and advertisements that may be advertising competing products (Lauren Blankenship 2014).

3. Evaluation of alternatives

The consumer evaluates the searched alternatives. Generally, the information search reveals multiple products for the consumer to evaluate and understand which product would be appropriate (Philip T. Kotler 1999).

4. Purchase decision

This is the stage after the different alternatives and features of products are compared and a decision on a product has been made. There are two factors that fall between intending to purchase a product and deciding to purchase it. The customer can be influenced by someone else's opinion or there are any occasions that happen then the purchase intention might be changed (Philip T. Kotler 1999).

5. Post-purchase behavior

This is the level of satisfaction or dissatisfaction that customers get immediately after purchasing a product (Lauren Blankenship 2014). So if the product doesn't meet their needs or solve the problem the customer can take action to improve the product or service. They might inform other potential buyers about their experiences good or bad (Tim Friesner 2014).

2.4.8 Segmentation and Targeting

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations (Andrew

Bloomenthal 2020). There is no single way to segment the market (Gary T. Armstrong and Philip T. Kotler 2017).

1. Geographic segmentation

Geographic segmentation is called for dividing the market into different geographical units, such as nations, regions, states, countries, cities, or even neighborhoods (Gary T. Armstrong and Philip T. Kotler 2017).

2. Demographic segmentation

- Age and life-cycle segmentation

It is segmentation that divides the market segment by age and life cycle groups. Because the customer needs and wants change with age (Gary T. Armstrong and Philip T. Kotler 2017).

- Gender segmentation

Gender segmentation has been used for a long time in marketing clothing, cosmetics, toys, or magazines. Gender segmentation helps classification on the basis of male & female, boys and girls, men and women etc. (Team 2020).

- Income segmentation

Income segmentation is when the customers are segmented as per the annual or monthly income they are earning (Team 2020). The income segments help the company to target and develop the products accordingly, such as luxury products mainly for high income market groups.

3. Psychographic segmentation

Psychographic segmentation is a method used to group prospective, current or previous customers by their shared personality traits, beliefs, values, attitudes, interests, and lifestyles and other factors (Mark 2020). People in the same psychographic groups might not have the same characteristics.

4. Behavioral segmentation

Behavioral segmentation divides buyers into segments based on their knowledge, attitudes, uses, response to a product (Gary T. Armstrong and Philip T. Kotler 2017).

- Occasion segmentation

Occasion segmentation is the process of dividing the market into groups according to specific occasions related to the customer. Occasion segmentation focuses on slicing the market based on certain specific events during a particular time, when a customer is in need of a product or a service (MBA Skool Team 2020).

- Benefit segmentation

Benefit segmentation is the segmentation of the consumers based on what particular benefit of the product appeals to them. Benefit segmentation in marketing considers that for a particular service or product what is the value perceived, advantages or benefit that a customer gets (MBA Skool Team 2020). For example, soap provides varieties of benefit such as cleanliness, fragrant, or freshness.

Market targeting is a process of selecting the target market from the entire market. Target market consists of groups of buyers to whom the company wants to satisfy or for whom the product is manufactured, price is set, promotion efforts are made, and distribution network is prepared (S. Jaideep 2020). Market is segmented using certain bases, like income, place, education, age, and life cycle, and so on. Out of them, a few segments are selected to serve them. Thus, evaluating and selecting some market segments can be said as market targeting.

1. Single Segment Concentration

The company selects only a single segment as the target market and offers a single product.

2. Selective Specialization

The company selects a number of segments and sells different products to each of the segments.

3. Product Specialization

The company produced specific products that can be sold to several market segments. There is one product that is sold in several segments, so the product needs to be modified to match each market.

4. Market Specialization

The company serves many needs with different products for one market group to expertise the market.

5. Full Market Coverage

The company serves all the customer groups with all the products they need. This is normally for a big company which can be capable of all markets.

Product differentiation is the incorporation of attributes, such as quality or price, into a product to encourage the intended customers to perceive it as different and desirable (Lisa Nielsen 2019). Positioning is how the company provides its product or service that has its own identification and is different from others to compete with other producers.

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2.5 Media

Media is the communication channels which people use for spreading the news, content, messages, or other data. Media that is used in the advertisement is called advertising media. Advertising media are the devices by which and through which the advertising messages are transmitted by the advertisers to the prospective and existing customers (Shital P. 2019). There are many types of advertising media or channels. It can be divided roughly into 2 types which are Print media and Broadcast Media. But recently, the internet and social media are the must for people so the advertiser also uses this channel to communicate with the target customer which is

called Interactive media. Each type of media has their own advantages and disadvantages then the advertiser has to choose the media properly considering from the messages, audiences, areas, or products.

2.5.1 Printing Media

Print Media includes all types of publications, including newspapers, magazines, books, brochures, and on other printed surfaces such as the poster and outdoor board. The audience or the reader for the print media will have more flexibility to receive the message than the broadcast media because the print media is not limited by time like broadcast media so the reader can take their own time and read it again if they want. It is the oldest type, and despite suffering since the emergence of the Internet, is still used by a major proportion of the population. Moreover, the print media has a longer message life than broadcast media and it can carry more detailed information. Print media includes

1. Newspaper

Newspapers are one of the most important and popular media. Newspaper advertising has been the longest-running form of advertising available for businesses to market their products and services. Newspapers' basic function is to carry news. So the advertiser will carry the advertising message with the news to announce the target reader such as sale event or sale price. The advertising in the newspaper is viewed as the news stories or information for the reader by the environment and surrounding of the newspaper. Even the newspaper can reach the mass audience but the newspaper also has Market selectivity. Market selectivity allows the newspapers to target the customer by several methods such as special interest section in the newspaper (sports, fashion, economics, or other lifestyles, special interest newspaper, or newspaper in particular area.

Structures of Newspaper

Newspapers can be classified by these structures or factors to make the advertising in the newspaper effective: frequency of publication, format and size, and circulation.

- Frequency of publication

Mostly newspapers are published daily or weekly. Daily newspapers may be divided into morning edition, evening edition, or all-day edition. Daily newspapers present the previous day's events in all kinds of content such as national news, sport news, or business news. Evening edition tends to present the event earlier in the day or add more information further from the morning edition or all-day edition. Most weekly editions are published on Sunday. It has thicker content than other editions which includes advertising and special features. Another type of weekly newspaper is the advertiser or penny saver publication which is distributed for free. This type of newspaper contains classified advertising.

- Format and size

Normally, the newspapers have printed into 2 sizes - tabloid and broadsheet. Tabloid is the newspaper which contains about 5 - 6 columns and each column is 2 inches wide and 14 inches deep. Broadcast is the newspaper which contains 8 columns usually and the size is twice as large as the tabloid or 14 inches wide and 22 inches deep. Most of the newspapers are broadsheets.

- Circulation

The circulation of the newspaper refers to the number of copies a newspaper sells. The circulation is the primary way to measure the sales and compare with the reach of other media types.

Types of Newspaper advertising

Newspaper advertising can be divided into 3 types in local newspapers.

- Classified

There are 2 types of classified advertising which are advertising by individuals and advertising by local businesses. The content depends on the advertiser's interest to the reader. Most of the advertising is hiring employees or selling their business. This can be in print or online newspapers.

- Display

The major form of newspaper advertising is display advertising. Display advertising can be any size and in any place on the newspapers except the editor page. It can be divided into 2 subcategories which are local or retail and national or general display advertising. Moreover, the advertiser can pay and select the section in which the section will appear which is called preferred-position rate and others that do not care where the advertising will appear in the newspaper will pay less which is called run-of-paper rate.

- Supplements

Newspaper supplements can be national and local advertising. Supplements are syndicated, which means independent publishers sell their publication to newspapers. It might be full-color advertising insert in the daily or weekly edition of newspapers called free-standing insert (FSI) (William Wells 2005). It is the set of advertisements that are inserted in the newspaper such as supermarket advertising and the newspaper charges the advertiser for inserting. The free-standing insert advertising is popular for retail advertisers because of 3 reasons. Firstly, they can control the quality and the reproduction of the advertisement on their own. The second is that it can reach the reader's attention more than the advertising

space in the newspaper. The third is that the advertiser can add the free-standing in certain newspapers that are delivered to certain people.

Advantages

1. Targeted Audience

Newspapers can reach any geographically area, can reach local or metro market, or special interest group. It is flexible to make the advertising locally or nationally.

2. Trustworthy

Newspapers are the kind of members of the community that you can trust. Newspapers will provide timely and accurate information about your products and services, and your content can be complemented by the trustworthiness of the rest of the content in that medium. It is a credible information source.

3. Proactive Audience

The great part about newspaper and magazine advertising is that readers are actively looking to search for deals and coupons. Placing your advertising in a newspaper provides you the advantage of knowing that your audience is much more likely to notice because they take time to read your advertising and sale or offer.

4. Affordable

Local newspaper advertising may sound expensive considering that it requires ink, printing and distribution, however, it actually costs less per thousand readers than when you advertise on television, through direct mail, or online. Additionally, newspaper campaigns do not require any expensive costs for creative materials. They can be customized to any budget, and you can choose from a variety of ad sizes to fit your goals. This is the ideal medium to create brand awareness and start off connecting with your prospects.

Disadvantages

1. Short Life Span

People tend to use less time to read newspapers and they normally read once. So, the lifespan of the daily newspaper is 24 hours, it is limited.

2. Limited Coverage of certain group

Even the newspapers have a wide market range, sometimes certain market groups are not frequent readers such as the teenager. Moreover, some advertisers cannot afford the cost of advertising in national newspapers so it cannot provide a total market.

3. Poor Reproduction

The reproduction or printing quality of the newspapers are poor, especially the color advertisement compared to other media such as magazines, posters, or websites.

2. Magazine

Like the newspapers that the magazine can reach a lot of audiences, but the magazines have a more targeted audience. The magazines aim at narrower target markets. The fact that magazines typically have niche audiences which is actually one of this medium's biggest strengths. Marketers can take a more targeted approach with magazine advertising because the readers are very specific. This can potentially increase the influence the advertising has on the readers. Moreover, the magazine advertising is rich in design. Due to printing technique, the magazine can have a more colorful and creative layout. Another benefit is that the reader tends to hold on to magazines for much longer periods of time than they would a newspaper, because magazines are monthly or every several months so the reader might pick them up to read more than once.

Types of Magazines

There is classification of magazine that the advertiser has to know for planning and buying magazine advertising which are following

1. Audience focus

There are 3 main types of the audience focus magazines - customer magazine, business magazine, and farm audience magazine.

- Customer magazine is the magazine that is directed to the customer or the reader who buys a product for personal consumption. It is distributed through mail, newsstand, and stores.
- Business magazine is the magazine target at the business reader includes trade papers (aimed at retailer, wholesales, and distributor), industrial magazine (aimed at manufacturer), and professional magazine (aimed at doctors, lawyers, and other professionals).

2. Geography

The magazine was successful in some countries such as European country or America and has the other regional version of magazine such as Vogue Taiwan or Elle Hong Kong. The topic, stories and languages are different depending on each region. Geographic edition is supported by the local distributors and advertisers.

3. Demographics

Demographic editions readers according to demographic information such as age, occupation, income, and other classifications.

Structures

The structures that the advertiser need to consider of publish advertising on the magazines are

1. Format

Each magazine has a different format, but there are some

common formats. The inside cover page and back cover page is the most expensive for advertisers, because there is the most exposure level compared to the other pages in the magazine. The largest space type of the magazine advertising is the double-page spread which is the 2 pages facing each other. Sometimes the magazine provides the space larger than the double-page which is called gatefold. It is the folding of 4 pages in on themselves. Another popular format for the advertiser is the special advertising page which looks like the normal editorial pages. This type of magazine advertising is to increase the credibility for the reader.

2. Technology

Technology affects directly to the quality of printing. The new and better printing technology provides the colorful and attractive magazine. Not only the printing quality, the satellite transmission also makes the printing of magazines more convenient. The technology allows the editor to send the data in a few hours before printing, so there is more time to change or add the advertising at the last minute which in the past they needed days or weeks to send the finalized edition to the publisher for printing.

Advantages **CHULALONGKORN UNIVERSITY**

1. Display Higher Quality Images

The visual of the magazine tends to be better than the newspaper because they are printed on the high-quality paper that gives a more attractive and higher quality of images. It provides a superior photo reproduction in both black-and-white and color advertising. Moreover, the magazine has the variety of inserting the advertising such as multiple pages.

2. Target a Specific Demographic

The ability of the magazine is to reach specialized audiences. For example, if the advertiser wants to advertise the product in the kitchen, the advertiser should post the advertising on the food or cuisine magazine or housewife magazine.

3. Targeted Geography

Another great use of magazine advertising is to target a specific group of people within an area. If you are advertising your new restaurant in a particular city, you can post your ad in community and tourism magazines.

4. Long Life

Normally, the magazine was kept in the period of time than the newspaper and might have seen more than once not like the online advertising. Moreover, the magazines have high reach potential because they tend to be passed along to the people in family, friends, or even used in waiting areas in many places. Also, readers may keep an issue of a magazine if it contains interesting and relevant information to them. If you post your ad in a magazine it is very likely that in one way or another the target customer will see the advertising and try to connect with the product or brand.

Disadvantages

1. High cost

The price of magazines is quite high and normally it is higher than the newspaper. Then the price of the magazine advertising is also high and there are other media to choose to advertise the product that also can target the audience.

2. Lack of immediacy

Due to the reader keeps the magazine in the long period, so sometimes the advertising was not seen immediately when they

bought the magazine. It takes a long time to take an effect on the reader.

3. Limited flexibility

The advertising that will be published in magazines has to be submitted in advance may be weeks or months before. Moreover, the magazine advertising space is limited, the prime location will be reserved and sold for months.

3. Packaging

Packaging is the container but for environmental reasons the packaging can be a communication vehicle. It is the last advertising that the customer sees before making the decision to buy a product (William Wells 2005). It is a constant brand reminder when it is on the shelf at home or office. It is the challenge of the advertiser to create innovative and to design eye-catching packages for winning the undecided customers at the point of purchase. The package provides the critical reminder of the important benefits of the product at the moment of customer choosing among several competing brands. For example, Heinz ketchup squeeze bottles are designed and decorated brightly color to win the kids' purchase decision. In conclusion, packaging is a constant communicator, an effective device to catch attention and carry critical advertising messages, and a strong brand reminder which also delivers customer benefit.

4. Out-of-home

Out-of-home advertising is a form of advertising that can be found outside of a consumer's home. Out-of-home advertising or Outdoor advertising includes everything which is advertising on buses, posters on walls, painted trucks, taxi sign, transit platform, billboards, airport and bus terminal display, shopping carts, or public restroom. The common thing of out-of-home media is that the image is using some form of printing process. Out-of-home media is situational (William Wells 2005). It can get the specific audience in specific time and at specific places that the audience might most interest. For example, the restaurant advertising at the train station in the evening suggests the audience visit and have dinner at the restaurant.

Types of Out-of-home advertising

1. Billboard

Billboards are probably the most recognizable form of Out-of-home advertising. The large format billboards and posters have been used to great effect for many brands. An advertiser would use a billboard for 2 reasons. The first is that it would supplement the mass media strategy by providing reminders to the target audience. The second reason is that the billboard is used as the primary medium when the billboard is close to the product. Most of the billboards are used for directing to the destination such as to the hotels, restaurants, resorts, or even the sale gallery of housing. Because normally the billboard will be exposed by the audience or customer in a short time, so the message or the advertising must have the stopping power to get the audience attention, mostly used as 8 - 10 words in the billboard.

2. Printed Bulletin

Printed bulletin is one kind of outdoor advertising. Printed bulletin is the poster that the standard size is 14 feet wide and 48 feet high. They can be printed on the side of the building, on the roof of the building, even on the side of natural structures such as mountains.

3. On-Premise sign

On-premise is the retail sign of the brand or the store that identifies stores. The signs are found anywhere on small business stores, restaurants, or chains such as KFC, Starbucks, or McDonalds. The effective retail sign might use the simple sign such as McDonalds use the big letter M to be the retail sign.

4. Advertising on transportation

Advertising on transportation or transit advertising is used popularly in urban areas. It is the advertising that is placed on the

vehicles such as buses or taxis which are driven around the city. The poster of this kind of advertising must be designed for quick impression or quick attention. Transit advertising is the reminder advertising. It is the high frequency medium that let the audience in the local area see the advertising in the rush hours or ride time. The advertising on transportation is mainly divided into 2 types - interior transit advertising and exterior transit advertising.

- Interior transit advertising is the advertising that was seen by the people riding inside buses, taxis, or subways.
 - Exterior transit advertising is the advertising that was seen by the people who are nearby the vehicles.
5. Advertising on transit station

Advertising on the transit station is not like the advertising on transportation, because people spend a long time waiting at the station so the poster can carry a longer message and more details. It might use the take-along material such as a tear-off coupon. The impact of a poster is determined by its location. The transit message can be targeted to the specific audiences if the advertising is on their normal route. For example, the advertising at the bus stop that has the bus to go to the shopping mall will advertise the sale promotion of the shopping mall and also can inform the route to the shopping mall.

Advantages

1. High impact media

Out-of-home is a great place for creativity to thrive in the world of advertising. Large scale, impactful ad space is a fantastic place for creativity to thrive. It is a high impact medium which is hard-to-ignore structure. It can also serve the brand reminder.

2. Location driven

Out-of-home advertising is extremely location-driven. Being in the real world, advertisers must consider where to place the advertising to have the most significant impact.

Disadvantages

Out-of-home media might be distracted and the advertising message could fail to be seen by the audience and has no impact because sometimes the audiences or customers pass on the out-of-home media very quickly. It is also the passive medium which means if the media is far from the audience, it can be very easy to miss.

2.5.2 Broadcast Media

Broadcast media is the media which transmits the information by sound or images electronically includes radio and television (William Wells 2005). Broadcast media involves electronically and simultaneously sending information containing signals and audio or video content to a vast group of recipients using television, radio, and digital media including the Internet. In print media, the advertiser buys the medium in terms of the amount of space, but for the broadcast media the advertiser buys the medium in terms of the amount of time. The message in broadcast media will affect the audience's emotion in only a few seconds and then disappear, not like the message in the printing media will be with the reader until they do not want it and they can reread again anytime.

1. Radio

Radio is the first broadcast media and it became popular during 1920s and 1930s and then became the primary source of entertainment during the Great Depression (William Wells 2005). Even in the period that the television

became popular, radio still has the segment in all media. The traditional radio station is used in forms of AM and FM. Nowadays, radio includes the public radio, satellite radio, and web radio.

- AM/FM

Radio station delivered by 2 different ranges of signals or radio wave frequencies: AM and FM (William Wells 2005). AM signal is stronger and reach more far away. FM signal has higher quality than AM.

- public radio

Public radio is considered as noncommercial radio and has to follow the national rules and regulations. Funding of the public radio is supported from the listener support, but the sponsorship will be increased along with audience number.

- satellite radio

The newest technology of radio range is satellite radio. It delivers content to audiences wherever they are in the continent. In the United states, the satellite radio system provides more than 100 stations.

- web radio

Web radio provides Webcasting which is the audio streaming on the web site. Web radio offers more than thousands of stations that much more to match the target audiences. It offers advertising spots that run only in specific parts of the city and open up new opportunities to smaller advertisers to help them afford their cost efficiently.

Radio audience

The audience of the radio is targeted such as language, talk show, or music styles, so the advertising will be segmented by the audience. The radio

listeners can be separated into 4 segments: station fans, radio fans, music fans, and news fans.

- Station fans are the largest segment of the radio listeners, and most of the station fans are women. They would like one or two stations and spend around 8 hours listening.
- Radio fans are the third of the radio listeners. They listen to 4 - 5 stations a week and have no particular station they prefer. Most radio fans are women and aged 55 or over.
- Music fans are the people who listen particularly for the music being played. Mostly are the elderly men aged around 25 to 45.
- News fans are who would like to listen to the news and information things which are the short sections. Mostly is aged 35 or above.

To measure the radio audience is to measure the number of people listening to a particular station at a given time. So, the radio listeners are grouped by the time of day when they are most likely to be listening. The typical radio program in a day can be divided into 5 segments which is called dayparts

- 6 a.m. to 10 a.m. is called morning drive time which is the time that the listeners get ready to work and radio is one of the best media to reach them.
- 10 a.m. to 3 p.m.
- 3 p.m. to 7 p.m.
- 7 p.m. to midnight
- Midnight to 6 a.m.

Moreover, the measuring radio audience might be measured by coverage which is the number of homes in the area that are able to pick up the station clearly or measure by ratings which is the percentage of homes actually tune in to the particular station.

Advantages

- Reach specific audience

The most important advantage of radio is its ability to reach specific audiences by specialized programming, part of countries, or differences of time of the day.

- Affordability

Radio might be the cheapest media and the cost of producing advertising is also low.

- Mental Imagery

Radio allows the listeners to imagine their own pictures by words, sounds, music, or tones of voice which are sometimes called the theatre of mind.

Disadvantages

- Listener Inattentiveness

Because the radio can be open and do other things at the same time, so many people might think radio as the background, do not listen to it carefully, and miss or forget commercials.

- Lacks of visuals

Some commercials want the audience to see the product, so those products might not suit the radio commercials.

2. Television

Television advertising is embedded in television programming, so the most of the attention is focused on the performance of various shows and how they engage their audience (William Wells 2005). Some programs are popular and can reach huge audiences but some programs reach small

selected audiences. The main types of the television are local station, public station, and cable and subscription.

- Local station

Most local television stations are affiliated with the network which carry the network programming and their own programming. There are the local stations that are not affiliated with a network called independent stations. The cost of the local station varies, depending on the size of the market and the demand for the program carried. The time slot is also the factor of cause such as in prime time between 8 pm to 10 pm is more expensive than others.

- Public station

Some countries have public television that offer educational and informational programs without advertisement. But some stations have commercial advertising in the form of sponsorship.

- Cable and subscription

Cable system has grown rapidly because they provide targeted special interest programming option. Subscription program is familiar with the cable program that the people sign up for the program and pay monthly fee. Nowadays, most of household subscribe the cable programs and the subscription level tends to increase follow their income.

Advantages

- Pervasiveness

Most people have television in their room or their house and television was turned on most of the day. Television can make the ordinary topic to be the influences such as news, fashion, or social impact.

- Cost-efficiency

The cost that is used for the television commercial is efficient because it can be reached by many people or it is called mass media. Even the advertiser pays a lot of money with the commercial but it is worth it due to the costs being spread so many viewers.

- Impact

Television commercials make a strong impact due to a combination of light, sound, motion, and drama story that create emotional impact to the audience. It is good media to demonstrate spread information.

Disadvantages

- Production cost

The advertiser has to pay an extremely high cost to produce and run television commercials. Production costs include filming, writers, actors, and directors. The cost of running commercials depends on the duration of time and rating of television programs at that time. For example, the running commercial cost at prime time is higher than in the early morning compared with the same amount of seconds.

- Wasted reach

Television advertising might be ignored by the audience that is not the target audience and the television normally turned on as background so the audience might miss the message from the commercials.

- Inflexibility

The duration or the slot of the commercial is inflexible. For example, the advertiser would pay the cost of advertising at the same slot of time for 3 months so the others cannot buy it or replace it until the end of contract.

3. Film and Video

Before the beginning of the movie in the theatre, some movie theatres had the advertising particularly in the large chain theatre. They sell the time at the beginning of the film showing for commercials and mostly is a preview of the upcoming movie which is called trailer. Not only for the trailer, some local brands or businesses buy this type of media for advertisement. The advertising can be targeted by the types or the rate of movies. For example, the kids' toothpaste should be advertised before the cartoon movie or the women's fashion product should be advertised before romantic comedy movies or movies that are related to fashion. The cost of the trailer advertising depended on the number of the advertising was shown in the theatres and the estimated monthly audiences.

Not only the movie theatre, but also in the DVD movie has the trailer. The distributor also sells the time before the movie for the advertising and in the packaging. The targeting strategy also depended on the movie audience. There is a difference between the rental video and movie theatre which is the movie theatre tend to sell the time for movie trailers but the rental movie sells the advertising for more local products.

The advantage of movie advertising is that it gets more attention level from the audience than other kinds of commercials. People value the movie commercial because they would like to see. On the other hand, the disadvantage of the movie commercial is that the audience has to pay for a target to reach the commercial, some time they think they pay for seeing the movie and they do not appreciate wasting their time for movie commercials.

4. Product Placement

Product placement is a form of advertising in which branded goods and services are featured in a production that targets a large audience (Will Kenton 2020) and a company pays to have verbal or visual brand exposure.

Mostly, branded products are featured in movies, online video, television shows, and video games. Product placement is considered as a type of pull marketing (Margaret Rouse 2020), designed to increase consumer awareness of the brand and product and strengthen demand. Product placements will be effective if they merge and integrate seamlessly within a show and market to consumers in less direct ways. Product placement is effective because it enables the audience to develop a stronger connection with the brand in a more natural way, rather than being directly marketed to. Lately, product placement has become popular because it is not intrusive like traditional advertising and the audience cannot skip it. Product placement creates explicit and implicit advertising effects. For example, the audiences of product placement are more able to name a brand after seeing it used in the content. It can also create and cultivate different attitudes toward brands, as well as stimulate purchase intention.

The advantage of the product placement is that it demonstrates the product usage in the natural way and by people who are well-known. It catches the audience when they do not see or reach the advertising content or message. In contrast, the product placement in the movie might not be noticed because it is blended with the content and it will have more problems if the product or brand does not match the movie and audience.

2.5.3 Interactive Media

Interactive media is the communication system that has 2 ways of communication such as the internet, email, or telephone. The more a user is able to transfer the content, the more it can properly be described as interactive communication (William Wells 2005). Most people think the two ways communication is the most persuasive type of communication that is available to the marketer. Interactive media allow the customer to contact the company or brand through the medium and get the personal answer from the brands. The customer also can reach the information by interacting with the websites. The most

common interactive communication is used by the internet. The customer can be involved with the brand, contact the company, and select the information by using the internet. The internet delivers the print media to online and the message still looks like in print form. It is the bridge between print and broadcast media. Not only the print media but the internet also contain moving images that fit the broadcast situation. So, it can be said that the internet blurs the border line between the print and broadcast media. These are types of the interactive media.

1. Websites

Web sites or home pages are the online face that the brand presents to the public. It is a communication tool that blurs the distinction between common forms of marketing communication such as public relation, advertising, and direct marketing. Web sites look like the online brochure or catalog for the brand and for the customer web sites are searchable libraries of the brand's or product's information. Nowadays, the brand most likely to use the website and for the advertiser the web site is the effective way to connect with the audience and some websites are more entertaining with games and contests, or celebrity interview videos.

2. Search engines

It cannot be denied that now search engines are a part of people's life, everyone uses it. A search engine is an online tool that searches for results in its database based on the keyword submitted by the internet user. The results are usually websites that semantically match with the keyword (Margaret Rouse 2020). The search engine uses the keywords from the topic, the company name, brand name, or product names. For the advertiser, it is important to register with the popular search engine websites which means the audience or customer probably sees the advertisement or brand more than the unpopular search engine website.

3. Chat room or instant messages

Chat room is a place on the internet where people with the same interest are in contact with each other, exchange their opinion, or share their

experiences. They can post the image, video, or write the content and share on the chat room and others in the chat room can comment on them. It is one of the best tools to share the personal experience to others, they talk about the purchasing experience, before and after use the product, and it is quite credible or persuasive because it is the word-of-mouth who share the same experience or would share the same experience about the brand.

4. Blog or Web log

Blog or Web log is like a personal diary web page that is created by an individual. In the blog, it contains the link of the related site or the contact that the writer thinks it is relevant to the content. Some blogs have few readers, but the popular blog might have million followers. So, the popular blog is attractive for the advertisers. Some companies create their own blogs and act as the blogger for connecting and reaching the customer in alternative ways.

5. Banner Ads

Banner advertising refers to the use of a rectangular graphic display that stretches across the top, bottom, or sides of a website or online media property (Adam Hayes 2020). There are many types which are divided by shape and place of the banner on the web site.

- Leaderboard is the horizontal type of banner advertisement.

- Skyscraper is the vertical type of banner advertisement.

Banner ads can be moved or clicked to the advertised websites. They are image-based rather than text-based and are a popular form of online advertising. They are easy to create and usually placed on the related websites. Banner ads are obvious to see when visiting websites so it is easy to reach by the audience but sometimes it is annoying because they always pop up and cover the content on the web sites.

2.6 Message

A message in advertising is the visual and/or auditory information prepared by an advertiser to inform and persuade an audience regarding a product, organization, or idea (American Marketing Association 2020). Not only the media are the significant components of communication but the messages also matter. The main point of the message is to convey the audience in mental and physical ways such as the audience has a positive feeling with the brand or convince the audience to try the product. The advertiser needs to know the objectives of the message that they create and deliver to the customer so they can use the strategies that suit each objective to make the message effective.

2.6.1 Message Objectives

The message objective is related to the facets model of advertising effects.

1. Perception

Perception is to create attention, awareness, interest, recognition, and recall the brand or product.

2. Cognitive

Cognitive is to deliver information and understand information of the brand or products.

3. Affective

Affective is to touch the customer emotion and create their feeling to the brands and products.

4. Persuasion

Persuasion is to change the audience attitudes, create conviction and preference.

5. Transformation

Transformation is to establish brand identity and association to the audience.

6. Behavior

Behavior is to stimulate the trial of the product, make audiences purchase product, or do some other actions.

2.6.2 Facets of Creative Strategy

There are many different ways to create the message but the goal is to match the objective with the best possible way to deliver the messages. The method will be varied with the target audiences, the marketing situation, and the type of products.

1. Messages that drive perception

To drive perception, the advertising message needs to get exposure, get attention, get interest, and build awareness.

- Attention

Getting customer attention requires stopping power. People normally get the attention when the content is new, surprising, unexpected. In print advertising, the contrast tends to attract the audience's attention.

- Interest

Keeping custom attention requires pulling power. It keeps pulling the audience to the end of the message. The advertiser stimulates the audience's interest by speaking to the personal interest of the target audience. People normally pay attention to the things that relate to their interest such as hobbies, sports, beliefs, or fashion. Sometimes the storytelling technique is useful to keep attention by creating curiosity or leaving questions or doubts.

- Memory

Getting attention and creating interest is not enough, the advertising needs to stick into the customer's mind. Psychologists said that people need to be exposed to content at least 3 times before the content will stick in their mind, so the repeat words are used in the advertising or it is called jingle. Music is also used because it allows advertisers to repeat the phase without boring. Taglines or

slogans are one of the most effective ways. It is the phrase that summarizes the point of the advertising message in a highly memorable way, not only to catch the attention but also intensify memorability. Color, shape, logo, and signature are also used for getting attention and sticking to customer memory.

2. Messages that drive cognition

To drive cognition is to get the customer to learn about the product. The practical method is to identify the product characteristics or features which is called attributes. One important way is to point the differentiation between the brand and the competitor. The brand might claim the product's performance and use a proof statement to give the support or rationale the claim such as comparison, demonstration, or before-and-after evidence, those builds believability. News announcements that provide new product information also make the customer want to learn about the product, it provides information and builds credibility.

3. Messages that touch emotion

Messages that touch emotion are the soft-sell strategies because they do not use the rational approach which is information or reason. It uses the psychological attraction of the product such as love, fear, or anxiety. The general emotional goal is to deliver the message that people like to create a positive feeling or liking to the product, sometimes the advertiser uses together with the entertainment because they found that the advertising or commercial that look like TV shows or variety show that provide high entertainment value tends to be liked by the audience than the informational commercial.

4. Messages that persuade

A persuasive message is the central message that intrigues, informs, convinces, or calls to action. Persuasive messages are often discussed in terms of reason versus emotion (Andy Schmitz 2012). Persuasive advertising is

designed to affect attitude and create belief. The strategy is to create word of mouth because the referral message from someone that is not associated with the product will have more persuasiveness than the commercial that people know is paid by the company. The tools for creating the persuasive message are using appeal.

Appeal is defined as strategies for grabbing the attention of people to persuade them to purchase your product or service (Hitesh Bhasin 2020). Appeal can be divided into 2 groups which are emotional appeal and rational appeal.

4.1 Emotional appeal

Emotional appeal is the advertising messages, usually based on imagery rather than information, which attempt to achieve the advertiser's objectives by evoking strong emotional feelings such as food appeal, emulation appeal, pride and prestige appeal, conformity appeal, pleasure appeal, appetite appeal, social-approval appeal, health appeal, culture appeal, and celebrity appeal.

- Food appeal

Food appeal is the appeal that is generated from the basic need of the human which is that every person wants food and beverage.

- Emulation appeal

Emulation appeal will show the qualities of emulation such as behavior or looks the consumer might want to imitate and influence by using that point.

- Pride and prestige appeal

Pride and prestige appeal states fame, renown, repute that will influence the customer to buy the product or think that if they belong to the product, they would feel pride and prestige.

- Conformity appeal

Conformity is a type of social influence involving a change in behavior, belief, or thinking to get along with others in society or with normative standards. Conformity happens in a group-pressure situation in which humans normally change their behavior to meet the demands of a social environment.

- Pleasure appeal

Pleasure is the desire or need so using the pleasure appeal is to influence people to feel good or fulfil their want when they get something.

- Appetite appeal

Appetite is the feeling of food appetency. The advertiser will depict to consumers what they see, hear and experience. It has to paint a picture or tell a story that creates that desire, craving, or hunger for the product.

- Social-approval appeal

According to Maslow, humans need to feel a sense of belonging and acceptance within their social spheres, and the social-approval appeal is formed by this reason. People need acceptance from their society and need to get compliments also because humans are social animals.

- Health appeal

Humans need to have a healthy body and long life. Not only from healthy food or physically but also mentally from entertainment, medical, or travel.

- Culture appeal

Culture appeal is normally used by travel businesses. It appeals to people from the living style of each culture or long history of each culture and makes people feel they also want to try those long histories once.

- Star/celebrity appeal

Star appeal or celebrity appeal will use the star fascination by people which might be movie stars, singers, or sport players. The assumption of the star appeal is that the consumer would like to see themselves as the star that they are fascinated by and the physical appearance will influence people buy the product.

4.2 Rational appeal

Rational appeal is advertising messages, usually product-feature based, in which advertisers attempt to achieve their objectives by appeals to logic and reason rather than to the emotions (Monash Business School 2020) such as feature appeal, price appeal, popularity appeal, value appeal, novelty appeal, news appeal, and competitive advantage appeal.

- Feature appeal

Feature appeal is the appeal that shows the product characteristics in each side. For example, what is the appearance of the product and how does it do for the customer.

- Price appeal

When people are going to buy a product, the price is unavoidable to be considered. The customer will think about cheapness or worth to pay.

- Popularity appeal

Popularity appeal will state that how the product is popular in the social and normally need to be a part of the popularity, need to use the product that other or most people use.

- Value appeal

Value appeal is a kind of promise from the brand to the customer that if the customer pays for the product, the product will benefit as the brand claims and it will be worth to pay.

- Novelty appeal

Novelty is the recentness, so the novelty appeal is use the point that the product or the feature of the product is the new thing and do not same as others which lunched before.

- News appeal

News appeal states about the product information or new product announcement from the brand. It is credible because when it becomes news it is screened, reconsidered, or thought over before it is announced.

- Competitive advantage appeal

Competitive appeal states that the product is better than competitor's product and how better it is. For example, this moisturizer lotion makes your skin moist than other brands.

5. Messages that transform a product into brand

Transforming a product into the brand is to use transformative power of branding. It is about creating a representation in the customer mind with the brand character or brand meaning. The brand image is different and depends on the idea, feeling, attitude that the customer has about the product or the customer's past experience with the product and the brand advertising. The advertiser uses the association message strategy which refers to delivering information symbolically by connecting the brand with the visual representation of things such as person or characteristic. The objective of transforming the product into the brand is to build a brand relationship with the customer and provide a sense of ownership to the customer.

6. Messages that drive action

To Drive an action is to convince the audience to change the behavior. The advertising does not do it directly but it is the channel to provide the sales promotion information to the customer to drive their action such as contact the

brand, try the product, or repurchase the product. One of the most effective techniques is viral marketing. It takes advantage that personal communication is more credible and persuasive than mass communication or advertising, it leads to motivated action and mostly happens on the online network.

2.6.3 Message Approaches

To create the message there are some forms or formulas to deliver the messages and each has a different effect to the audience. Here are some of the common formats of message approaches.

1. Straightforward

Straightforward approach is the informational message that contains and conveys only the information without any other techniques.

2. Demonstration

Demonstration format is the approach that focuses on how to use the product or what the product can do for the customer.

3. Comparison

Comparison approach will contrast two or more of competitive products to finding that which one is the superior one, normally the advertising will show that their brands is better than competitor's product. The comparison might directly be mentioned or indirectly said with "the other brands" word. When the people see this approach, they normally feel that one is better than the other following the advertising said.

4. Problem solution

Problem solution method is normally mentioned about the problem first and then the product that would like to advertise will come to the scene and will be the solution of the mentioned problem. Not only solving the problem, but also avoiding the problem. This format the product acts as the hero.

5. Humor

Humor approach is the creative strategy because this approach makes

the audience easily get the attention. This normally makes people have a positive feeling for the brand, they are funny but some people might not like it. Anyway, to be effective the advertiser should put the selling premise to the point of the humor.

6. Slice of life

Slice of life approach is the drama format. It is the problem solution but in the drama theme, but not too drama, it is the common problem that typical people face, they talk about it and solve it in the advertising.

7. Spokesperson

Spokesperson or spokescharacter is the endorsement format. This format will use the celebrity or well-known people who have the proper character to talk instead of the brand or use the expert in a related field to the product to talk about the product or brand to build credibility.

8. Teasers

Teaser is the advertising method that will leave curious to the audience by ending with the question or not delivering enough information to make sense. This technique is normally used with the new product which makes people curious and wait for the upcoming product.

9. Shockvertising

Shockvertising is the advertising which makes people feel shocked. This type of message approach tries to grab attention and generate buzz by using strange creative ideas or provocative visuals.

2.7 Conservation

Conservation includes the actions and the movements in both short term and long term to preserve the cultural heritage. The action and movement include various things such as doing research, encouraging education, documentation, examination, treatment, and prevention care.

There are meanings of culture, could be concluded as follow (รัชนิกร เศรษฐ์ 2532)

- Culture is what humans made up and adapted from nature and humans learn different cultures from each other.
- Culture is continuous and transferable; it is the social heritage which transfers from generation to another generation.
- Culture can be built up, expanded by discovering new inventions, and spread for forming new things.
- Culture belongs to groups of people or society.
- Culture exists before people born and living in society and culture will exist after people pass away.
- Culture is always changing.

Typical types of culture that related to normal activities are divided into 9 types.

- Consuming culture or activities which related to eating such as preparing method, cooking method, or eating method.
- Living culture such as habitat building method
- Costume culture such as dressing, material using, dress cleaning, or special event dressing
- Rest culture such as where and how to spending time on free time or holiday
- Emotional expression culture means the way to express emotion.
- Communication culture which is a method of sending and receiving messages.
- Transportation culture such as mass transportation, transiting, or traffic
- Socializing culture is administration, making rules, or government.
- Psychological needs seeking culture such as living principles, thinking, religions, or philosophy

So cultural conservation means attempting to safeguard traditional cultural material, method, knowledge, thinking, including the natural resource on which they

are based. The goal of cultural conservation is to sustain culture and ecological diversity with contemporary methods and society. The goal is also to promote active engagement of members in society and to drive the support from the government for the preservation of national heritage. Cultural resources might be tangible such as architecture, landmarks, or art pieces and intangibles such as regional music or dance, storytelling, or other oral tradition. Mainly cultural preservation focuses on continuation of aspects of culture, nowadays, it is also doing as industrialization and commercial regard with maintaining symbolic and historic significance. Heritage conservation would be successful with cooperation from every level, it is most successful when implemented on a community level to the pathways of cultural preservation by creating sensible strategies and traditional innovation that will benefit them or their next generation.

Cultural resources are changeable, they can be reconstructed and presented as the living history, and eventually can be as the tourism articles. For example, the visitors can visit the theme park and museum that present imaginary past living demonstrations. Tourism and commercialization of culture may undermine the cultural authenticity but it is also rejuvenation and both commercialization and conservation have to meet at the middle way and find balancing for using cultural resources. One of the most successful ways to conserve culture is to collect the sensible and effective model, this can be made possible if everyone, including anthropologists and community members, listen to each other of their concerns and needs. Finally, realizing that conservation is an independent process, everyone continues to discover how living traditions are imagined, maintained, and rendered meaningful by people in their daily lives.

CHAPTER III

METHODOLOGY

The subject of this thesis is Communication strategy for conservation of Thai food product: a case study of Moo-Naem. It is qualitative research and quantitative research which has studied information from books, documents, researches, interviews, and questionnaire surveys. The objective is to study and survey that whether the communication strategy can add value to Moo-Naem and communicate the value to its customer, can encourage people to perceive the value of Moo-Naem and purchase Moo-Naem, and can us as tools to conserve Moo-Naem as the traditional and cultural cuisine or not and how agree people are.

To study and compare communication strategy which includes media strategy and message strategy whether they would affect the objective or not and how much. Moreover, to compare the demographic data and their behavior whether they would affect the objective or not and how much. The procedure of the research is following

1. Population
2. Sampling
3. Research procedure
4. Research instrument
5. Sources of data
6. Methods of Data Analysis

3.1 Population

Population in this research is including 2 groups of people which are people who are experts, have experiences, work about Moo-Naem, work in cuisine fields, and work in advertising and communication fields. Normal people who live in scope area which is Bangkok, Thailand. For the population in the research is the people who live in Bangkok, Thailand which is the area that from the research there is the famous Pla-Naem shop located here and the start-up Moo-Naem shop also in this

area. The sampling in the research is simple random sampling of the Bangkokian between November to December 2020.

3.2 Sampling

The researcher scopes the sampling from types of collecting data which are interview and questionnaire. The samplings are following

1. Sampling for interview

For the sampling, the researcher uses Purposive sampling. The collecting data will be held in Thai language. The interviewees could discard the interview at any time and with any reason. The researcher will keep the privacy of the interviewees with by do not take any photograph or video. The researchers will contact the sampling first by telephone or email and asking for their willing before making an appointment for interview

1.1 Thai cuisine expertise

- Assistant Professor Srisamorn Kongpun (Yingcharoen 2020)
Director, Yingcharoen Culinary School
Instructor of Thai cuisine, Department of Skill Development
Instructor of Thai cuisine, Royal Traditional Thai Crafts School
- Manee Suwanpong (Yingcharoen 2020)
Instructor, Yingcharoen Culinary School
Instructor of Thai cuisine, Department of Skill Development
Instructor of Thai cuisine, Royal Traditional Thai Crafts School

1.2 Moo-Naem seller at Nang-Lerng market, Bangkok, Thailand

1.3 Moo-Naem customers at Nang-Lerng market, Bangkok, Thailand

1.4 Communication and Advertising agency

2. Sampling for questionnaire surveying

For the sampling, the researcher uses the Convenience sampling due to the questionnaire will be provided via online method and social media, who live in

Bangkok, Thailand in January 2021. The collecting data will be held in Thai language. Because the number of people who live in Bangkok, Thailand is countless and numerous, so the calculation will use the formulation that belongs to W.G. Cochran. Cochran developed a formula to calculate a representative sample for proportions as (Hemanta Kr. Sarmah. 2012)

$$n_0 = z^2 pq / e^2$$

where, n_0 is the sample size,

z is the selected critical value of desired confidence level,

p is the estimated proportion of an attribute that is present in the population,

$q = 1 - p$

e is the desired level of precision

$$n_0 = (1.96)^2 (0.5)(0.5) / (0.05)^2$$

$$n_0 = 384.16$$

a sample size of a large population whose degree of variability is not known. Assuming the maximum variability, which is equal to 50% ($p = 0.5$) and taking 95% confidence level with $\pm 5\%$ precision, then $n_0 = 384.16$. In collecting data, the research will use 400 copies of questionnaire so in case that some questionnaires are incomplete there are 15 spare questionnaires to make the research has the same confidence level, and provide the questionnaire by online channels such as Facebook, Google, and Line.

3.3 Research procedure

This research “Communication strategy for conservation of Thai food product: a case study of Moo-Naem” is both qualitative and quantitative research. This research procedure which are following

For Qualitative part

1. Contact to people who are interviewees including Thai cuisine expertise, Moo-Naem sellers, Moo-Naem customers, and Communication and Advertising agency for asking for an interview about Moo-Naem and their opinions.
2. Preparing for interview questions for Thai cuisine expertise, Moo-Naem sellers, Moo-Naem customers, and Communication and Advertising agency.
3. Researcher creates pilot interview questions and proposes an advisor for editing.
4. Researcher edits the interview questions and makes sure the interview questions cover all research's objectives.
5. Researcher makes appointments with the interviewees and assign the date and time of interview
6. Researcher provides documents to Office of Ethics Review Committee for Research Involving Human Subjects: the second allied academic group in Social Sciences, Humanities, and Fine and Applied Arts for approving ethics review in November 2020
7. Researcher collects the data from interviewees who are Thai cuisine expertise, Moo-Naem sellers, Moo-Naem customers, and Communication and Advertising agency.
8. Researcher analyzes the data and concludes the data for making communication strategy.

For Quantitative part

1. Literature Review and Operational Definition

The researcher reviews the information from documentation, books, and researches the define the objectives of the research, then the researcher defines the operational variables include

1. Independent variables which include the demographic data - gender, age, education, and income and Communication strategy - Media strategy and Message strategy
2. Dependent variables which include 3 objectives
 - to add value to Moo-Naem and communicate the value to its customer by using marketing communication
 - To encourage people to perceive the value of Moo-Naem and purchase Moo-Naem
 - To conserve Moo-Naem as the traditional and cultural cuisine by marketing tools

2. Questionnaire Construction

The instrument that used in the research is questionnaire which including 3 parts

1. Demographic questions which are the basic information or the characteristics of the respondents include gender, age, education, and income.
2. Behavioral questions which is the behavior of the respondents about Moo-Naem knowing, purchasing, intending, and customer behavior.
3. Attitude questions which are about Moo-Naem conservation and Communication strategy. For the Moo-Naem conservation, there are 5 open-ended questions that are asked about the respondent's opinion. For the Communication strategy, the questions are How agreed are respondents that Communication strategy affects the 3 objectives by dividing the Communication strategy into 2 tools which are Media strategy and Message strategy and, in each tool, will be defined with several methods. The details are following
 - Media strategy: Print Media; Out of home Media; Broadcast Media; and Interactive Media
 - Message strategy: Messages that Drive Perception; Messages that Drive Cognition; Messages that Touch Emotion; Messages

that Persuade; Messages that Transform a Product into Brand; Messages that Drive Action; and Message Approaches

In the attitude question, use the five-level Likert scale which the pointing system are follow by how agree respondents are

5 means the respondent is Strongly Agree

4 means the respondent is Somewhat Agree

3 means the respondent is Neither Agree nor Disagree

2 means the respondent is Somewhat Disagree

1 means the respondent is Strongly Disagree

3. Measurement Validity

After creating the pilot questionnaire, the researcher brings the pilot questionnaire to the experts for testing the validity. This research will use the content validity and measure by the index of item objective congruence (IOC).

The content validity measures the degree to which the test items represent the domain or universe of the trait or property being measured (Rovinelli 1976). In order to establish the content validity of a measuring instrument, the researcher must identify the overall content to be represented. Items must then be randomly chosen from this content that will accurately represent the information in all areas. Identifying the universe of content is not easy to do. So, it is usually suggested that a panel of experts in the field to be studied and be used to identify a content area.

The index of item objective congruence (IOC) which was developed by Rovinelli and Hambleton is used in test development for evaluating content validity at the item development stage (Rovinelli 1976) An evaluation using the index of item objective congruence (IOC) is a process where content experts rate or give point individual items or questions on the degree that they do or do not measure specific objectives listed by the test developer. An expert will evaluate each item by giving the item a rating of +1, 0, and -1.

- +1 = clearly measuring
- 1 = not clearly measuring
- 0 = unclear

The method of index of item objective congruence (IOC) is calculated by the following formula (Brudo D. Zumbo)

$$\text{IOC} = R/N$$

whereas

IOC is the index of item objective congruence.

R is the total scores of the agreement of judges in each statement.

N is the total number of judges.

After the IOC method was calculated to the responses of the judges' agreement, the obtained scores were compared with the criteria. The pilot questionnaire should have the IOC value between 0.50 – 1.00 then the questionnaire is qualified.

4. Measurement Reliability

After measuring the content validity, the researcher will measure the reliability by finding the Alpha coefficient using the pilot questionnaire to collect the data with the sample respondents 30 peoples that are not in the sample group. Mostly, the Cronbach Alpha Coefficient (α) is applied for determining the reliability of the instrument. The formula is following

$$\text{Alpha} = n/(n-1) [1-(S_i)^2/(S_T)^2]$$

Whereas

n is the number of items

$(S_i)^2$ is the variance of each item

$(S_T)^2$ is the variance of total score

The criteria of reliability interpretation are as follows:

- Reliability coefficients which are equal to or above 0.80, are considered as high reliability.
- Reliability coefficients which are between 0.60 to 0.79, are considered as moderate reliability
- Reliability coefficients which are below 0.60, will be considered as low or poor reliability.

Table 1 Reliability statistics

Reliability statistics	
Cronbach Alpha Coefficient ()	Number of respondents
0.97	36

3.4 Research Instrument

The researcher divided the research instrument into 2 types which are following

3.4.1 Instrument for researching

1. Interview question
 - In your opinion, which group of people do know Moo-Naem?
 - In your opinion, which group of people is Moo-Naem's target customer?
 - In your opinion, what is the value or significant of Moo-Naem?
 - In your opinion, which group of people is the main target group for Moo-Naem conservation?
 - What is Moo-Naem conservation's significance?

- Why do Moo-Naem has to be conserved?
- What is the best way to influence people to conserve Moo-Naem?
- In your opinion, each group of people know the value of Moo-Naem in the same way or not? How? Why?
- In your opinion, which communication channels or media will affect the most in educating people about Moo-Naem?
- In your opinion, which communication channels or media is most effective for communicating Moo-Naem to people and perceive Moo-Naem value?
- In your opinion, which communication channels or media do encourage sales of Moo-Naem?
- In your opinion, which communication channels or media is effective in Moo-Naem conservation?
- In your opinion, which kind of message will add value to Moo-Naem?
- In your opinion, which kind of message will attract people to perceive Moo-Naem value?
- In your opinion, which kind of message does encourage sales of Moo-Naem?
- For Moo-Naem conservation, which kind of message is the most effective?
- Which group of people do you think is the main target market group for promoting sales of Moo-Naem? Why?
- Is there any kind of Thai food that should be conserved? What? Why?
- For Thai food conservation, what kind of distinctive point or value should be used for educating and promoting to people?
- For Thai food conservation, which communication channels or media should use for educating and promoting to people?

- For Thai food conservation, which kind of message should be used for educating and promoting to people?
- Do you think purchasing Thai food is passive Thai food conservation or not?
- Suggestion

2. Questionnaire

Part 1: 5 Demographic close-ended questions

1. Gender
2. Age
3. Education level
4. Occupation
5. Income

Part 2: 20 Behavioral close-ended questions

1. Do you know Moo-Naem?
2. How do you know Moo-Naem?
3. Have you ever eaten Moo-Naem?
4. Where did you eat Moo-Naem?
5. What is the reason you don't know Moo-Naem?
6. After you know Moo-Naem and its value, would you like to try Moo-Naem?
7. Which group of people can influence you to buy a product or service?
8. Which following behavior is the most match to you about buying a new product in the market?
9. Before you buy the product, do you search for the product information?
10. Before you buy the product, do you compare various products or features?

11. After you buy the product, do you reconsider and justify your purchase?

12. With the following media, how much do you reach the advertising messages?

The respondents answer by fill symbol into box:

5 means Most Reach;

4 means Somewhat Reach;

3 means Neither Reach nor Don't reach;

2 means Somewhat don't reach;

1 means Rarely Reach

13. What kind of message in advertising will you get attention and memorize?

14. What kind of strategy in advertising will make you intend to learn about the products?

15. Does the commercial look like a TV show can create your liking for the product?

16. What kind of strategy in advertising will affect your attitude and create belief?

17. What kind of strategy in advertising will make you probably intend to buy the product?

18. Do you think Brand image will make you feel about the product?

19. What kind of messages in advertising will make you buy the product?

20. What kind of messages formats in advertising prefer?

Part 3: 8 Attitude open-ended and closed-ended questions

1. Why do Moo-Naem has to be conserved?

2. What is the value or significant of Moo-Naem?

3. What is Moo-Naem conservation's significance?

4. What is the best way to influence people to conserve Moo-Naem?

5. What is the effective communication way for Moo-Naem conservation?

6. How agreed are you that Communication strategy can add value to Moo-Naem

and communicate the value to its customer?

7. How agreed are you that Communication strategy can encourage people to

perceive the value of Moo-Naem and purchase Moo-Naem?

8. How agreed are you that Communication strategy can use as tools to conserve

Moo-Naem as the traditional and cultural cuisine?

For 6. To 8. The respondents answer by fill symbol into box:

5 means Strongly Agree;

4 means Somewhat Agree;

3 means Neither Agree nor Disagree;

2 means Somewhat Disagree;

1 means Strongly Disagree

3.4.2 Instrument for collecting data

For collecting data, the researcher uses a voice recorder, notebook, and computer laptop.

3.5 Sources of Data

The data collection of this research divided into 2 methods.

3.5.1 Primary Data

To collect the primary data is the data source from the questionnaire survey and from the interview. Questionnaire will collect the data from the

people who live in Bangkok, Thailand during the time of November and December 2020. The questionnaire will be provided in online platforms such as Line, Facebook, and Google by using the Google form to create an online platform questionnaire. After the respondents fill the questionnaire, the result will be sent back to the researcher directly. For the interview, the data will be collected from people who are relevant with the subject of the research which is Communication strategy for conservation of Thai food product: a case study of Moo-Naem. The interviewees are Thai cuisine expertises, Moo-Naem sellers, Moo-Naem customers, and who work in Communication and Advertising agencies.

3.5.2 Secondary Data

The secondary data of the research is the reviewing from sources including researches and other media. The other media are books, websites, research websites both Thai and international, journals from related fields, and online documentaries.

3.6 Methods of Data Analysis

After interviewing the interviewees and collecting the questionnaires from the respondents, the researcher will select the accurate questionnaire and eliminate the mistake questionnaire before analysing the data.

3.6.1 Descriptive Statistics

- **Basic Information**

The data from interview questions will be analysed and presented by the tables for information description about demographic data and knowledge, perception, opinion, and view that

interviewees have about Moo-Naem, Communication strategy, and conservation.

Basic information of the sampling from questionnaire includes part 1 and part 2 of the questionnaire.

Part 1 is the demographic data: gender, age, education, occupation, and income.

Part 2 is the behavioral information: knowing Moo-Naem, source of knowing Moo-Naem, ever tried Moo-Naem, where did they eat Moo-Naem, reason of unknowing Moo-Naem, would like to try after knowing, customer behavior about buying product, and types of message which the respondents reach. These basic information and data will be statistically analysed by Frequency and Percentage.

- **Difference Comparison**

The data analysis for comparing the difference about each Communication strategy tools which are Media strategies and Message strategies that influence the objectives which are to add value and communicate the value, to perceive value and purchase, and to conserve Moo-Naem in part 3 of the questionnaire. Also, for some of part 2 of questionnaire, the researcher will compare the difference of each Media strategy which the respondents reach. These parts of data will be statistically analysed by Mean and Standard deviation.

To determine the minimum and the maximum length of the 5-point Likert type scale, the range is calculated by

The range = (Maximum Score - Minimum Score)/the number of intervals

$$\text{The range} = (5 - 1)/5$$

$$\text{The range} = 0.8$$

Thus, the interpretation of the score is following

If the mean of score is between 4.51 - 5.00 means very high

If the mean of score is between 3.51 - 4.50 means high

If the mean of score is between 2.51 - 3.50 means moderate

If the mean of score is between 1.51 - 2.50 means low

If the mean of score is between 1.00 - 1.50 means very low

3.6.2 Inferential Statistics

- **T-Test**

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features (Well Kenton 2020). In this research is used to determine the significant difference between 2 groups of sampling for testing whether the difference of gender will affect the 3 objectives or not.

- **One-way ANOVA**

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, while the random factors do not. Analysts use the ANOVA test to determine the influence that independent variables have on the dependent variable in a regression study (Well Kenton 2019). A one-way ANOVA is used for three or more groups of data, to gain information about the relationship between the dependent and independent variables. In this research use the one-way ANOVA to analyze the difference between age, education, and income whether they will affect the 3 objectives or not.

CHAPTER IV

RESEARCH FINDING AND ANALYSIS

This research is to study and survey whether the communication strategy can add value to Moo-Naem and communicate the value to its customer, can encourage people to perceive the value of Moo-Naem and purchase Moo-Naem. For data analysis and discussion, the researcher indicates the symbols and variables are following

4.1 Data from Interview

Table 2 Informational data of interviewees.

Name	Occupation	Age	Description
1. Assistant Professor Srisamorn Kongpun	Director of Yingcharoen Culinary School	87	Specialize in Thai authentic cuisine, be an instructor at many institutions such as Yingcharoen Culinary School, Department of Skill Development, and Royal Traditional Thai Crafts School
2. Manee Suwanpong	Thai food Instructor at Yingcharoen Culinary School	87	Specialize in Thai authentic cuisine, be an instructor at many institutions such as Yingcharoen Culinary School, Department of Skill Development, and Royal Traditional Thai Crafts School
3. Jutarat Silpasangchai	Pla-Naem shop seller in Nang lerng market	40	The seller of Pla-Naem shop which establish for 3 generations and she is the seller for the present generation
4. Watcharita Reanaree	Government officer who was	27	The customer who bought Pla-Naem at Pla-Naem shop in Nang

	a customer at Pla-Naem shop in Nang Lerng market		Lerng market who is the first-time customer
5. Kotchapong Kotchakarn	Out-of-home specialist at Group M advertising company	28	Specialize in Out-of-home media advertisement who has work experience for over 3 years
6. Rachanida Chantarasorn	Business development manager at Group M advertising company	34	Senior new business development manager in any kind of advertisement who has work experience for over 5 years

From the table found that the interviewees are experts in the field that related to the research including Thai authentic food, experience in selling for many years, and method of advertising. Not only the knowledge of the interviewees but also their opinions to the Moo-Naem case study is also helpful.

Table 3 The question of target group of Moo-Naem, Moo-Naem knowing, and Moo-Naem conservation.

Name	The opinion about target group of Moo-Naem, Moo-Naem knowing, and Moo-Naem conservation
1. Assistant Professor Srisamorn Kongpun	The people who know Moo-Naem is the people in elder group, have ever eaten, have ever seen Moo-Naem before. To conserve Moo-Naem, Teaching is the most effective way to do, because it can express or pass the knowledge in the right way.
2. Manee	The present time the new generation is getting to know Moo-

Suwanpong	Naew or traditional cuisine by telling or facing with their parents. Cooking is the best way to teaching new generation. Moreover, give them a sample to try or to eat than they will know the kind of food
3. Jutarat Silpasangchai	The old generation is the main target group. But the new generation is coming by watching from video or TV show or celebrity review.
4. Watcharita Reanaree	The old people, more than 70 years old, and the new generation who noticed the food on social media
5. Kotchapong Kotchakarn	The people who work in thai cuisine field and who have seen from the TV show
6. Rachanida Chantarasorn	The elder groups people like grandfathers or grandmothers or the people who have seen from any kind of media

Table 4 The question of Communication chennels or Media for Moo-Naem

Name	The opinion about Communication chennels or Media for Moo-Naem
1. Assistant Professor Srisamorn Kongpun	Teaching at the kitchen is the best way to pass the thai authentic knowledge, they have to know how to cook, how the taste, and hoe the food look like in the real way and authentic way not in visual way.
2. Manee Suwanpong	If the mew media channel would like to give the knowledge by using presenters, celebrities, or stars. They have to study and know in the right way before teaching or passing on that accurate knowledge to the audience.
3. Jutarat Silpasangchai	Using the Stars or celebrity appear in TV show is the effective way to promote and communicate the product, based on her story she said after the TV show broadcast her shop the shop circulation was increased significantly.
4. Watcharita	Any social media can be the effective way to make people

Reanaree	know such as Facebook, Instagram, Twitter, or Line. Because most people are using smartphone and they can access the information from their hands.
5. Kotchamong Kotchakarn	The online media including social media is the best way because paying less in advertising and every groups of people can access the online media.
6. Rachanida Chantarasorn	The mass media which includes broadcast media and social media make people see the content in the large number and everyone can see the content

Table 5 The question of Message strategy for Moo-Naem

Name	The opinion about Message strategy for Moo-Naem
1. Assistant Professor Srisamorn Kongpun	The storytelling is the way that will make the young generation can remember the kind of food or using the folklore.
2. Manee Suwanpong	Folklore is the way that past generation use for passing on the knowledge to next generation and it is still working in the present time
3. Jutarat Silpasangchai	TV show, game show or the variety TV program that use the celebrity or stars might make people can remember the content and make the audience believe what the celebrity said
4. Watcharita Reanaree	Viral message is credible than the broadcast media and sale promotion also get people attention
5. Kotchamong Kotchakarn	Humor TV show or advertising can get people attention than only celebrity using. But he thinks it will be more effective if using both celebrity and humor wat together.
6. Rachanida Chantarasorn	TV series that using the famous stars can get audience attention. For example, Bup pay san ni wad can make thai food are interesting again.

Table 6 The question of conservation

Name	The opinion about Moo-Naem Conservation
1. Assistant Professor Srisamorn Kongpun	Moo-Naem has to be conserved and conserved in the right way. Also, as the other traditional and authentic Thai cuisine before they are disappeared in the near future.
2. Manee Suwanpong	Conservation by cooking is one of the ways of conservation. Not only buying from the shop but cooking themselves make people know the food and can be conserve the food in long term.
3. Jutarat Silpasangchai	Buying the Thai food product is one of the methods of conservation. There are people who buy so there are people is going to sell the product.
4. Watcharita Reanaree	Giving the knowledge for every generation is important for conservation Moo-Naem, not only educate the information of the food but also the information about where to buy the product or the ingredients.
5. Kotchapong Kotchakarn	It needs to be conserved. Moo-Naem is the traditional Thai food but the Thai people is barely to know it also as the other Thai foods such as Thai curries.
6. Rachanida Chantarasorn	Conservation can do in many ways, but she thinks make the people know is the first thing to do before teaching them or educating them. After people know the product then the producer can teach them about the ingredients and how to cook

Table 7 The question of whether gender, age, education level, occupation, or income affect to communication strategy

Name	The opinion about Moo-Naem Conservation
1. Assistant Professor	There is no different opinion between male and

Srisamorn Kongpun	female, education level, and occupation. The media channel is no difference for each income group but there are some differences for message, the less income might be appealed by food appeal and the more income group might reach the detail of product characteristics. For the age groups, there is difference for both media channel and message. For the media, the elder group reach the newspaper, in contrast, the young people reach the websites. For type of message, demonstration is suit for young people and product characteristics is suit for elder people.
2. Manee Suwanpong	There is no different opinion between male and female, education level, and occupation. The media channel is no difference for each income group but there are some differences for message, the more income might be appealed by the competitive advantage and the less income group might be appealed by price appeal. For the age groups, there is difference for both media channel and message. For the media, the elder group reach the radio or television in contrast, the young people reach instant message. For type of message, the elder people might like the cultural appeal, but the young people, might like appetite appeal.
3. Jutarat Silpasangchai	There is no different opinion for each education level and occupation. There are differences for male and female, males would reach billboard and they like news announcement message, in contrast, women would reach product placement and magazine, and they like message look like TV show, viral message,

	<p>and sales promotion. There are differences for age group, young people might reach the interactive media and be appealed by popular appeal and the elder would reach newspaper and television and be appealed by health appeal. Moreover, there also are differences between income group, the less income group would reach media on transportation or at bus stop and would be appealed by price appeal, in contrast, the more income group would reach message on packaging and be appealed by health and pleasure appeal.</p>
4. Watcharita Reanaree	<p>There is no different opinion for each education level and occupation. There are differences for male and female, males would reach websites and search engine and they like news announcement and humor message, in contrast, women would reach product placement, and they like drama, viral message, and sales promotion. There are differences for age group, young people might reach the interactive media and like teasers, color and shape message, and the elder would reach newspaper and radio and be appealed by health and value appeal. Moreover, there also are differences between income group, the less income group would reach media on transportation or at bus stop and would be appealed by price appeal, in contrast, the more income group would reach message on packaging and be appealed by pleasure, pride and prestige appeal.</p>
5. Kotchapong Kotchakarn	<p>There is no different opinion for each education level. There are differences for male and female, males</p>

	<p>would reach websites and they like news announcement message, in contrast, women would reach product placement, and they like message that use celebrity. There are differences for age group, young people might reach the packaging, websites, search engine and like humor, viral message, teasers and the elder would reach newspaper and television and like claim and demonstration. There are different between occupation groups, for who work in office hour would reach printed bulletin and viral message and sales promotion, in contrast, who have their own business would reach the magazine and be appealed by value and competitive appeal. Moreover, there also are differences between income groups, the less income group would reach media on transportation or at bus stop and would be appealed by price appeal, in contrast, the more income group would reach message on billboard and on-premise sign and be appealed by social approval appeal.</p>
<p>6. Rachanida Chantarasorn</p>	<p>There is no different opinion for each education level. There are differences for male and female, males would reach websites and search engine and they would be appealed by news appeal, in contrast, women would reach product placement, and they like message that use celebrity and the message look like TV show. There are differences for age group, young people might reach the interactive media and like teasers and the message look like TV show and the elder would reach print and broadcast media and like drama message. There are different between occupation groups, for who work in office hour would</p>

	<p>reach printed bulletin, advertising on transportation and bus stop and like claim or before-and-after advertising, in contrast, who have their own business would reach on-premise sign and packaging and like product characteristics and comparison message.</p> <p>Moreover, there also are differences between income groups, the less income group would reach radio and TV and like humor, drama, and the commercial look like TV show, in contrast, the more income group would reach message on packaging and interactive media and be appealed by social approval, pleasure, and appetite appeal.</p>
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4.2 Data from Survey

4.2.1 Symbols

n represents sampling group

\bar{x} represents Mean

S.D. represents Standard Deviation

t represents statistic number for t-test

F represents statistic number for F-test

SS represents Sum of Squares

MS represents Mean of Squares

df represents Degree of Freedom

p represents Significant value or P-value

4.2.2 Data table from Questionnaire

The data from total 402 questionnaire copies are summarized as follow

Table 8 The frequency and percentage of demographic data of respondents for 5 questions

Demographic data of respondents	Number of people (Frequency)	Percentage
Gender		
Male	201	50.0
Female	201	50.0
Total	402	100%
Age		
Under 20 - 20 years old	15	3.7
21 - 30 years old	112	27.9

31 - 40 years old	141	35.1
41 - 50 years old	100	24.9
51 - 60 years old	31	7.7
Over 60 years old	3	0.7
Total	402	100%
Education level		
High school	19	4.7
Bachelor's degree	230	57.2
Master's degree	136	33.8
Higher degree	17	4.2
Total	402	100%
Occupation		
Students	31	7.7
Government officer	78	19.4
Private sector	213	53.0
Self-employed	73	18.2
Others	7	1.7
Total	402	100%
Income		
Under 10,000 baht	18	4.5

10,001 - 20,000 baht	63	15.7
20,001 - 30,000 baht	115	28.6
30,001 - 40,000 baht	90	22.4
40,001 - 50,000 baht	64	15.9
Over 50,000 baht	52	12.9
Total	402	100%

From the Table 8 show the demographic data of respondents which have details are following below

Gender The sampling has 402 people. They are divided into 2 groups. The first is male, there are 201 people which is 50.0 percent. The second is female, there are the same amount 201 people and equal to 50.0 percent.

Age Age groups are divided into 6 groups. The group of respondents found that most are 31 - 40 years old which has 141 people and equal to 35.1 percent. The next is the group of age 21 - 30 years old, there are 112 people and equally 27.9 percent. The next is the group of age 41 - 50 years old, there are 100 people and equally to 24.9 percent. The next is the group of age 51 - 60 years old which has 31 people and equal to 7.7 percent. Following the group of age under 20 years old which has 15 people and equal to 3.7 percent. The last is the group of age over 60 years old which is few in number and percentage.

Education level Education level groups are divided into 4 groups. The education level from the questionnaire found that most of respondents graduate with a bachelor's degree, which has 230 people and equal to 57.2 percent. Following by a master's degree which has 136 and equal to 33.8 percent. The last two groups are high school and higher degree which has 19 and 17 people and equal to 4.7 and 4.2 percent respectively.

Occupation Occupation groups are divided into 5 groups. The most of respondents work in the private sector, there are 213 people and 53.0 percent. Following with government officer and self-employed which has 78 and 73 people and equal to 19.4 and 18.2 percent respectively. The next group is the group of students, there are 31 people which is 7.7 percent. The other occupations are few in number and percentage, there are 7 people and 1.7 percent.

Income per month Income groups are divided into 6 groups. Most of respondents work in private sectors so the most income per month is 20,001 - 30,000 baht which is 28.6 percent. Following by 30,001 - 40,000 baht, 40,001 - 50,000 baht, and 10,001 - 20,000 baht, there are 90, 64, and 63 people and equal to 22.4, 15.9, and 15.7 percent respectively. The last two groups are over 50,000 baht and under 10,000 baht, there are 52 and 18 people and equal to 12.9 and 4.5 percent.

Table 9 The frequency and percentage of behavioral data of respondents about customer behavior for 11 questions

Behavioral information of respondents	Number of people (Frequency)	Percentage
Do you know Moo-Naem?		
Yes	203	50.5
No	199	49.5
Total	402	100%
How do you know Moo-Naem?		
Family	78	38.6
Friend	83	41.1
Book/website/documents	39	19.3

Others	3	1.5
Total	203	100%
Have you ever eaten Moo-Naem?		
Yes	169	83.3
No	34	16.7
Total	203	100%
Where did you eat Moo-Naem?		
Cooking yourself	7	4.1
From family/friend	118	69.8
Restaurant/shop	44	26.0
Total	169	100%
What is the reason you don't know Moo-Naem?		
Not interested	58	14.4
Lack of information	211	52.5
Don't know where to eat	133	33.1
Money reasons	0	0.0
Total	402	100%
After you know Moo-Naem and its value, would you like to try Moo-Naem?		
Yes	398	99.0
No	4	1.0

Total	402	100%
Which group of people can influence you to buy a product or service?		
Family	153	38.1
Friend	152	37.8
Co-workers	87	21.6
Others	10	2.5
Total	402	100%
Which following behavior is the most match to you about buying a new product in the market		
Have strong willing to try something new	42	10.4
Willing to try something new	125	31.1
Try it when it is becoming popular	82	20.4
Try it when it is popular for a while	100	24.9
Wait until the product has no risk and it is a common product	53	13.2
Total	402	100%
Before you buy the product, do you search for the product information?		
Yes	402	100.0
No	0	0
Total	402	100%

Before you buy the product, do you compare various products or features?		
Yes	402	100.0
No	0	0
Total	402	100%
After you buy the product, do you reconsider and justify your purchase?		
Yes	396	98.5
No	6	1.5
Total	402	100%

From the Table 9 show the behavioral data of respondents about customer behavior which have details are following below

Knowing Moo-Naem From 402 respondents, there are 203 respondents who know Moo-Naem which is 50.5 percent of total. In contrast, there are 199 people who do not know Moo-Naem which equals 49.5 percent.

Source of knowing Moo-Naem From 203 people who know Moo-Naem, most of them know Moo-Naem from friends and family which number is 83 and 78 people and it is 41.1 and 38.6 percent respectively. Followed by the people who know Moo-Naem from Book/website/documents which contain 39 people and it is 19.3 percent. The rest of them know Moo-Naem from other sources. There are 3 people and equal 1.5 percent.

Ever eaten Moo-Naem From 203 people who know Moo-Naem, most of them have ever eaten Moo-Naem. The number is 169 people and equal 83.3 percent. The rest of them have not even tried Moo-Naem yet which has 34 people or 16.7 percent.

Source of eating Moo-Naem From 169 people who have ever eaten Moo-Naem, most of them have eaten from family and friends which has 118 people or

69.8 percent. Followed by eating from restaurants or shops which have 44 people or 26 percent. The others cooked by themselves for 7 people which equal 4.1 percent.

Reason of unknowing Moo-Naem From 402 respondents, there are 211 respondents who think that people do not know Moo-Naem because of lack of information which is 52.5 percent. Followed by thinking that people do not know where to eat which has 133 people or 33.1 percent. The rest of them think that people do not know Moo-Naem because of being uninterested, there are 58 people or 14.4 percent. None of them think that people do not know Moo-Naem because of money reasons.

Wanting to try Moo-Naem From 402 respondents, there are 398 respondents who would like to try Moo-Naem after they know which is 99.0 percent of total. In contrast, there are 4 people who would not like to try Moo-Naem which equals 1.0 percent.

Groups of buying influence From 402 respondents, most of them influenced by family and friends to buy a product or service which the number is 153 and 152 people and it is 38.1 and 37.8 percent respectively. Followed by the people who are influenced by co-workers which contain 87 people and it is 21.6 percent. The rest of them are influenced by others. There are 10 people and equal 2.5 percent.

Behavior of buying a new product From 402 respondents, there are 125 respondents who will try something new which is 31.1 percent. Followed by people who try a product when it is popular for a while which has 100 people or 24.9 percent. Then people who try a product when it is becoming popular have 82 people or 20.4 percent. Then people who wait until the product has no risk and it is a common product have 53 people or 13.2 percent. The rest of them are strongly willing to try something new, there are 42 people or 10.4 percent.

Searching information before buying a product From 402 respondents, there are 402 respondents who search for the product information before they buy which is 100 percent. None of them do not search for the product information before they buy.

Comparing products before buying From 402 respondents, there are 402 respondents who compare various products before they buy which is 100 percent. None of them do not compare various products before they buy.

Reconsidering the product after buying From 402 respondents, there are 396 respondents who reconsider and justify their purchase which is 98.5 percent of total. In contrast, there are 6 people who do not reconsider and justify their purchase which equals 1.5 percent.

Table 10 The average, standard deviation, and interpretation of the score of behavioral data of respondents about media reaching for 17 questions

Advertising Media	\bar{x}	S.D.	Significant order	interpretation of the score
Print Media				
Newspaper	2.44	1.21	3	low
Magazine	2.54	1.11	2	moderate
Packaging	4.58	0.57	1	very high
Out of home Media				
Billboard	4.12	0.86	2	high
Painted Bulletin	4.01	0.99	3	high
On-Premise sign	4.32	0.65	1	high
Advertising on transportation	3.99	1.03	4	high
Advertising on transit station or bus stop	4.01	1.04	3	high

Broadcast Media				
Radio	3.08	1.09	4	moderate
Television	4.29	0.78	1	high
Film or video	3.62	1.18	3	high
Product Placement	3.88	1.04	2	high
Interactive Media				
Web sites	4.24	0.85	1	high
Search engines	4.23	0.73	2	high
Chat Room or instant message	3.98	0.94	4	high
Blog or Web page	4.01	0.95	3	high
Banner Ads	3.98	1.00	4	high

From the Table 10 show the score of behavioral data of respondents about media reaching which order respectively

Print Media

Number 1 The researcher found that the respondents reach the packaging at a very high level.

Number 2 The researcher found that the respondents reach the magazines at a moderate level.

Number 3 The researcher found that the respondents reach the newspaper at a low level.

Out of home Media

Number 1 The researcher found that the respondents reach the on-premise sign at a high level.

Number 2 The researcher found that the respondents reach the billboard at a high level.

Number 3 The researcher found that the respondents reach the printed bulletin at a high level.

Number 4 The researcher found that the respondents reach the advertising on transit stations or bus stops at a high level.

Number 5 The researcher found that the respondents reach the advertising on transportation at a high level.

Broadcast Media

Number 1 The researcher found that the respondents reach the television at a high level.

Number 2 The researcher found that the respondents reach the product placement at a high level.

Number 3 The researcher found that the respondents reach the film or video at a high level.

Number 4 The researcher found that the respondents reach the radio at a moderate level.

Interactive Media

Number 1 The researcher found that the respondents reach the websites at a high level.

Number 2 The researcher found that the respondents reach the search engines at a high level.

Number 3 The researcher found that the respondents reach the blog or web page at a high level.

Number 4 The researcher found that the respondents reach the chat room or instant message at a high level and the banner ads at a high level.

Table 11 The frequency and percentage of behavioral data of respondents about message preferring for 8 questions

Behavioral information of respondents	Number of people (Frequency)	Percentage
What kind of message in advertising will you get attention and memorize?		
Loud and bold message	26	6.5
Contrast message	43	10.7
Teaser campaign	32	8
Jingles	76	18.9
Taglines	141	35.1
Color and Shape	44	10.9
Logo or signature	40	10.0
Total	402	100%
What kind of strategy in advertising will make you intend to learn about the products?		
Interesting product characteristic	131	32.6
Point of differentiation relative to competitor product	91	22.6
Claim or product proof statement (before-and-after)	75	18.7
News announcement about new product or new element	59	14.7

Explaining by demonstration	46	11.4
Total	402	100%
Does the commercial look like a TV show can create your liking for the product?		
Yes	401	99.8
No	1	0.2
Total	402	100%
What kind of strategy in advertising will affect your attitude and create belief?		
Persuasive message	93	23.1
Emphasize the benefit	115	28.6
Promise	72	17.9
State the reasons why you should buy	81	20.1
State unique benefit by using this product only	41	10.2
Total	402	100%
What kind of strategy in advertising will make you probably intend to buy the product?		
Before-and-after visuals	75	18.7
Testimonial by user and experts	141	35.1
Demonstrations to prove something	114	28.4
Celebrity endorsement	41	10.2

Product placements	31	7.7
Total	402	100%
Do you think Brand image will make you feel about the product?		
Yes	400	99.5
No	2	0.5
Total	402	100%
What kind of messages in advertising will make you buy the product?		
Sales promotion	225	56.0
Viral messages	177	44.0
Total	402	100%
What kind of messages formats in advertising prefer?		
Straightforward informational message	79	19.7
Demonstration focuses on how to use the product	81	20.1
Comparison contrasts two or more products	77	19.2
Problem Solution	42	10.4
Humor advertising	21	5.2
Drama	35	8.7
Advertising uses celebrity	11	2.7
Teasers	43	10.7

Outlandish ideas or provocative visuals	13	3.2
Total	402	100%

From the Table 11 show the behavioral data of respondents about message preferring which have details are following below

Getting attention messages From 402 respondents, there are 131 respondents who think taglines will make them get attention which is 32.6 percent. Followed by people who think jingles will make them get attention which has 76 people or 18.9 percent. Then people who think color and shape will make them get attention have 44 people or 10.9 percent. Then people who think the contrast message will make them get attention have 43 people or 10.7 percent. Then people who think logo and signature will make them get attention have 40 people or 10.0 percent. Then people who think teaser will make them get attention have 32 people or 8.0 percent. The rest of them are who think Loud and bold messages will make them get attention, there are 26 people or 6.5 percent.

Intending to learn a product message From 402 respondents, there are 141 respondents who think interesting product characteristics will make them intend to learn about the products which is 32.6 percent. Followed by people who think points of differentiation will make them intend to learn about the products which has 91 people or 22.6 percent. Then people who think product proof statements will make them intend to learn about the products have 75 people or 18.7 percent. Then people who think the News announcement will make them intend to learn about the products have 59 people or 14.7 percent. The rest of them who think that demonstration will make them intend to learn about the products, there are 16 people or 11.4 percent.

Commercial looks like TV shows From 402 respondents, there are 401 respondents who think that a commercial look like a TV show can create their liking for the product which is 99.8 percent of total. In contrast, there is 1 person who does not think that a commercial like a TV show can create their liking for the product which equals 0.2 percent.

Affecting attitudes or creating belief messages From 402 respondents, there are 115 respondents who think emphasizing the benefit will affect their attitudes or create their belief which is 28.6 percent. Followed by people who think persuasive messages will affect their attitudes or create their belief which has 93 people or 23.1 percent. Then people who think reason stated messages will affect their attitudes or create their belief have 81 people or 20.1 percent. Then people who think promise messages will affect their attitudes or create their belief have 72 people or 17.9 percent. The rest of them who think unique stated messages will affect their attitudes or create their belief, there are 41 people or 10.2 percent.

Intending to buy From 402 respondents, there are 141 respondents who think testimonials by users and experts' messages will make them intend to buy which is 35.1 percent. Followed by people who think demonstration will make them intend to buy which has 114 people or 28.4 percent. Then people who think before-and-after visuals will make them intend to buy which have 75 people or 18.7 percent. Then people who think celebrity endorsement will make them intend to buy have 41 people or 10.2 percent. The rest of them who think product placement will make them intend to buy, there are 31 people or 7.7 percent.

Brand image From 402 respondents, there are 400 respondents who think that Brand image will make them feel about the product which is 99.5 percent of total. In contrast, there are 2 people who do not think that Brand image will make them feel about the product which equals 0.5 percent.

Messages that make customers buy a product From 402 respondents, there are 225 respondents who think that the sales promotion message will make them buy the product which is 56.0 percent of total. In contrast, there are 177 people who think that viral messages will make them buy which equals 44.0 percent.

Message format in advertising From 402 respondents, there are 81 respondents prefer demonstration advertising format which is 20.1 percent. Followed by people who prefer informational advertising format which has 79 people or 19.7 percent. Then people who prefer the comparison advertising format have 77 people or 19.2 percent. Then people who prefer the teasers advertising format have 43 people or 10.7 percent. Then people who prefer the problem solution advertising

format have 42 people or 10.4 percent. Then people who prefer the drama advertising format have 35 people or 8.7 percent. Then people who prefer the humor advertising format have 21 people or 5.2 percent. Then people who prefer the outlandish idea advertising format have 13 people or 3.2 percent. The rest of them prefer the advertising use celebrity format, there are 11 people or 2.7 percent.

For the following 6 tables will show the attitude data that the respondents have about using media strategy and message strategy for each objective from *objective 1* to *objective 3*. Some of media strategies are not practical to the Moo-Naem product, so the researcher will not show the data that will not useful such as Billboard, Printed Bulletin, and Television.

Table 12 The average, standard deviation, and interpretation of the score of attitude data of respondents about media strategy related to objective 1 adding and communication value of Moo-Naem

Media strategy	\bar{x}	S.D.	Significant order	interpretation of the score
Print Media				
Newspaper	2.66	1.20	3	moderate
Magazine	2.79	1.11	2	moderate
Packaging	4.70	0.47	1	very high
Out of home Media				
On-Premise sign	4.44	0.63	1	high
Advertising on	4.19	0.77	3	high

transportation				
Advertising on transit station or bus stop	4.22	0.76	2	high
Broadcast Media				
Radio	3.25	1.07	3	moderate
Film or video	3.88	1.03	2	high
Product Placement	4.02	0.84	1	high
Interactive Media				
Web sites	4.47	0.60	1	high
Search engines	4.42	0.58	2	high
Chat Room or instant message	4.20	0.74	5	high
Blog or Web page	4.26	0.73	3	high
Banner Ads	4.24	0.70	4	high

From the Table 12 shows the score of attitude data of respondents about media strategy that they think it has ability to add and communicate value of Moo-Naem which in order respectively

Print Media

Number 1 The researcher found that the respondents think the packaging has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the magazines have the ability to add and communicate the value of Moo-Naem at a moderate level.

Number 3 The researcher found that the respondents think the newspaper has the ability to add and communicate the value of Moo-Naem at a moderate level.

Out of home Media

Number 1 The researcher found that the respondents think the on-premise sign has the ability to add and communicate the value of Moo-Naem at a high level.

Number 2 The researcher found that the respondents think the advertising on transit stations or bus stops have the ability to add and communicate the value of Moo-Naem at a high level. The researcher found that the respondents think the advertising on transportation has the ability to add and communicate the value of Moo-Naem at a high level.

Number 3 The researcher found that the respondents think the advertising on transportation has the ability to add and communicate the value of Moo-Naem at a high level.

Broadcast Media

Number 1 The researcher found that the respondents think the product placement has the ability to add and communicate the value of Moo-Naem at a high level.

Number 2 The researcher found that the respondents think the film or video has the ability to add and communicate the value of Moo-Naem at a high level.

Number 3 The researcher found that the respondents think the radio has the ability to add and communicate the value of Moo-Naem at a moderate level.

Interactive Media

Number 1 The researcher found that the respondents think the website has the ability to add and communicate the value of Moo-Naem at a high level.

Number 2 The researcher found that the respondents think the search engines have the ability to add and communicate the value of Moo-Naem at a high level.

Number 3 The researcher found that the respondents think the blog or web page has the ability to add and communicate the value of Moo-Naem at a high level.

Number 4 The researcher found that the respondents think the banner ads have the ability to add and communicate the value of Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the chat room or instant message has the ability to add and communicate the value of Moo-Naem at a high level.

Table 13 The average, standard deviation, and interpretation of the score of attitude data of respondents about message strategy related to objective 1 adding and communication value of Moo-Naem

Message strategy	\bar{x}	S.D.	Significant order	interpretation of the score
Messages that Drive Perception				
Loud and bold message	4.41	0.65	7	high
Contrast message	4.44	0.61	4	high
Teaser campaign	4.48	0.60	3	high
Jingles	4.42	0.64	6	high
Taglines	4.58	0.57	1	very high
Color and Shape	4.43	0.57	5	high
Logo or signature	4.53	0.62	2	very high
Messages that Drive Cognition				
Interesting product characteristic	4.56	0.54	2	very high
Point of differentiation	4.58	0.59	1	very high

Claim or product proof statement	4.45	0.58	4	high
News announcement	4.56	0.54	2	very high
Explaining by demonstration	4.51	0.55	3	very high
Messages that Touch Emotion				
commercial look like TV show	4.46	0.54	1	high
Messages that Persuade				
Emotional appeal				
Food appeal	4.55	0.53	3	very high
Emulation appeal	4.19	1.05	5	high
Pride and prestige appeal	3.57	1.33	10	high
Conformity appeal	3.79	1.18	8	high
Pleasure appeal	4.61	0.53	1	very high
Appetite appeal	4.51	0.06	4	very high
Social-approval appeal	3.72	1.20	9	high
Health appeal	4.58	0.56	2	very high
Culture appeal	4.29	0.90	6	high
Star/Celebrity appeal	4.00	1.16	7	high
Rational appeal				
Feature appeal	4.53	0.55	3	very high
Price appeal	4.65	0.53	1	very high

Popularity appeal	4.12	0.93	6	high
Value appeal	4.62	0.55	2	very high
Novelty appeal	4.53	0.56	3	very high
News appeal	4.48	0.58	4	high
Competitive advantage appeal	4.40	0.62	5	high
Messages that Transform a Product into Brand				
Brand image	4.59	0.54	1	very high
Messages that Drive Action				
Sales promotion	4.46	0.54	1	high
Viral messages	4.40	0.70	2	high
Messages Approaches				
informational message	4.62	0.50	1	very high
Demonstration	4.62	0.51	1	very high
Comparison two or more products	4.45	0.57	4	high
Problem Solution with product	4.56	0.57	3	very high
Humor advertising	4.14	1.06	6	high
Drama	4.27	0.89	5	high
Advertising uses celebrity	4.00	1.14	8	high
Teasers	4.57	0.54	2	very high
Outlandish ideas or provocative visuals	4.02	1.11	7	high

From the Table 13 shows the score of attitude data of respondents about message strategy that they think it has ability to add and communicate value of Moo-Naem which in order respectively

Messages that Drive Perception

Number 1 The researcher found that the respondents think the Taglines have the ability to add and communicate the value of Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Logo or signature have the ability to add and communicate the value of Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Teaser campaign has the ability to add and communicate the value of Moo-Naem at a high level.

Number 4 The researcher found that the respondents think Contrast message has the ability to add and communicate the value of Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the Color and Shape has the ability to add and communicate the value of Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Jingles have the ability to add and communicate the value of Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Loud and bold message have the ability to add and communicate the value of Moo-Naem at a high level.

Messages that Drive Cognition

Number 1 The researcher found that the respondents think the Point of differentiation has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the News announcement Interesting product characteristics have the ability to add and communicate the value of Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Explaining by demonstration has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Claim or product proof statement has the ability to add and communicate the value of Moo-Naem at a high level.

Messages that Touch Emotion

Number 1 The researcher found that the respondents think the commercial looks like a TV show has the ability to add and communicate the value of Moo-Naem at a high level.

Messages that Persuade: Emotional appeal

Number 1 The researcher found that the respondents think the Pleasure appeal has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Health appeals has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the food appeals has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Appetite appeal has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 5 The researcher found that the respondents think the Emulation appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Culture appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Star/Celebrity appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Number 8 The researcher found that the respondents think the Conformity appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Number 9 The researcher found that the respondents think the Social-approval appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Number 10 The researcher found that the respondents think the Pride and prestige appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Messages that Persuade: Rational appeal

Number 1 The researcher found that the respondents think the Price appeal has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Value appeal has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Feature and Novelty appeals have the ability to add and communicate the value of Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the News appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the Competitive advantage appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Popularity appeal has the ability to add and communicate the value of Moo-Naem at a high level.

Messages that Transform a Product into Brand

Number 1 The researcher found that the respondents think the brand image has the ability to add and communicate the value of Moo-Naem at a very high level.

Messages that Drive Action

Number 1 The researcher found that the respondents think sales promotion messages have the ability to add and communicate the value of Moo-Naem at a high level.

Number 2 The researcher found that the respondents think viral messages have the ability to add and communicate the value of Moo-Naem at a high level.

Messages Approaches

Number 1 The researcher found that the respondents think Demonstration and informational message advertising approach has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think teaser advertising approach has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Problem Solution with product advertising approach has the ability to add and communicate the value of Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think Comparison two or more products advertising approach has the ability to add and communicate the value of Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the drama advertising approach has the ability to add and communicate the value of Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Humor advertising approach has the ability to add and communicate the value of Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Outlandish ideas advertising approach has the ability to add and communicate the value of Moo-Naem at a high level.

Number 8 The researcher found that the respondents think the advertising approach that uses celebrity has the ability to add and communicate the value of Moo-Naem at a high level.

Table 14 The average, standard deviation, and interpretation of the score of attitude data of respondents about media strategy related to objective 2 encouraging to perceive value and purchasing Moo-Naem

Media strategy	\bar{x}	S.D.	Significant order	interpretation of the score
Print Media³				
Newspaper	2.79	1.23	3	moderate
Magazine	2.90	1.13	2	moderate
Packaging	4.66	0.48	1	very high
Out of home Media				
On-Premise sign	4.46	0.61	1	high
Advertising on transportation	4.22	0.74	2	high
Advertising on transit station or bus stop	4.20	0.74	3	high
Broadcast Media				
Radio	3.32	1.06	3	moderate
Film or video	3.87	1.00	2	high
Product Placement	4.09	0.81	1	high
Interactive Media				
Web sites	4.48	0.61	1	high
Search engines	4.45	0.56	2	high
Chat Room or instant message	4.23	0.73	5	high

Blog or Web page	4.29	0.67	4	high
Banner Ads	4.35	0.63	3	high

From the Table 14 shows the score of attitude data of respondents about media strategy that they think it has ability to encourage for perceiving value and to purchase Moo-Naem which in order respectively

Print Media

The orders of the data that the respondents agree with are same as the *Objective 1*.

Out of home Media

Number 1 The researcher found that the respondents think the on-premise sign has the ability to encourage for perceiving value and to purchase Moo-Naem at a high level.

Number 2 The researcher found that the respondents think the advertising on transportation has the ability to encourage for perceiving value and to purchase Moo-Naem at a high level.

Number 3 The researcher found that the respondents think the advertising on transit stations or bus stops has the ability to encourage for perceiving value and to purchase Moo-Naem at a high level.

Broadcast Media

The orders of the data that the respondents agree with are same as the *Objective 1*.

Interactive Media

Number 1 The researcher found that the respondents think the websites have the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 2 The researcher found that the respondents think the search engines have the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 3 The researcher found that the respondents think the banner ads have the ability to encourage for perceiving value and to purchase Moo-Naem at a high level.

Number 4 The researcher found that the respondents think the blog or web page has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the chat room or instant message has the ability to encourage for perceiving value and to purchase Moo-Naem at a high level.

Table 15 The average, standard deviation, and interpretation of the score of attitude data of respondents about message strategy related to objective 2 encouraging to perceive value and purchasing Moo-Naem

Message strategy	\bar{x}	S.D.	Significant order	interpretation of the score
Messages that Drive Perception				
Loud and bold message	4.49	0.60	3	high
Contrast message	4.49	0.56	3	high
Teaser campaign	4.48	0.58	4	high
Jingles	4.45	0.59	5	high
Taglines	4.61	0.56	1	very high
Color and Shape	4.45	0.58	5	high
Logo or signature	4.58	0.56	2	very high
Messages that Drive Cognition				
Interesting product characteristic	4.58	0.53	1	very high

Point of differentiation	4.53	0.56	3	very high
Claim or product proof statement	4.48	0.55	5	high
News announcement	4.56	0.54	2	very high
Explaining by demonstration	4.52	0.54	4	very high
Messages that Touch Emotion				
commercial look like TV show	4.48	0.54	1	high
Messages that Persuade				
Emotional appeal				
Food appeal	4.59	0.52	1	very high
Emulation appeal	4.21	1.00	5	high
Pride and prestige appeal	3.55	1.33	9	high
Conformity appeal	3.88	1.16	7	high
Pleasure appeal	4.58	0.56	2	very high
Appetite appeal	4.57	0.57	3	very high
Social-approval appeal	3.82	1.17	8	high
Health appeal	4.57	0.58	3	very high
Culture appeal	4.24	0.89	4	high
Star/Celebrity appeal	4.00	1.19	6	high

Rational appeal				
Feature appeal	4.54	0.55	3	very high
Price appeal	4.65	0.51	1	very high
Popularity appeal	4.15	0.90	7	high
Value appeal	4.64	0.53	2	very high
Novelty appeal	4.50	0.54	5	high
News appeal	4.52	0.57	4	very high
Competitive advantage appeal	4.41	0.60	6	high
Messages that Transform a Product into Brand				
Brand image	4.57	0.52	1	very high
Messages that Drive Action				
Sales promotion	4.50	0.52	1	high
Viral messages	4.36	0.74	2	high
Messages Approaches				
informational message	4.65	0.49	1	very high
Demonstration	4.60	0.50	2	very high
Comparison two or more products	4.46	0.56	5	high
Problem Solution with product	4.53	0.57	4	very high

Humor advertising	4.18	0.99	7	high
Drama	4.31	0.90	6	high
Advertising uses celebrity	4.03	1.13	9	high
Teasers	4.56	0.55	3	very high
Outlandish ideas or provocative visuals	4.08	1.12	8	high

From the Table 15 shows the score of attitude data of respondents about message strategy that they think it has ability to encourage to perceiving value and to purchase Moo-Naem which in order respectively

Messages that Drive Perception

Number 1 The researcher found that the respondents think the Taglines have the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Logo or signature have the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Loud and bold message and contrast message have the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the teaser message has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the Jingles and Color and Shape messages have the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Messages that Drive Cognition

Number 1 The researcher found that the respondents think the Interesting product characteristic has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the News announcement has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Point of differentiation has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Explaining by demonstration has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 5 The researcher found that the respondents think the Claim or product proof statement has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Messages that Touch Emotion

Number 1 The researcher found that the respondents think the commercial looks like a TV show has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Messages that Persuade: Emotional appeal

Number 1 The researcher found that the respondents think the food appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the pleasure appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Appetite and health appeals have the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Culture appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the Emulation appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Star/Celebrity appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Conformity appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 8 The researcher found that the respondents think the Social-approval appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 9 The researcher found that the respondents think the Pride and prestige appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Messages that Persuade: Rational appeal

Number 1 The researcher found that the respondents think the Price appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Value appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Feature appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the News appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 5 The researcher found that the respondents think the novelty appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Competitive advantage appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Popularity appeal has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Messages that Transform a Product into Brand

Number 1 The researcher found that the respondents think the brand image has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Messages that Drive Action

Number 1 The researcher found that the respondents think sales promotion messages have the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think viral messages have the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Messages Approaches

Number 1 The researcher found that the respondents think informational message advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think Demonstration advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the teaser advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the problem solution advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a very high level.

Number 5 The researcher found that the respondents think the comparison advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the drama advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the humor advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 8 The researcher found that the respondents think the outlandish idea advertising approach has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Number 9 The researcher found that the respondents think the advertising approach that uses celebrity has the ability to encourage perceiving value and to purchase Moo-Naem at a high level.

Table 16 The average, standard deviation, and interpretation of the score of attitude data of respondents about media strategy related to objective 3 Moo-Naem conservation

Media strategy	\bar{x}	S.D.	Significant order	interpretation of the score
Print Media				
Newspaper	2.81	1.22	3	moderate
Magazine	2.92	1.15	2	moderate
Packaging	4.65	0.53	1	very high

Out of home Media				
On-Premise sign	4.50	0.55	1	high
Advertising on transportation	4.22	0.72	3	high
Advertising on transit station or bus stop	4.24	0.75	2	high
Broadcast Media				
Radio	3.33	1.09	3	moderate
Film or video	3.93	0.99	2	high
Product Placement	4.05	0.79	1	high
Interactive Media				
Web sites	4.49	0.60	1	high
Search engines	4.39	0.55	2	high
Chat Room or instant message	4.22	0.73	5	high
Blog or Web page	4.30	0.68	4	high
Banner Ads	4.32	0.67	3	high

From the Table 16 shows the score of attitude data of respondents about media strategy that they think it has ability to conserve Moo-Naem which in order respectively

Print Media

The orders of the data that the respondents agree with are same as the Objective 1 and Objective 2.

Out of home Media

The orders of the data that the respondents agree with are same as the *Objective 1*.

Broadcast Media

The orders of the data that the respondents agree with are same as the *Objective 1* and *Objective 2*.

Interactive Media

The orders of the data that the respondents agree with are same as the *Objective 1*.

Table 17 The average, standard deviation, and interpretation of the score of attitude data of respondents about message strategy related to objective 3 Moo-Naem conservation

Message strategy	\bar{x}	S.D.	Significant order	interpretation of the score
Messages that Drive Perception				
Loud and bold message	4.50	0.62	4	high
Contrast message	4.48	0.58	5	high
Teaser campaign	4.56	0.56	3	very high
Jingles	4.45	0.57	6	high
Taglines	4.57	0.58	2	very high
Color and Shape	4.43	0.55	7	high
Logo or signature	4.60	0.53	1	very high
Messages that Drive Cognition				
Interesting product characteristic	4.58	0.52	2	very high

Point of differentiation	4.57	0.56	3	very high
Claim or product proof statement	4.44	0.54	5	high
News announcement	4.61	0.51	1	very high
Explaining by demonstration	4.52	0.52	4	very high
Messages that Touch Emotion				
commercial look like TV show	4.46	0.52	1	high
Messages that Persuade				
Emotional appeal				
Food appeal	4.57	0.52	2	very high
Emulation appeal	4.19	1.01	5	high
Pride and prestige appeal	3.55	1.29	9	high
Conformity appeal	3.84	1.15	7	high
Pleasure appeal	4.58	0.56	1	very high
Appetite appeal	4.51	0.58	3	very high
Social-approval appeal	3.80	1.20	8	high
Health appeal	4.57	0.56	2	very high
Culture appeal	4.22	0.93	4	high

Star/Celebrity appeal	4.00	1.19	6	high
Rational appeal				
Feature appeal	4.56	0.55	3	very high
Price appeal	4.66	0.52	1	very high
Popularity appeal	4.18	0.89	7	high
Value appeal	4.61	0.55	2	very high
Novelty appeal	4.53	0.56	4	very high
News appeal	4.51	0.55	5	very high
Competitive advantage appeal	4.47	0.59	6	high
Messages that Transform a Product into Brand				
Brand image	4.56	0.54	1	very high
Messages that Drive Action				
Sales promotion	4.52	0.52	1	very high
Viral messages	4.39	0.72	2	high
Messages Approaches				
informational message	4.60	0.51	2	very high
Demonstration	4.61	0.49	1	very high
Comparison two or more products	4.47	0.55	4	high

Problem Solution with product	4.56	0.57	3	very high
Humor advertising	4.14	1.03	6	high
Drama	4.37	0.88	5	high
Advertising uses celebrity	4.00	1.13	8	high
Teasers	4.61	0.52	1	very high
Outlandish ideas or provocative visuals	4.08	1.09	7	high

From the Table 17 shows the score of attitude data of respondents about message strategy that they think it has ability to conserve Moo-Naem which in order respectively.

Messages that Drive Perception

Number 1 The researcher found that the respondents think the Logo or signature have the ability to conserve Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Taglines have the ability to conserve Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Teaser campaign has the ability to conserve Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Loud and bold message has the ability to conserve Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the Contrast message has the ability to conserve Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Jingles have the ability to conserve Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Color and Shape have the ability to conserve Moo-Naem at a high level.

Messages that Drive Cognition

Number 1 The researcher found that the respondents think the News announcement has the ability to conserve Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Interesting product characteristic has the ability to conserve Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Point of differentiation has the ability to conserve Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Explaining by demonstration has the ability to conserve Moo-Naem at a very high level.

Number 5 The researcher found that the respondents think the Claim or product proof statement has the ability to conserve Moo-Naem at a high level.

Messages that Touch Emotion

Number 1 The researcher found that the respondents think the commercial looks like a TV show has the ability to conserve Moo-Naem at a high level.

Messages that Persuade: Emotional appeal

Number 1 The researcher found that the respondents think the Pleasure appeal has the ability to conserve Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Food and Health appeals have the ability to conserve Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Appetite appeal has the ability to conserve Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Culture appeal has the ability to conserve Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the Emulation appeal has the ability to conserve Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Star/Celebrity appeal has the ability to conserve Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Conformity appeal has the ability to conserve Moo-Naem at a high level.

Number 8 The researcher found that the respondents think the Social-approval appeal has the ability to conserve Moo-Naem at a high level.

Number 9 The researcher found that the respondents think the Pride and prestige appeal has the ability to conserve Moo-Naem at a high level.

Messages that Persuade: Rational appeal

Number 1 The researcher found that the respondents think the Price appeal has the ability to conserve Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think the Value appeal has the ability to conserve Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Feature appeal has the ability to conserve Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think the Novelty appeal has the ability to conserve Moo-Naem at a very high level.

Number 5 The researcher found that the respondents think the News appeal has the ability to conserve Moo-Naem at a very high level.

Number 6 The researcher found that the respondents think the Competitive advantage appeal has the ability to conserve Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Popularity appeal has the ability to conserve Moo-Naem at a high level.

Messages that Transform a Product into Brand

Number 1 The researcher found that the respondents think the brand image has the ability to conserve Moo-Naem at a very high level.

Messages that Drive Action

Number 1 The researcher found that the respondents think sales promotion messages have the ability to conserve Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think viral messages have the ability to conserve Moo-Naem at a high level.

Messages Approaches

Number 1 The researcher found that the respondents think Demonstration and teaser advertising approach has the ability to conserve Moo-Naem at a very high level.

Number 2 The researcher found that the respondents think informational message advertising approach has the ability to conserve Moo-Naem at a very high level.

Number 3 The researcher found that the respondents think the Problem Solution with product advertising approach has the ability to conserve Moo-Naem at a very high level.

Number 4 The researcher found that the respondents think Comparison two or more products advertising approach has the ability to conserve Moo-Naem at a high level.

Number 5 The researcher found that the respondents think the drama advertising approach has the ability to conserve Moo-Naem at a high level.

Number 6 The researcher found that the respondents think the Humor advertising approach has the ability to conserve Moo-Naem at a high level.

Number 7 The researcher found that the respondents think the Outlandish ideas advertising approach has the ability to conserve Moo-Naem at a high level.

Number 8 The researcher found that the respondents think the advertising approach that uses celebrity has the ability to conserve Moo-Naem at a high level.

Table 18 The differences of respondents' behaviors which is compared by gender

Behavioral information of respondents	Gender	N	\bar{x}	S.D.	t	p
1. Do you know Moo-Naem?	Male	201	1.51	0.501	0.100	0.921
	Female	201	1.50	0.501		
2. How do you know Moo-Naem?	Male	139	2.14	1.058	1.153*	0.250
	Female	132	2.00	0.891		

3. Have you ever eaten Moo-Naem?	Male	100	1.14	0.349	-0.424	0.672
	Female	99	1.16	0.370		
4. Where did you eat Moo-Naem?	Male	135	2.24	0.549	0.708	0.480
	Female	141	2.19	0.520		
5. What is the reason you don't know Moo-Naem?	Male	200	2.19	0.629	0*	1.000
	Female	200	2.19	0.705		
6. After you know Moo-Naem and its value, would you like to try Moo-Naem?	Male	201	1.01	0.122	1.004*	0.316
	Female	201	1.00	0.071		
7. Which group of people can influence you to buy a product or service?	Male	201	1.90	0.833	0.241	0.810
	Female	201	1.88	0.824		
8. Which following behavior is the most match to you about buying a new product in the market	Male	201	3.07	1.251	1.260	0.209
	Female	201	2.92	1.203		
9. Before you buy the product, do you search for the product information?	Male	201	1.00	0	-	-
	Female	201	1.00	0		
10. Before you buy the	Male	201	1.00	0	-	-

product, do you compare various products or features?	Female	201	1.00	0		
11. After you buy the product, do you reconsider and justify your purchase?	Male	201	1.02	0.156	1.647*	0.101
	Female	201	1.00	0.071		

*significant level 0.05

From the Table 18 shows the result of t-test analysis of respondents' behavioral data at significant level 0.05.

The male and female respondents' behavior are not different significantly for knowing Moo-Naem, having ever eaten Moo-Naem, the place that they ate Moo-Naem, influenced group for buying product, behavior of buying a new product, searching information before buying product, and comparing products before buying. In the other way, the male and female respondents' behavior are different significantly for reason of knowing and not knowing Moo-Naem, wanting to try Moo-Naem after knowing, and reconsidering purchase after buying.

Table 19 The respondents' reaching media which is compared by gender

12. Media strategy	Gender	N	\bar{x}	S.D.	t	p
Print Media						
Newspaper	Male	201	2.61	1.341	2.817*	0.005
	Female	201	2.27	1.049		
Magazine	Male	201	2.68	1.085	2.534	0.012

	Female	201	2.40	1.119		
Packaging	Male	201	4.68	0.479	3.348*	0.001
	Female	201	4.49	0.641		
Out of home Media						
Billboard	Male	201	4.21	0.828	2.043	0.042
	Female	201	4.03	0.880		
Painted Bulletin	Male	201	4.14	0.933	2.527*	0.012
	Female	201	3.89	1.038		
On-Premise sign	Male	201	4.32	0.648	0	1.000
	Female	201	4.32	0.648		
Advertising on transportation	Male	201	4.17	0.935	3.571*	0
	Female	201	3.81	1.097		
Advertising on transit station or bus stop	Male	201	4.14	0.944	2.463*	0.014
	Female	201	3.89	1.114		
Broadcast Media						
Radio	Male	201	3.25	1.158	3.137*	0.002
	Female	201	2.92	0.999		
Television	Male	201	4.31	0.791	0.574	0.566
	Female	201	4.27	0.773		
Film or video	Male	201	3.85	1.162	3.920	0

	Female	201	3.39	1.153		
Product Placement	Male	201	4.01	0.990	2.549*	0.011
	Female	201	3.75	1.082		
Interactive Media						
Web sites	Male	201	4.29	0.858	1.231	0.219
	Female	201	4.18	0.843		
Search engines	Male	201	4.26	0.758	0.823	0.411
	Female	201	4.20	0.695		
Chat Room or instant message	Male	201	4.14	0.946	3.504	0.001
	Female	201	3.82	0.904		
Blog or Web page	Male	201	4.10	0.970	1.840	0.066
	Female	201	3.93	0.927		
Banner Ads	Male	201	4.06	0.970	1.746	0.082
	Female	201	3.89	1.029		

*significant level 0.05

From the Table 19 shows the result of t-test analysis of respondents' reaching media data at significant level 0.05.

The male and female respondents' reaching media are not different significantly for magazine, billboard, on-premise sign, television, film or video, websites, search engine, instant message, blog, and banner ads.

In the other way, the male and female respondents' reaching media are different significantly for newspaper, packaging, printed bulletin, advertising or transportation and transit stop, radio, and product placement.

Table 20 The differences of respondents' advertising message preferring which is compared by gender

Message strategy	Gender	N	\bar{x}	S.D.	t	p
13. What kind of message in advertising will you get attention and memorize?	Male	201	4.18	1.599	-2.505	0.013
	Female	201	4.58	1.626		
14. What kind of strategy in advertising will make you intend to learn about the products?	Male	201	2.50	1.338	0	1.000
	Female	201	2.50	1.411		
15. Does the commercial look like a TV show can create your liking for the product?	Male	201	1.00	0.071	1.000*	0.319
	Female	201	1.00	0		
16. What kind of strategy in advertising will affect your attitude and create belief?	Male	0				
	Female	0				

17. What kind of strategy in advertising will make you probably intend to buy the product?	Male	0				
	Female	0				
18. Do you think Brand image will make you feel about the product?	Male	0				
	Female	0				
19. What kind of messages in advertising will make you buy the product?	Male	201	1.43	0.496	-0.501	0.616
	Female	201	1.45	0.496		
20. What kind of messages formats in advertising prefer?	Male	201	3.58	2.323	-1.092	0.276
	Female	201	3.85	2.516		

*significant level 0.05

From the Table 20 shows the result of t-test analysis of respondents' advertising message preferring data at significant level 0.05.

The male and female respondents' advertising message preferring are not different significantly for attention and memorized advertising message, types of messages that makes respondents intend to learn, types of messages that makes respondents buy product, and messages formats.

In the other way, the male and female respondents' advertising message preferring are different significantly for liking created by commercial look like a TV show.

For the following tables will show the agreement that the respondents have about using media strategy and message strategy compared by gender, age, education level, income level, and occupation for each objective from *objective 1* to *objective 3*. Some of media strategies are not practical to the Moo-Naem product, so the researcher will not show the data that will not useful such as Billboard, Printed Bulletin, and Television.

Table 21 The differences of respondents' media strategy agreement to objective 1, objective 2, and objective 3 which are compared by gender

Media strategy	Gender	N	Objective 1				Objective 2				Objective 3			
			\bar{x}	S.D.	t	p	\bar{x}	S.D.	t	p	\bar{x}	S.D.	t	p
Print Media														
Newspaper	Male	201	2.77	1.292	1.857*	0.064	2.89	1.297	1.621*	0.106	2.88	1.259	1.227	0.220
	Female	201	2.55	1.083			2.69	1.160			2.73	1.178		
Magazine	Male	201	2.82	1.094	0.673	0.524	2.97	1.106	1.153	0.250	3.00	1.145	1.438	0.154
	Female	201	2.75	1.133			2.84	1.144			2.84	1.161		
Packaging	Male	201	4.75	0.433	2.066*	0.040	4.71	0.457	1.961*	0.051	4.71	0.537	2.258*	0.024
	Female	201	4.66	0.497			4.61	0.509			4.59	0.523		
Out of home Media														
On-Premise sign	Male	201	4.40	0.649	-1.224	0.222	4.45	0.599	-0.410	0.682	4.48	0.548	-0.631	0.528
	Female	201	4.48	0.609			4.47	0.617			4.51	0.558		
Advertising on transportation	Male	201	4.29	0.720	2.661	0.008	4.27	0.656	1.495*	0.136	4.31	0.637	2.572	0.010
	Female	201	4.09	0.809			4.16	0.805			4.13	0.789		
Advertising on transit station or bus stop	Male	201	4.34	0.698	3.169	0.002	4.31	0.675	2.997	0.003	4.34	0.660	2.696*	0.007
	Female	201	4.11	0.804			4.09	0.785			4.14	0.813		
Broadcast Media														
Radio	Male	201	3.31	1.079	1.158	0.248	3.37	1.093	1.037	0.300	3.41	1.119	1.379*	0.169
	Female	201	3.19	1.057			3.26	1.022			3.26	1.050		
Film or video	Male	201	4.08	0.984	4.143*	0	4.05	0.999	3.663	0	4.09	1.001	3.316	0.001
	Female	201	3.67	1.043			3.69	0.961			3.77	0.954		
Product Placement	Male	201	4.16	0.778	3.262	0.001	4.21	0.748	3.114	0.002	4.18	0.792	3.247	0.001
	Female	201	3.89	0.873			3.97	0.851			3.93	0.774		
Interactive Media														

Web sites	Male	201	4.49	0.625	0.710	0.478	4.50	0.649	0.814	0.416	4.53	0.608	1.331	0.184
	Female	201	4.45	0.573			4.45	0.574			4.45	0.591		
Search engines	Male	201	4.38	0.622	-1.496	0.136	4.42	0.570	-0.803	0.423	4.37	0.560	-0.719	0.473
	Female	201	4.47	0.539			4.47	0.548			4.41	0.550		
Chat Room or instant message	Male	201	4.28	0.738	2.226	0.027	4.32	0.700	2.473	0.014	4.29	0.719	1.781	0.076
	Female	201	4.12	0.734			4.14	0.751			4.16	0.738		
Blog or Web page	Male	201	4.26	0.765	0.120	0.905	4.26	0.730	-0.887	0.376	4.34	0.790	1.319	0.188
	Female	201	4.26	0.687			4.32	0.615			4.25	0.671		
Banner Ads	Male	201	4.28	0.731	1.272*	0.204	4.40	0.649	1.746	0.082	4.38	0.638	1.792	0.074
	Female	201	4.20	0.663			4.29	0.607			4.26	0.697		

From the Table 21 shows the result of t-test analysis of respondents' media strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The male and female respondents' media strategy agreement to objective 1 are not different significantly for magazine, billboard, printed bulletin, on-premise sign, advertising on transportation and transit stop, radio, product placement, websites, search engine, instant message, and blog. For objective 2, they are not different significantly for magazine, on-premise sign, advertising on transit stop, radio, film or video, product placement, websites, search engine, instant message, blog, and banner ads. For objective 3, they are not different significantly for newspaper, magazine, printed bulletin, on-premise sign, advertising on transportation, television, film or video, product placement, websites, search engine, instant message, blog, and banner ads.

In the other way, the male and female respondents' media strategy agreement to objective 1 are different significantly for newspaper, packaging, television, film or video, and banner ads. For objective 2, they are different significantly for newspaper, packaging, billboard, printed bulletin, advertising on transportation, and television. For objective 3, they are different significantly for packaging, billboard, advertising on transit stop, and radio.

Table 22 The differences of respondents' message strategy agreement to objective 1, objective 2, and objective 3 which are compared by gender

Message strategy	Gender	N	Objective 1				Objective 2				Objective 3			
			\bar{x}	S.D.	t	p	\bar{x}	S.D.	t	p	\bar{x}	S.D.	t	p
Messages that Drive Perception														
Loud and bold message	Male	201	4.34	0.668	-1.949	0.052	4.51	0.567	0.498	0.619	4.48	0.617	-0.485	0.628
	Female	200	4.47	0.633			4.48	0.633			4.51	0.617		
Contrast message	Male	201	4.39	0.640	-1.605	0.109	4.45	0.546	-1.434	0.152	4.47	0.566	-0.513	0.608
	Female	200	4.49	0.567			4.53	0.566			4.50	0.601		
Teaser campaign	Male	201	4.39	0.632	-3.002	0.003	4.44	0.607	-1.121	0.263	4.55	0.574	-0.446	0.656
	Female	200	4.57	0.545			4.51	0.549			4.57	0.544		
Jingles	Male	201	4.47	0.617	1.381	0.168	4.44	0.598	-0.252	0.801	4.41	0.577	-1.309	0.191
	Female	200	4.38	0.654			4.46	0.591			4.48	0.567		
Taglines	Male	201	4.53	0.617	-1.707*	0.089	4.53	0.600	-2.713*	0.007	4.55	0.582	-0.512	0.609
	Female	200	4.63	0.525			4.68	0.498			4.58	0.587		
Color and Shape	Male	201	4.43	0.589	-0.038	0.970	4.42	0.588	-0.778	0.437	4.42	0.561	-0.541	0.589
	Female	200	4.44	0.545			4.47	0.566			4.45	0.546		
Logo or signature	Male	201	4.45	0.639	-2.538	0.012	4.57	0.554	-0.355	0.723	4.60	0.530	0.093	0.926
	Female	200	4.61	0.601			4.59	0.569			4.60	0.540		
Messages that Drive Cognition														
Interesting product characteristic	Male	201	4.59	0.541	1.160	0.247	4.60	0.548	0.849	0.396	4.62	0.506	1.433*	0.153
	Female	200	4.53	0.530			4.56	0.508			4.55	0.538		
Point of differentiation	Male	201	4.46	0.640	-4.190*	0	4.43	0.563	-3.736*	0	4.51	0.567	-2.067*	0.039
	Female	200	4.70	0.511			4.64	0.531			4.63	0.543		
Claim or product proof statement	Male	201	4.44	0.638	-0.558*	0.577	4.47	0.575	-0.180	0.857	4.43	0.535	-0.369	0.713
	Female	200	4.47	0.510			4.48	0.530			4.45	0.547		
News announcement	Male	201	4.55	0.556	-0.607	0.545	4.49	0.575	-2.487*	0.013	4.58	0.533	-0.970*	0.332
	Female	200	4.58	0.524			4.63	0.505			4.63	0.494		
Explaining by demonstration	Male	201	4.49	0.584	-0.683*	0.495	4.53	0.557	0.278	0.781	4.51	0.521	-0.383	0.702
	Female	200	4.53	0.511			4.52	0.521			4.53	0.520		

Messages that Touch Emotion														
commercial look like TV show	Male	201	4.44	0.555	-0.594	0.553	4.50	0.540	0.734	0.463	4.49	0.521	1.100	0.268
	Female	200	4.48	0.530			4.46	0.547			4.43	0.527		
Messages that Persuade														
Emotional appeal														
Food appeal	Male	201	4.61	0.528	2.402	0.017	4.58	0.534	-0.477	0.633	4.57	0.506	0	1.000
	Female	200	4.49	0.530			4.60	0.511			4.57	0.525		
Emulation appeal	Male	201	4.09	1.069	-1.878	0.061	4.17	1.001	-0.794	0.428	4.18	1.030	-0.196	0.844
	Female	200	4.29	1.014			4.25	1.009			4.20	1.002		
Pride and prestige appeal	Male	201	3.50	1.346	-1.036	0.301	3.47	1.323	-1.204	0.229	3.47	1.312	-1.234*	0.218
	Female	200	3.64	1.312			3.63	1.329			3.63	1.275		
Conformity appeal	Male	201	3.71	1.174	-1.471	0.142	3.78	1.172	-1.858	0.064	3.71	1.165	-2.214	0.027
	Female	200	3.88	1.189			3.99	1.136			3.97	1.133		
Pleasure appeal	Male	201	4.59	0.551	-0.718	0.473	4.55	0.599	-1.060*	0.290	4.56	0.563	-0.622	0.534
	Female	200	4.63	0.506			4.61	0.528			4.60	0.558		
Appetite appeal	Male	201	4.46	0.600	-1.879	0.061	4.54	0.591	-1.050	0.295	4.47	0.609	-1.380*	0.168
	Female	200	4.57	0.597			4.60	0.548			4.55	0.546		
Social-approval appeal	Male	201	3.65	1.224	-1.194	0.233	3.81	1.195	-0.170	0.865	3.72	1.222	-1.327	0.185
	Female	200	3.80	1.179			3.83	1.155			3.88	1.183		
Health appeal	Male	201	4.57	0.563	-0.587	0.558	4.56	0.607	-0.603	0.547	4.51	0.601	-1.959	0.051
	Female	200	4.60	0.558			4.59	0.550			4.62	0.516		
Culture appeal	Male	201	4.23	0.927	-1.178	0.239	4.22	0.901	-0.506	0.613	4.22	0.951	0	1.00
	Female	200	4.34	0.876			4.26	0.875			4.22	0.903		
Star/Celebrity appeal	Male	201	3.88	1.187	-2.079	0.038	3.86	1.221	-2.409*	0.016	3.86	1.222	-2.401	0.017
	Female	200	4.12	1.117			4.14	1.138			4.14	1.145		
Rational appeal														
Feature appeal	Male	201	4.54	0.548	0.314	0.754	4.56	0.536	0.821	0.412	4.55	0.546	-0.270	0.787
	Female	200	4.52	0.558			4.52	0.558			4.57	0.563		

Price appeal	Male	201	4.59	0.559	-2.134*	0.033	4.57	0.535	-2.940*	0.003	4.66	0.507	-0.096	0.924
	Female	200	4.71	0.499			4.72	0.482			4.66	0.534		
Popularity appeal	Male	201	4.13	0.958	0.369	0.712	4.15	0.915	-0.111	0.912	4.13	0.896	-1.228	0.220
	Female	200	4.10	0.902			4.16	0.880			4.24	0.890		
Value appeal	Male	201	4.59	0.569	-1.064	0.288	4.62	0.536	-0.934	0.351	4.61	0.546	0.182	0.856
	Female	200	4.65	0.520			4.67	0.532			4.60	0.548		
Novelty appeal	Male	201	4.52	0.592	-0.314*	0.754	4.49	0.575	-0.458*	0.647	4.54	0.547	0.355	0.722
	Female	200	4.54	0.529			4.52	0.511			4.52	0.575		
News appeal	Male	201	4.36	0.618	-3.967*	0	4.45	0.582	-2.485*	0.013	4.48	0.566	-1.174	0.241
	Female	200	4.59	0.523			4.59	0.541			4.54	0.538		
Competitive advantage appeal	Male	201	4.36	0.625	-1.490	0.137	4.45	0.607	1.252	0.211	4.47	0.625	0	1.000
	Female	200	4.45	0.608			4.37	0.587			4.47	0.557		
Messages that Transform a Product into Brand														
Brand image	Male	201	4.56	0.563	-0.884	0.377	4.58	0.504	0.479	0.632	4.57	0.516	0.186	0.852
	Female	200	4.61	0.519			4.56	0.537			4.56	0.555		
Messages that Drive Action														
Sales promotion	Male	201	4.49	0.567	0.885*	0.377	4.55	0.509	1.747	0.081	4.53	0.530	0.285	0.776
	Female	200	4.44	0.508			4.46	0.519			4.51	0.521		
Viral message	Male	201	4.43	0.622	0.974*	0.331	4.44	0.719	2.033	0.043	4.46	0.678	1.939*	0.053
	Female	200	4.37	0.765			4.29	0.753			4.32	0.760		
Messages Approaches														
informational message	Male	201	4.67	0.493	1.739*	0.083	4.67	0.483	0.707	0.480	4.65	0.498	1.848*	0.065
	Female	200	4.58	0.505			4.63	0.504			4.56	0.527		
Demonstration	Male	201	4.55	0.538	-2.716*	0.007	4.54	0.499	-2.200*	0.028	4.56	0.498	-2.027*	0.043
	Female	200	4.69	0.476			4.65	0.498			4.66	0.486		
Comparison two or more products	Male	201	4.47	0.584	0.928	0.354	4.47	0.557	0.353	0.724	4.49	0.549	0.995	0.321
	Female	200	4.42	0.552			4.45	0.573			4.44	0.554		
Problem Solution with	Male	201	4.50	0.633	-2.172*	0.030	4.47	0.584	-1.947*	0.052	4.49	0.584	-2.457*	0.014

product	Female	200	4.62	0.487			4.58	0.543			4.63	0.552		
Humor advertising	Male	201	4.13	1.065	-0.195	0.845	4.16	1.037	-0.403	0.687	4.12	1.042	-0.337	0.736
	Female	200	4.15	1.055			4.20	0.944			4.15	1.030		
Drama	Male	201	4.30	0.855	0.658	0.511	4.32	0.859	0.167	0.868	4.39	0.842	0.564	0.573
	Female	200	4.24	0.926			4.30	0.934			4.34	0.926		
Advertising uses celebrity	Male	201	3.91	1.167	-1.626	0.105	3.91	1.163	-2.223	0.027	3.92	1.191	-1.549*	0.122
	Female	200	4.10	1.105			4.16	1.079			4.09	1.059		
Teasers	Male	201	4.49	0.558	-2.950*	0.003	4.51	0.567	-1.820*	0.070	4.58	0.534	-1.144	0.253
	Female	200	4.65	0.510			4.61	0.529			4.46	0.512		
Outlandish ideas or provocative visuals	Male	201	4.00	1.093	-0.217	0.787	4.05	1.121	-0.492	0.623	4.07	1.098	-0.229	0.819
	Female	200	4.04	1.127			4.10	1.111			4.09	1.084		

From the Table 22 shows the result of t-test analysis of respondents' message strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The male and female respondents' message strategy agreement to objective 1 are not different significantly for Loud and bold message, Contrast message, Teasers, Jingles, Color and Shape, and Logo or signature, Interesting product characteristic, News announcement, Commercial look like TV show, Food appeal, Emulation appeal, Pride and prestige appeal, Conformity appeal, Pleasure appeal, Appetite appeal, Social-approval appeal, Health appeal, Culture appeal, Star/Celebrity appeal, Feature appeal, Popularity appeal, Value appeal, Competitive advantage appeal, Brand image, Comparison two or more products, Humor advertising, Drama advertising, Advertising uses celebrity, and Outlandish ideas or provocative visuals. For objective 2, they are not different significantly for Loud and bold message, Contrast message, Teasers, Jingles, Color and Shape, and Logo or signature, Interesting product characteristic, Claim or product proof statement, Explain by demonstration, Commercial look like TV show, Food appeal, Emulation appeal, Pride and prestige appeal, Conformity appeal, Appetite appeal, Social-approval appeal, Health appeal, Culture appeal, Feature appeal, Popularity appeal, Value appeal, Competitive advantage appeal, Brand image, Sales promotion, Viral message, Informational message, Comparison two or more products, Humor

advertising, Drama advertising, Advertising uses celebrity, and Outlandish ideas or provocative visuals. For objective 3, they are not different significantly for Loud and bold message, Contrast message, teasers, Jingles, taglines, Color and Shape, and Logo or signature, Claim or product proof statement, Explain by demonstration, Commercial look like TV show, Food appeal, Emulation appeal, Conformity appeal, Pleasure appeal, Social-approval appeal, Health appeal, Culture appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Popularity appeal, Value appeal, Novelty appeal, News appeal, Competitive advantage appeal, Brand image, Sales promotion, Comparison two or more products, Humor advertising, Drama advertising, Teasers, and Outlandish ideas or provocative visuals.

In the other way, the male and female respondents' message strategy agreement to objective 1 are different significantly for Taglines, Points of differentiation, Claim or product proof statement, Explain by demonstration, Price appeal, Novelty appeal, Sales promotion, Viral message, News appeal, Informational message, Demonstration, Problem Solution with product, and Teasers. For objective 2, they are different significantly for Taglines, Points of differentiation, News announcement, Pleasure appeal, Star/Celebrity appeal, Price appeal, Novelty appeal, News appeal, Demonstration, Problem Solution with product, and Teasers. For objective 3, they are different significantly for Interesting product characteristic, Points of differentiation, News announcement, Pride and prestige appeal, Appetite appeal, Viral message, Informational message, Demonstration, Problem Solution with product, and Advertising uses celebrity.

Table 23 The differences of respondents' media strategy agreement to objective 1, objective 2, and objective 3 which are compared by age

Media strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Print Media																
Newspaper	Between groups	8.042	5	1.608	1.126	0.346	9.359	5	1.872	1.235	0.292	5.428	5	1.086	0.727	0.604
	Within Groups	564.467	395	1.429			600.243	396	1.516			591.438	396	1.494		
	Total	572.509	400				609.602	401				596.866	401			
Magazine	Between groups	19.071	5	3.814	3.162*	0.008	14.589	5	2.918	2.342*	0.041	13.837	5	2.767	2.106	0.064
	Within Groups	476.485	395	1.206			493.431	396	1.246			520.454	396	1.314		
	Total	495.556	400				508.02	401				534.291	401			
Packaging	Between groups	3.965	5	0.793	3.741*	0.003	1.15	5	0.23	0.978	0.431	0.333	5	0.067	0.232	0.948
	Within Groups	83.721	395	0.212			93.161	396	0.235			113.508	396	0.287		
	Total	87.686	400				94.311	401				113.841	401			
Out of home Media																
<u>On-Premise</u> sign	Between groups	2.178	5	0.436	1.098	0.361	1.459	5	0.292	0.789	0.558	4.262	5	0.852	2.855*	0.015
	Within Groups	156.694	395	0.397			146.404	396	0.37			118.228	396	0.299		
	Total	158.873	400				147.863	401				122.49	401			
Advertising on transportation	Between groups	5.392	5	1.078	1.803	0.106	8.462	5	1.692	3.218*	0.007	3.763	5	0.753	1.45	0.205
	Within Groups	232.823	395	0.589			208.274	396	0.526			205.533	396	0.519		
	Total	238.214	400				216.736	401				209.296	401			
Advertising on transit station or bus stop	Between groups	5.955	5	1.191	2.083	0.067	2.047	5	0.409	0.746	0.589	7.374	5	1.475	2.708*	0.02
	Within Groups	225.846	395	0.572			217.227	396	0.549			215.701	396	0.545		
	Total	231.800	400				219.274	401				223.075	401			
Broadcast Media																
Radio	Between groups	11.458	5	2.292	2.034	0.073	6.493	5	1.299	1.161	0.328	7.373	5	1.475	1.253	0.284
	Within Groups	445.101	395	1.127			442.751	396	1.118			465.96	396	1.177		
	Total	456.559	400				449.244	401				473.333	401			
Film or video	Between groups	19.702	5	3.940	3.814*	0.002	13.072	5	2.614	2.695*	0.021	30.638	5	6.128	6.698*	0
	Within Groups	408.064	395	1.033			384.202	396	0.97			362.27	396	0.915		
	Total	427.766	400				397.274	401				392.908	401			

Product Placement	Between groups	14.695	5	2.939	4.380*	0.001	7.001	5	1.4	2.168	0.057	24.167	5	4.833	8.405*	0
	Within Groups	265.005	395	0.671			255.775	396	0.646			227.736	396	0.575		
	Total	279.751	400				262.776	401				251.903	401			
Interactive Media																
Web sites	Between groups	2.640	5	0.528	1.477	0.196	1.085	5	0.217	0.576	0.718	5	0.24	0.684	0.636	5
	Within Groups	141.156	395	0.357			149.213	396	0.377			396	0.36			396
	Total	143.796	400				150.299	401				401				401
Search engines	Between groups	2.754	5	0.551	1.636	0.149	3.16	5	0.632	2.049	0.071	5	0.80	2.663*	0.022	5
	Within Groups	133.002	395	0.337			122.136	396	0.308			396	0.30			396
	Total	135.776	400				125.296	401				401				401
Chat Room or instant message	Between groups	4.816	5	0.963	1.779	0.116	3.116	5	0.623	1.17	0.323	5	1.09	2.078	0.067	5
	Within Groups	213.822	395	0.541			210.904	396	0.533			396	0.52			396
	Total	218.638	400				214.02	401				401				401
Blog or Web page	Between groups	1.315	5	0.263	0.495	0.780	7.629	5	1.526	3.455*	0.005	5	0.81	1.763	0.12	5
	Within Groups	209.713	395	0.531			174.899	396	0.442			396	0.46			396
	Total	211.027	400				182.527	401				401				401
Banner Ads	Between groups	4.019	5	0.804	1.662	0.143	4.891	5	0.978	2.509*	0.03	5	1.50	3.447*	0.005	5
	Within Groups	190.998	395	0.484			154.353	396	0.39			396	0.43			396
	Total	195.017	400				159.244	401				401				401

From the Table 23 shows the result of One-Way ANOVA analysis of respondents' media strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each age groups have not different agreements significantly of message strategy to objective 1 for Newspaper, On-Premise sign, Advertising on transportation, Advertising on transit station or bus stop, Radio, Web sites, Search engines, Chat Room or instant message, Blog or Web page, and Banner Ads. For objective 2, they have not different agreements significantly of message strategy to objective 2 for Newspaper, Packaging, On-Premise sign, Advertising on transit station or bus stop, Radio, Product placement, Web sites, Search engines, and Chat Room or instant message. For objective 3, they have not different agreements significantly of message strategy to objective 3 for Newspaper, Magazine, Packaging, Printed Bulletin, Advertising on transportation, Radio, Television, Web sites, Chat Room or instant message, and Blog or Web page.

In the other way, they have different agreements significantly for Magazine, Packaging, Billboard, Painted Bulletin Television, Film or video, and Product placement. For objective 2, they have different agreements significantly for Magazine, Billboard, Painted Bulletin, Advertising on transportation, Television, Film or video, Blog or Web page, and Banner Ads. For objective 3, they have different agreements significantly for Billboard, On-Premise sign, Advertising on transit station or bus stop, Film or video, Product placement, Search engines, and Banner Ads.

Table 24 The differences of respondents' message strategy agreement to objective 1, objective 2, objective 3 which is compared by age

Message strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Messages that Drive Perception																
Loud and bold message	Between groups	5.029	5	1.006	2.397*	0.037	3.561	5	0.712	2.001	0.078	3.913	5	0.783	2.086	0.066
	Within Groups	165.714	395	0.420			140.917	396	0.356			148.585	396	0.375		
	Total	170.743	400				144.478	401				152.498	401			
Contrast message	Between groups	0.935	5	0.187	0.506	0.772	5.8	5	1.16	3.872*	0.002	6.644	5	1.329	4.056*	0.001
	Within Groups	145.938	395	0.369			118.638	396	0.3			129.734	396	0.328		
	Total	146.873	400				124.438	401				136.378	401			
Teaser campaign	Between groups	1.773	5	0.355	0.998	0.419	6.411	5	1.282	3.972*	0.002	3.074	5	0.615	1.996	0.078
	Within Groups	140.337	395	0.355			127.84	396	0.323			121.993	396	0.308		
	Total	142.110	400				134.251	401				125.067	401			
Jingles	Between groups	4.470	5	0.894	2.243*	0.049	3.301	5	0.66	1.892	0.095	5.3	5	1.06	3.331*	0.006
	Within Groups	157.460	395	0.399			138.204	396	0.349			125.996	396	0.318		
	Total	161.930	400				141.505	401				131.296	401			
Taglines	Between groups	2.437	5	0.487	1.486	0.193	0.189	5	0.038	0.121	0.988	3.371	5	0.674	2.002	0.077
	Within Groups	129.494	395	0.328			123.712	396	0.312			133.316	396	0.337		
	Total	131.930	400				123.9	401				136.687	401			
Color and Shape	Between groups	3.309	5	0.662	2.088	0.066	6.447	5	1.289	4.025*	0.001	3.096	5	0.619	2.051	0.071
	Within Groups	125.190	395	0.317			126.849	396	0.32			119.59	396	0.302		
	Total	128.499	400				133.296	401				122.687	401			
Logo or signature	Between groups	2.645	5	0.529	1.363	0.237	0.913	5	0.183	0.577	0.717	0.481	5	0.096	0.334	0.892
	Within Groups	153.330	395	0.388			125.197	396	0.316			114.039	396	0.288		
	Total	155.975	400				126.109	401				114.52	401			
Messages that Drive Cognition																
Interesting product characteristic	Between groups	2.176	5	0.435	1.527	0.180	3.139	5	0.628	2.285*	0.046	3.836	5	0.767	2.872*	0.015
	Within Groups	122.577	395	0.285			108.814	396	0.275			105.788	396	0.267		
	Total	114.753	400				111.953	401				109.624	401			

Point of differentiation	Between groups	3.314	5	0.663	1.919*	0.090	2.656	5	0.531	1.733	0.126	3.813	5	0.763	2.501*	0.03
	Within Groups	136.462	395	0.345			121.356	396	0.306			120.737	396	0.305		
	Total	139.776	400				124.012	401				124.55	401			
Claim or product proof statement	Between groups	8.091	5	1.618	5.101*	0.000	1.618	5	0.324	1.062	0.381	3.842	5	0.768	2.685*	0.021
	Within Groups	125.306	395	0.317			120.681	396	0.305			113.342	396	0.286		
	Total	133.397	400				122.299	401				117.184	401			
News announcement	Between groups	2.600	5	0.520	1.801	0.111	1.809	5	0.362	1.222	0.298	0.713	5	0.143	0.537	0.748
	Within Groups	114.028	395	0.289			117.258	396	0.296			105.187	396	0.266		
	Total	116.628	400				119.067	401				105.9	401			
Explaining by demonstration	Between groups	0.920	5	0.184	0.609	0.693	4.152	5	0.83	2.934*	0.013	3.567	5	0.713	2.697*	0.021
	Within Groups	119.314	395	0.302			112.099	396	0.283			104.732	396	0.264		
	Total	120.234	400				116.251	401				108.299	401			
Messages that Touch Emotion																
commercial look like TV show	Between groups	0.441	5	0.088	0.298	0.914	1.181	5	0.236	0.799	0.551	1.182	5	0.236	0.86	0.508
	Within Groups	117.130	395	0.297			117.118	396	0.296			108.041	393	0.275		
	Total	117.571	400				118.299	401				109.223	398			
Messages that Persuade																
Emotional appeal																
Food appeal	Between groups	1.979	5	0.396	1.405	0.222	0.747	5	0.149	0.545	0.742	1.26	5	0.252	0.949	0.449
	Within Groups	111.322	395	0.282			108.529	396	0.274			105.148	396	0.266		
	Total	113.302	400				109.276	401				106.408	401			
Emulation appeal	Between groups	1.401	5	0.290	0.254	0.938	2.353	5	0.471	0.463	0.803	2.283	5	0.457	0.44	0.82
	Within Groups	435.572	395	1.103			402.095	396	1.015			410.582	396	1.037		
	Total	436.973	400				404.448	401				412.866	401			
Pride and prestige appeal	Between groups	33.484	5	6.697	3.930*	0.002	25.325	5	5.065	2.948*	0.013	30.869	5	6.174	3.816*	0.002
	Within Groups	673.014	395	1.704			680.277	396	1.718			640.733	396	1.618		
	Total	706.499	400				705.602	401				671.602	401			
Conformity appeal	Between groups	9.394	5	1.879	1.348	0.243	9.528	5	1.906	1.429	0.213	7.334	5	1.467	1.102	0.359
	Within Groups	550.427	395	1.393			527.977	396	1.333			527.156	396	1.331		
	Total	559.820	400				537.505	401				534.49	401			
Pleasure appeal	Between groups	1.466	5	0.293	1.050	0.388	1.534	5	0.307	0.962	0.441	2.83	5	0.566	1.821	0.108
	Within Groups	110.280	395	0.279			126.257	396	0.319			123.123	396	0.311		

	Total	111.746	400				127.791	401				125.953	401			
Appetite appeal	Between groups	2.861	5	0.572	1.599	0.159	2.649	5	0.53	1.642	0.148	2.844	5	0.569	1.712	0.131
	Within Groups	141.314	395	0.358			127.759	396	0.323			131.594	396	0.332		
	Total	144.175	400				130.408	401				134.438	401			
Social-approval appeal	Between groups	22.578	5	4.516	3.210*	0.007	23.27	5	4.654	3.483*	0.004	21.959	5	4.392	3.109*	0.009
	Within Groups	555.696	395	1.407			529.108	396	1.336			559.314	396	1.412		
	Total	578.274	400				552.378	401				581.274	401			
Health appeal	Between groups	0.664	5	0.133	0.420	0.835	2.178	5	0.436	1.306	0.26	2.421	5	0.484	1.543	0.175
	Within Groups	124.788	395	0.316			132.083	396	0.334			124.266	396	0.314		
	Total	125.451	400				134.261	401				126.687	401			
Culture appeal	Between groups	9.896	5	1.979	2.473*	0.032	16.696	5	3.339	4.424*	0.001	15.015	5	3.003	3.616*	0.003
	Within Groups	316.124	395	0.800			298.898	396	0.755			328.836	396	0.83		
	Total	326.020	400				315.595	401				343.851	401			
Star/Celebrity appeal	Between groups	35.355	5	7.071	5.579*	0.000	47.154	5	9.431	7.212*	0	39.765	5	7.953	5.951*	0
	Within Groups	500.635	395	1.267			517.844	396	1.308			529.233	396	1.336		
	Total	535.990	400				564.998	401				568.998	401			
Rational appeal																
Feature appeal	Between groups	1.499	5	0.300	0.984	0.427	1.754	5	0.351	1.176	0.32	2.441	5	0.488	1.603	0.158
	Within Groups	120.421	395	0.305			118.109	396	0.298			120.626	396	0.305		
	Total	121.920	400				119.863	401				123.067	401			
Price appeal	Between groups	1.180	5	0.236	0.831	0.528	1.347	5	0.269	1.021	0.405	4.181	5	0.836	3.18*	0.008
	Within Groups	122.241	395	0.284			104.494	396	0.264			104.129	396	0.263		
	Total	113.421	400				105.841	401				108.311	401			
Popularity appeal	Between groups	2.393	5	0.479	0.551	0.738	6.75	5	1.35	1.694	0.135	4.291	5	0.858	1.075	0.374
	Within Groups	343.098	395	0.869			315.688	396	0.797			316.087	396	0.798		
	Total	345.491	400				322.438	401				320.378	401			
Value appeal	Between groups	2.342	5	0.468	1.588	0.162	0.3	5	0.06	0.208	0.959	1.505	5	0.301	1.007	0.413
	Within Groups	116.516	395	0.295			114.118	396	0.288			118.395	396	0.299		
	Total	118.858	400				114.418	401				119.9	401			
Novelty appeal	Between groups	2.488	5	0.498	1.592	0.161	3.568	5	0.714	2.459*	0.033	3.338	5	0.668	2.154	0.058
	Within Groups	123.487	395	0.313			114.922	396	0.29			122.741	396	0.31		
	Total	125.975	400				118.49	401				126.08	401			

News appeal	Between groups	1.294	5	0.259	0.759	0.580	1.684	5	0.337	1.054	0.386	3.644	5	0.729	2.429*	0.035
	Within Groups	134.731	395	0.341			126.614	396	0.32			118.816	396	0.3		
	Total	136.025	400				128.299	401				122.46	401			
Competitive advantage appeal	Between groups	2.933	5	0.587	1.549	0.174	5.038	5	1.008	2.887*	0.014	2.32	5	0.464	1.333	0.249
	Within Groups	149.621	395	0.379			138.238	396	0.349			137.879	396	0.348		
	Total	152.554	400				143.276	401				140.199	401			
Messages that Transform a Product into Brand																
Brand image	Between groups	2.978	5	0.596	2.058	0.070	3.336	5	0.667	2.512*	0.03	1.764	5	0.353	1.234	0.292
	Within Groups	114.304	395	0.289			105.213	396	0.266			113.181	396	0.286		
	Total	117.282	400				108.55	401				114.945	401			
Messages that Drive Action																
Sales promotion	Between groups	2.162	5	0.432	1.504	0.187	3.022	5	0.604	2.313*	0.043	3.957	5	0.791	2.946*	0.013
	Within Groups	113.564	395	0.288			103.476	396	0.261			106.384	396	0.269		
	Total	115.726	400				106.498	401				110.341	401			
Viral message	Between groups	5.868	5	1.174	2.452*	0.033	5.487	5	1.097	2.036	0.073	4.708	5	0.942	1.821	0.108
	Within Groups	188.291	395	0.477			213.488	396	0.539			204.754	396	0.517		
	Total	194.160	400				218.975	401				209.463	401			
Messages Approaches																
informational message	Between groups	1.497	5	0.299	1.199	0.309	1.95	5	0.39	1.615	0.155	2.164	5	0.433	1.649	0.146
	Within Groups	98.643	395	0.250			95.595	396	0.241			103.948	396	0.262		
	Total	100.140	400				97.545	401				106.112	401			
Demonstration	Between groups	2.686	5	0.537	2.077	0.067	1.85	5	0.37	1.482	0.195	4.103	5	0.821	3.464*	0.004
	Within Groups	102.172	395	0.259			98.867	396	0.25			93.798	396	0.237		
	Total	104.858	400				100.716	401				97.9	401			
Comparison two or more products	Between groups	4.922	5	0.984	3.132*	0.009	1.947	5	0.389	1.225	0.296	4.546	5	0.909	3.065*	0.01
	Within Groups	124.175	395	0.314			125.834	396	0.318			117.467	396	0.297		
	Total	129.097	400				127.781	401				122.012	401			
Problem Solution with product	Between groups	1.491	5	0.298	0.925	0.465	1.697	5	0.339	1.063	0.381	0.676	5	0.135	0.41	0.842
	Within Groups	127.382	395	0.322			126.502	396	0.319			130.508	396	0.33		
	Total	128.873	400				128.199	401				131.184	401			
Humor advertising	Between groups	18.223	5	3.645	3.348*	0.006	13.103	5	2.621	2.731*	0.019	18.189	5	3.638	3.503*	0.004
	Within Groups	429.957	395	1.088			380.002	396	0.96			411.286	396	1.039		

	Total	448.180	400				393.104	401				429.475	401			
Drama	Between groups	20.836	5	4.167	5.559*	0.000	31.191	5	6.238	8.491*	0	26.674	5	5.335	7.365*	0
	Within Groups	296.077	395	0.750			290.941	396	0.735			286.838	396	0.724		
	Total	316.913	400				322.132	401				313.512	401			
Advertising uses celebrity	Between groups	40.468	5	8.094	6.681*	0.000	46.536	5	9.307	7.961*	0	44.426	5	8.885	7.541*	0
	Within Groups	478.530	395	1.211			462.976	396	1.169			466.571	396	1.178		
	Total	518.998	400				509.512	401				510.998	401			
Teasers	Between groups	1.905	5	0.381	1.313	0.257	1.293	5	0.259	0.854	0.512	1.054	5	0.211	0.767	0.574
	Within Groups	114.594	395	0.290			119.891	396	0.303			108.847	396	0.275		
	Total	116.499	400				121.184	401				109.9	401			
Outlandish ideas or provocative visuals	Between groups	31.007	5	6.201	5.315*	0.000	33.731	5	6.746	5.747*	0	28.33	5	5.666	5.009*	0
	Within Groups	406.833	395	1.167			464.878	396	1.174			447.961	396	1.131		
	Total	491.840	400				498.609	401				476.291	401			

From the Table 24 shows the result of One-Way ANOVA analysis of respondents' message strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each age groups have not different agreements significantly of message strategy to objective 1 for Contrast message, Teaser campaign, Taglines Color and Shape, Logo or signature, Interesting product characteristic, News announcement, Explaining by demonstration, commercial look like TV show, Food appeal, Emulation appeal, Conformity appeal, Pleasure appeal, Appetite appeal, Health appeal, Feature appeal, Price appeal, Popularity appeal, Value appeal, Novelty appeal, News appeal, Competitive advantage appeal, Brand image, Sales promotion, informational message, Demonstration, Problem Solution, and Teasers. For objective 2, they have not different agreements significantly of message strategy to objective 2 for Loud and bold message, Taglines, Logo or signature, Point of differentiation, Claim or product proof statement, News announcement, commercial look like TV show, Food appeal, Emulation appeal, Conformity appeal, Pleasure appeal, Appetite appeal, Health appeal, Feature appeal, Price appeal, Popularity appeal, Value appeal, News appeal, Viral messages, informational message, Demonstration, Comparison, Problem Solution, and Teasers. For objective 3, they have not different agreements significantly of message strategy

to objective 3 for Loud and bold message, Teaser campaign, Taglines, Color and Shape, Logo or signature, News announcement, commercial look like TV show, Food appeal, Emulation appeal, Conformity appeal, Pleasure appeal, Appetite appeal, Health appeal, Feature appeal, Popularity appeal, Value appeal, Novelty appeal, Competitive advantage appeal, Brand image, Viral messages, informational message, Problem Solution, and Teasers.

In the other way, for objective 1, they have different agreements significantly for Loud and bold message, Jingles, Point of differentiation, Claim or product proof statement, Pride and prestige appeal, Social-approval appeal, Culture appeal, Star/Celebrity appeal, Viral messages, Comparison, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas. For objective 2, they have different agreements significantly for Contrast message, Teaser campaign, Color and Shape, Interesting product characteristic, explaining by demonstration, Pride and prestige appeal, Social-approval appeal, Culture appeal, Star/Celebrity appeal, Novelty appeal, Competitive advantage appeal, Brand image, Sales promotion, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas. For objective 3, they have different agreements significantly for Contrast message, Jingles, Interesting product characteristic, explaining by demonstration, Point of differentiation, Claim or product proof statement, Pride and prestige appeal, Social-approval appeal, Culture appeal, Star/Celebrity appeal, Price appeal, News appeal, Sales promotion, Demonstration, Comparison, Humor advertising, Drama, Advertising uses celebrity, and Outlandish idea.

Table 25 The differences of respondents' media strategy agreement to objective 1, objective 2, and objective 3 which are compared by education level

Media strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Print Media																
Newspaper	Between groups	13.758	3	4.586	3.258*	0.022	4.65	3	1.55	1.02	0.384	6.468	3	2.156	1.453	0.227
	Within Groups	558.751	397	1.407			604.952	398	1.52			590.398	398	1.483		
	Total	572.509	400				609.602	401				596.866	401			
Magazine	Between groups	9.534	3	3.178	2.596	0.052	1.843	3	0.614	0.483	0.694	4.777	3	1.592	1.197	0.311
	Within Groups	486.022	397	1.224			506.176	398	1.272			529.514	398	1.33		
	Total	495.556	400				508.02	401				534.291	401			
Packaging	Between groups	2.362	3	0.787	3.663*	0.013	0.769	3	0.256	1.09	0.353	0.582	3	0.194	0.682	0.564
	Within Groups	85.324	397	0.215			93.542	398	0.235			113.259	398	0.285		
	Total	87.686	400				94.311	401				113.841	401			
Out of home Media																
<u>On-Premise</u> sign	Between groups	0.912	3	0.304	0.764	0.515	1.252	3	0.417	1.133	0.335	0.994	3	0.331	1.085	0.355
	Within Groups	157.961	397	0.398			146.611	398	0.368			121.496	398	0.305		
	Total	158.873	400				147.863	401				122.49	401			
Advertising on transportation	Between groups	5.328	3	1.776	3.028*	0.029	5.14	3	1.713	3.223*	0.023	1.494	3	0.498	0.954	0.414
	Within Groups	232.886	397	0.587			211.596	398	0.532			207.802	398	0.522		
	Total	238.214	400				216.736	401				209.296	401			
Advertising on transit station or bus stop	Between groups	3.629	3	1.21	2.105	0.099	5.689	3	1.896	3.534*	0.015	3.565	3	1.188	2.155	0.093
	Within Groups	228.171	397	0.575			213.584	398	0.537			219.509	398	0.552		
	Total	231.8	400				219.274	401				223.075	401			
Broadcast Media																
Radio	Between groups	15.545	3	5.182	4.664*	0.003	13.095	3	4.365	3.983*	0.008	6.68	3	2.227	1.899	0.129
	Within Groups	441.014	397	1.111			436.149	398	1.096			466.653	398	1.172		
	Total	456.559	400				449.244	401				473.333	401			
Film or video	Between groups	5.608	3	1.869	1.758	0.155	7.731	3	2.577	2.633*	0.05	3.598	3	1.199	1.226	0.3
	Within Groups	422.157	397	1.063			389.542	398	0.979			389.31	398	0.978		
	Total	427.766	400				397.274	401				392.908	401			

Product Placement	Between groups	2.612	3	0.871	1.247	0.292	2.632	3	0.877	1.342	0.26	1.472	3	0.491	0.78	0.506
	Within Groups	277.138	397	0.698			260.144	398	0.654			250.431	398	0.629		
	Total	279.751	400				262.776	401				251.903	401			
Interactive Media																
Web sites	Between groups	0.734	3	0.245	0.679	0.565	0.524	3	0.175	0.464	0.708	0.299	3	0.1	0.275	0.843
	Within Groups	143.061	397	0.36			149.775	398	0.376			144.179	398	0.362		
	Total	143.796	400				150.299	401				144.478	401			
Search engines	Between groups	2.636	3	0.879	2.62	0.051	1.644	3	0.548	1.764	0.153	2.408	3	0.803	2.639*	0.049
	Within Groups	133.14	397	0.335			123.652	398	0.311			121.054	398	0.304		
	Total	135.776	400				125.296	401				123.463	401			
Chat Room or instant message	Between groups	0.884	3	0.295	0.537	0.657	2.047	3	0.682	1.281	0.28	4.321	3	1.44	2.736*	0.043
	Within Groups	217.755	397	0.549			211.973	398	0.533			209.53	398	0.526		
	Total	218.638	400				214.02	401				213.851	401			
Blog or Web page	Between groups	1.307	3	0.436	0.825	0.481	0.234	3	0.078	0.17	0.917	1.737	3	0.579	1.249	0.291
	Within Groups	209.721	397	0.528			182.294	398	0.458			184.442	398	0.463		
	Total	211.027	400				182.527	401				186.179	401			
Banner Ads	Between groups	2.81	3	0.937	1.935	0.123	2.966	3	0.989	2.518	0.058	4.997	3	1.666	3.789*	0.011
	Within Groups	192.207	397	0.484			156.277	398	0.393			174.963	398	0.44		
	Total	195.017	400				159.244	401				179.96	401			

From the Table 25 shows the result of One-Way ANOVA analysis of respondents' media strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each education level groups have not different agreements significantly of message strategy to objective 1 for Magazine, On-Premise sign, Advertising on transit station or bus stop, Television, Film or video, Product placement, Web sites, Search engines, Chat Room or instant message, Blog or Web page, and Banner Ads. For objective 2, they have not different agreements significantly of message strategy to objective 2 for Magazine Newspaper, Packaging, Billboard, On-Premise sign, Advertising on transportation, Television, Radio, Product placement, Web sites, Search engines, Chat Room or instant message, Blog or Web page, and Banner Ads. For objective 3, they have not different agreements significantly of message strategy to objective 3 for Magazine Newspaper, Packaging,

On-Premise sign, Advertising on transportation, Advertising on transit station or bus stop, Radio, Film or video, Product placement, Web sites, and Blog or Web page.

In the other way, for objective 1, they have different agreements significantly for Newspaper, Packaging, Billboard, Printed Bulletin, Advertising on transportation, and Radio. For objective 2, they have different agreements significantly for Printed Bulletin, Advertising on transit station or bus stop, and Film or video. For objective 3, they have different agreements significantly for Billboard, Printed Bulletin, Television, Search engines, Chat Room or instant message, and Banner Ads.

Table 26 The differences of respondents' message strategy agreement to objective 1, objective 2, and objective 3 which are compared by education level

Message strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Messages that Drive Perception																
Loud and bold message	Between groups	3.329	3	1.11	2.632*	0.05	2.993	3	0.998	2.806*	0.039	8.067	3	2.689	7.41*	0
	Within Groups	167.414	397	0.422			141.485	398	0.355			144.431	398	0.363		
	Total	170.743	400				144.478	401				152.498	401			
Contrast message	Between groups	0.922	3	0.307	0.836	0.475	2.635	3	0.878	2.87*	0.036	5.426	3	1.809	5.497*	0.001
	Within Groups	145.951	397	0.368			121.803	398	0.306			130.952	398	0.329		
	Total	146.873	400				124.438	401				136.378	401			
Teaser campaign	Between groups	0.153	3	0.051	0.143	0.934	1.719	3	0.573	1.72	0.162	1.968	3	0.656	2.121	0.097
	Within Groups	141.956	397	0.358			132.533	398	0.333			123.1	398	0.309		
	Total	142.11	400				134.251	401				125.067	401			
Jingles	Between groups	1.263	3	0.421	1.04	0.375	3.452	3	1.151	3.317*	0.02	1.623	3	0.541	1.661	0.175
	Within Groups	160.668	397	0.405			138.053	398	0.347			129.673	398	0.326		

	Total	161.93	400				141.505	401				131.296	401			
Taglines	Between groups	0.892	3	0.297	0.901	0.441	1.804	3	0.601	1.96	0.119	2.122	3	0.707	2.092	0.101
	Within Groups	131.038	397	0.33			122.096	398	0.307			134.564	398	0.338		
	Total	131.93	400				123.9	401				136.687	401			
Color and Shape	Between groups	0.822	3	0.274	0.852	0.466	1.756	3	0.585	1.771	0.152	0.581	3	0.194	0.631	0.595
	Within Groups	127.677	397	0.322			131.54	398	0.331			122.106	398	0.307		
	Total	128.499	400				133.296	401				122.687	401			
Logo or signature	Between groups	1.862	3	0.621	1.599	0.189	1.429	3	0.476	1.521	0.209	1.282	3	0.427	1.502	0.213
	Within Groups	154.113	397	0.388			124.68	398	0.313			113.238	398	0.285		
	Total	155.975	400				126.109	401				114.52	401			
Messages that Drive Cognition																
Interesting product characteristic	Between groups	0.574	3	0.191	0.665	0.574	0.536	3	0.179	0.638	0.591	1.145	3	0.382	1.401	0.242
	Within Groups	114.179	397	0.288			111.417	398	0.28			108.479	398	0.273		
	Total	114.753	400				111.953	401				109.624	401			
Point of differentiation	Between groups	1.38	3	0.46	1.32	0.267	0.122	3	0.041	0.131	0.942	0.698	3	0.233	0.748	0.524
	Within Groups	138.395	397	0.349			123.89	398	0.311			123.852	398	0.311		
	Total	139.776	400				124.012	401				124.55	401			
Claim or product proof statement	Between groups	0.804	3	0.268	0.802	0.493	1.049	3	0.35	1.148	0.329	1.095	3	0.365	1.251	0.291
	Within Groups	132.593	397	0.334			121.249	398	0.305			116.089	398	0.292		
	Total	133.397	400				122.299	401				117.184	401			
News announcement	Between groups	2.487	3	0.829	2.883*	0.036	0.762	3	0.254	0.854	0.465	2.463	3	0.821	3.158*	0.025
	Within Groups	114.142	397	0.288			118.305	398	0.297			103.438	398	0.26		
	Total	116.628	400				119.067	401				105.9	401			
Explaining by demonstration	Between groups	0.956	3	0.319	1.061	0.366	4.768	3	1.589	5.674*	0.001	0.723	3	0.241	0.891	0.446
	Within Groups	119.278	397	0.3			111.483	398	0.28			107.576	398	0.27		
	Total	120.234	400				116.251	401				108.299	401			
Messages that Touch Emotion																
commercial look like TV show	Between groups	0.122	3	0.041	0.137	0.938	1.243	3	0.414	1.409	0.24	0.534	3	0.178	0.647	0.586
	Within Groups	117.449	397	0.296			117.055	398	0.294			108.689	395	0.275		
	Total	117.571	400				118.299	401				109.223	398			
Messages that Persuade																
Emotional appeal																

Food appeal	Between groups	1.546	3	0.515	1.831	0.141	0.472	3	0.157	0.575	0.631	0.108	3	0.036	0.134	0.94
	Within Groups	111.756	397	0.282			108.804	398	0.273			106.3	398	0.267		
	Total	113.302	400				109.276	401				106.408	401			
Emulation appeal	Between groups	10.596	3	3.532	3.289*	0.021	15.756	3	5.252	5.378*	0.001	11.552	3	3.851	3.819*	0.01
	Within Groups	426.377	397	1.074			388.692	398	0.977			401.313	398	1.008		
	Total	436.973	400				404.448	401				412.866	401			
Pride and prestige appeal	Between groups	22.122	3	7.374	4.278*	0.005	23.023	3	7.674	4.475*	0.004	22.067	3	7.356	4.507*	0.004
	Within Groups	684.376	397	1.724			682.579	398	1.715			649.535	398	1.632		
	Total	706.499	400				705.602	401				671.602	401			
Conformity appeal	Between groups	21.626	3	7.209	5.317*	0.001	33.686	3	11.229	8.87*	0	30.25	3	10.083	7.959*	0
	Within Groups	538.195	397	1.356			503.819	398	1.266			504.24	398	1.267		
	Total	559.82	400				537.505	401				534.49	401			
Pleasure appeal	Between groups	2.724	3	0.908	3.306*	0.02	3.173	3	1.058	3.378*	0.018	1.568	3	0.523	1.672	0.172
	Within Groups	109.022	397	0.275			124.618	398	0.313			124.385	398	0.313		
	Total	111.746	400				127.791	401				125.953	401			
Appetite appeal	Between groups	1.187	3	0.396	1.098	0.35	0.673	3	0.224	0.689	0.559	1.402	3	0.467	1.398	0.243
	Within Groups	142.988	397	0.36			129.735	398	0.326			133.036	398	0.334		
	Total	144.175	400				130.408	401				134.438	401			
Social-approval appeal	Between groups	15.269	3	5.09	3.589*	0.014	20.792	3	6.931	5.189*	0.002	20.445	3	6.815	4.836*	0.003
	Within Groups	563.005	397	1.418			531.586	398	1.336			560.828	398	1.409		
	Total	578.274	400				552.378	401				581.274	401			
Health appeal	Between groups	0.859	3	0.286	0.912	0.435	0.988	3	0.329	0.983	0.4	0.404	3	0.135	0.424	0.736
	Within Groups	124.593	397	0.314			133.273	398	0.335			126.283	398	0.317		
	Total	125.451	400				134.261	401				126.687	401			
Culture appeal	Between groups	7.355	3	2.452	3.054*	0.028	7.568	3	2.523	3.26*	0.022	5.925	3	1.975	2.326	0.074
	Within Groups	318.665	397	0.803			308.026	398	0.774			337.926	398	0.849		
	Total	326.02	400				315.595	401				343.851	401			
Star/Celebrity appeal	Between groups	5.785	3	1.928	1.444	0.23	8.476	3	2.825	2.021	0.11	6.939	3	2.313	1.638	0.18
	Within Groups	530.205	397	1.336			556.521	398	1.398			562.059	398	1.412		
	Total	535.99	400				564.998	401				568.998	401			
Rational appeal																
Feature appeal	Between groups	1.112	3	0.371	1.218	0.303	1.095	3	0.365	1.223	0.301	0.326	3	0.109	0.352	0.788

	Within Groups	120.808	397	0.304			118.768	398	0.298			122.741	398	0.308		
	Total	121.92	400				119.863	401				123.067	401			
Price appeal	Between groups	0.729	3	0.243	0.856	0.464	0.516	3	0.172	0.65	0.583	1.405	3	0.468	1.744	0.157
	Within Groups	112.693	397	0.284			105.325	398	0.265			106.905	398	0.269		
	Total	113.421	400				105.841	401				108.311	401			
Popularity appeal	Between groups	8.642	3	2.881	3.395*	0.018	13.143	3	4.381	5.637*	0.001	10.018	3	3.339	4.282*	0.005
	Within Groups	336.85	397	0.848			309.295	398	0.777			310.36	398	0.78		
	Total	345.491	400				322.438	401				320.378	401			
Value appeal	Between groups	1.544	3	0.515	1.742	0.158	0.084	3	0.028	0.098	0.961	0.714	3	0.238	0.795	0.497
	Within Groups	117.314	397	0.296			114.334	398	0.287			119.186	398	0.299		
	Total	118.858	400				114.418	401				119.9	401			
Novelty appeal	Between groups	1.697	3	0.566	1.807	0.145	1.17	3	0.39	1.323	0.267	3.907	3	1.302	4.242*	0.006
	Within Groups	124.278	397	0.313			117.321	398	0.295			122.173	398	0.307		
	Total	125.975	400				118.49	401				126.08	401			
News appeal	Between groups	2.736	3	0.912	2.716*	0.044	1.556	3	0.519	1.629	0.182	1.636	3	0.545	1.796	0.147
	Within Groups	133.289	397	0.336			126.743	398	0.318			120.824	398	0.304		
	Total	136.025	400				128.299	401				122.46	401			
Competitive advantage appeal	Between groups	1.257	3	0.419	1.099	0.349	2.164	3	0.721	2.034	0.109	1.488	3	0.496	1.423	0.235
	Within Groups	151.297	397	0.381			141.113	398	0.355			138.711	398	0.349		
	Total	152.554	400				143.276	401				140.199	401			
Messages that Transform a Product into Brand																
Brand image	Between groups	3.778	3	1.259	4.405*	0.005	4.623	3	1.541	5.902*	0.001	4.729	3	1.576	5.692*	0.001
	Within Groups	113.504	397	0.286			103.926	398	0.261			110.217	398	0.277		
	Total	117.282	400				108.55	401				114.945	401			
Messages that Drive Action																
Sales promotion	Between groups	0.169	3	0.056	0.193	0.901	0.88	3	0.293	1.105	0.347	0.582	3	0.194	0.703	0.55
	Within Groups	115.557	397	0.291			105.617	398	0.265			109.759	398	0.276		
	Total	115.726	400				106.498	401				110.341	401			
Viral message	Between groups	8.032	3	2.677	5.711*	0.001	4.429	3	1.476	2.739*	0.043	3.353	3	1.118	2.158	0.092
	Within Groups	186.127	397	0.469			214.546	398	0.539			206.11	398	0.518		
	Total	194.16	400				218.975	401				209.463	401			
Messages Approaches																

informational message	Between groups	1.702	3	0.567	2.288	0.078	1.314	3	0.438	1.812	0.144	1.568	3	0.523	1.99	0.115
	Within Groups	98.438	397	0.248			96.23	398	0.242			104.544	398	0.263		
	Total	100.14	400				97.545	401				106.112	401			
Demonstration	Between groups	0.373	3	0.124	0.472	0.702	0.935	3	0.312	1.243	0.294	3.083	3	1.028	4.313*	0.005
	Within Groups	104.485	397	0.263			99.781	398	0.251			94.818	398	0.238		
	Total	104.858	400				100.716	401				97.9	401			
Comparison two or more products	Between groups	0.969	3	0.323	1.001	0.392	0.514	3	0.171	0.536	0.658	0.394	3	0.131	0.43	0.731
	Within Groups	128.128	397	0.323			127.267	398	0.32			121.618	398	0.306		
	Total	129.097	400				127.781	401				122.012	401			
Problem Solution with product	Between groups	1.524	3	0.508	1.584	0.193	0.287	3	0.096	0.297	0.827	1.174	3	0.391	1.198	0.31
	Within Groups	127.349	397	0.321			127.912	398	0.321			130.01	398	0.327		
	Total	128.873	400				128.199	401				131.184	401			
Humor advertising	Between groups	16.341	3	5.447	5.008*	0.002	9.899	3	3.3	3.427*	0.017	13.21	3	4.403	4.21*	0.006
	Within Groups	431.838	397	1.088			383.205	398	0.963			416.265	398	1.046		
	Total	448.18	400				393.104	401				429.475	401			
Drama	Between groups	23.063	3	7.688	10.386	0	19.817	3	6.606	8.697*	0	15.345	3	5.115	6.828*	0
					*											
	Within Groups	293.849	397	0.74			302.314	398	0.76			298.167	398	0.749		
	Total	316.913	400				322.132	401				313.512	401			
Advertising uses celebrity	Between groups	10.045	3	3.348	2.612	0.051	7.678	3	2.559	2.03	0.109	8.932	3	2.977	2.36	0.071
	Within Groups	508.952	397	1.282			501.834	398	1.261			502.066	398	1.261		
	Total	518.998	400				509.512	401				510.998	401			
Teasers	Between groups	0.429	3	0.143	0.49	0.69	1.412	3	0.471	1.564	0.198	0.907	3	0.302	1.104	0.347
	Within Groups	116.069	397	0.292			119.772	398	0.301			108.993	398	0.274		
	Total	116.499	400				121.184	401				109.9	401			
Outlandish ideas or provocative visuals	Between groups	16.391	3	5.464	4.562*	0.004	15.305	3	5.102	4.201*	0.006	9.786	3	3.262	2.783*	0.041
	Within Groups	475.449	397	1.198			483.304	398	1.214			466.505	398	1.172		
	Total	491.84	400				498.609	401				476.291	401			

From the Table 26 shows the result of One-Way ANOVA analysis of respondents' message strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each education level groups have not different agreements significantly of message strategy to objective 1 for Teaser campaign, Taglines, Contrast message, Jingles, Color and Shape, Logo or signature, Interesting product characteristic, Point of differentiation, Claim or product proof statement, Explaining by demonstration, commercial look like TV show, Food appeal, Appetite appeal, Health appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Value

appeal, Novelty appeal, Competitive advantage appeal, Sales promotion, informational message, Demonstration, Comparison, Advertising uses celebrity, Problem Solution, and Teasers.

For objective 2, have not different agreements significantly of message strategy to objective 2 for Teaser campaign, Taglines, Color and Shape, Logo or signature, Interesting product characteristic, Point of differentiation, Claim or product proof statement, News announcement, commercial look like TV show, Food appeal, Appetite appeal, Health appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Value appeal, Novelty appeal, News appeal, Competitive advantage appeal, Sales promotion, informational message, Demonstration, Comparison, Advertising uses celebrity, Problem Solution, and Teasers.

For objective 3, they have not different agreements significantly of message strategy to objective 3 for Teaser campaign, Taglines, Jingles, Color and Shape, Logo or signature, Interesting product characteristic, Point of differentiation, Claim or product proof statement, Explaining by demonstration, commercial look like TV show, Food appeal, Pleasure appeal, Appetite appeal, Health appeal, Culture appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Value appeal, News appeal, Competitive advantage appeal, Sales promotion, Viral messages, informational message, Comparison, Advertising uses celebrity, Problem Solution, and Teasers.

In the other way, for objective 1, they have different agreements significantly for Loud and bold message, News announcement, Emulation appeal, Pride and prestige appeal, Conformity appeal, Pleasure appeal, Social-approval appeal, Culture appeal, Popularity appeal, News appeal, Brand image, Viral messages, Humor advertising, Drama, and Outlandish ideas. For objective 2, they have different agreements significantly for Loud and bold message, Contrast message, Jingles, Explaining by demonstration, Emulation appeal, Pride and prestige appeal, Conformity appeal, Pleasure appeal, Social-approval appeal, Culture appeal, Popularity appeal, Brand image, Viral messages, Humor advertising, Drama, and Outlandish ideas. For objective 3, they have different agreements significantly for Loud and bold message, Contrast message, News announcement, Emulation appeal, Pride and prestige appeal, Conformity appeal, Social-approval appeal, Popularity

appeal, Novelty appeal, Brand image, Demonstration, Humor advertising, Drama, and Outlandish ideas.

Table 27 The differences of respondents' media strategy agreement to objective 1, objective 2, and objective 3 which is compared by occupation

Media strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Print Media																
Newspaper	Between groups	16.058	4	4.015	2.857*	0.023	13.721	4	3.43	2.285	0.06	15.378	4	3.844	2.625*	0.034
	Within Groups	556.451	396	1.405			595.881	397	1.501			581.488	397	1.465		
	Total	572.509	400				609.602	401				596.866	401			
Magazine	Between groups	20.939	4	5.235	4.368*	0.002	19.127	4	4.782	3.883*	0.004	20.18	4	5.045	3.896*	0.004
	Within Groups	474.617	396	1.199			488.893	397	1.231			514.111	397	1.295		
	Total	495.556	400				508.02	401				534.291	401			
Packaging	Between groups	0.771	4	0.193	0.878	0.477	1.664	4	0.416	1.782	0.132	1.376	4	0.344	1.214	0.304
	Within Groups	86.915	396	0.219			92.647	397	0.233			112.465	397	0.283		
	Total	87.686	400				94.311	401				113.841	401			
Out of home Media																
On-Premise sign	Between groups	3.016	4	0.754	1.916	0.107	2.269	4	0.567	1.547	0.188	3.24	4	0.81	2.696*	0.031
	Within Groups	155.857	396	0.394			145.594	397	0.367			119.25	397	0.3		
	Total	158.873	400				147.863	401				122.49	401			
Advertising on transportation	Between groups	2.965	4	0.741	1.248	0.29	3.521	4	0.88	1.639	0.164	2.851	4	0.713	1.371	0.243
	Within Groups	235.249	396	0.594			213.215	397	0.537			206.445	397	0.52		
	Total	238.214	400				216.736	401				209.296	401			
Advertising on transit station or bus stop	Between groups	4.741	4	1.185	2.067	0.084	3.197	4	0.799	1.469	0.211	6.424	4	1.606	2.943*	0.02
	Within Groups	227.059	396	0.573			216.076	397	0.544			216.65	397	0.546		
	Total	231.8	400				219.274	401				223.075	401			
Broadcast Media																
Radio	Between groups	26.895	4	6.724	6.197*	0	26.454	4	6.614	6.21*	0	26.144	4	6.536	5.802*	0
	Within Groups	429.664	396	1.085			422.789	397	1.065			447.189	397	1.126		
	Total	456.559	400				449.244	401				473.333	401			
Film or video	Between groups	13.164	4	3.291	3.143*	0.015	6.944	4	1.736	1.766	0.135	25.621	4	6.405	6.923*	0
	Within Groups	414.601	396	1.047			390.329	397	0.983			367.287	397	0.925		
	Total	427.766	400				397.274	401				392.908	401			

Product Placement	Between groups	3.832	4	0.958	1.375	0.242	3.307	4	0.827	1.265	0.283	4.586	4	1.146	1.84	0.12
	Within Groups	275.919	396	0.697			259.469	397	0.654			247.317	397	0.623		
	Total	279.751	400				262.776	401				251.903	401			
Interactive Media																
Web sites	Between groups	5.718	4	1.429	4.1*	0.003	4.066	4	1.016	2.759*	0.028	2.448	4	0.612	1.711	0.147
	Within Groups	138.078	396	0.349			146.233	397	0.368			142.029	397	0.358		
	Total	143.796	400				150.299	401				144.478	401			
Search engines	Between groups	6.808	4	1.702	5.226*	0	4.574	4	1.144	3.761*	0.005	5.792	4	1.448	4.885*	0.001
	Within Groups	128.968	396	0.326			120.722	397	0.304			117.671	397	0.296		
	Total	135.776	400				125.296	401				123.463	401			
Chat Room or instant message	Between groups	17.166	4	4.291	8.435*	0	9.639	4	2.41	4.681*	0.001	15.353	4	3.838	7.677*	0
	Within Groups	201.473	396	0.509			204.381	397	0.515			198.498	397	0.5		
	Total	218.638	400				214.02	401				213.851	401			
Blog or Web page	Between groups	2.92	4	0.73	1.389	0.237	12.608	4	3.152	7.365*	0	5.467	4	1.367	3.002*	0.018
	Within Groups	208.108	396	0.526			169.919	397	0.428			180.712	397	0.455		
	Total	211.027	400				182.527	401				186.179	401			
Banner Ads	Between groups	6.981	4	1.745	3.676*	0.006	7.809	4	1.952	5.118*	0	6.633	4	1.658	3.798*	0.005
	Within Groups	188.036	396	0.475			151.435	397	0.381			173.327	397	0.437		
	Total	195.017	400				159.244	401				179.96	401			

From the Table 27 shows the result of One-Way ANOVA analysis of respondents' media strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each occupation groups have not different agreements significantly of message strategy to objective 1 for Packaging, Printed Bulletin, On-Premise sign, Advertising on transportation, Advertising on transit station or bus stop, Television, Product placement, and Blog or Web page. For objective 2, they have not different agreements significantly of message strategy to objective 2 for Newspaper, Packaging, Printed Bulletin, On-Premise sign, Advertising on transportation, Advertising on transit station or bus stop, Film or video, Product placement. For objective 3, they have not different agreements significantly of message strategy to objective 3 for Packaging, Advertising on transportation, Product placement, and Web sites.

In the other way, for objective 1, they have different agreements significantly for Magazine, Newspaper, Billboard, Radio, Film or video, Web sites, Search engines,

Chat Room or instant message, and Banner Ads. For objective 2, they have different agreements significantly for Magazine, Billboard, Radio, Television, Web sites, Search engines, Chat Room or instant message, Banner Ads, and Blog or Web page. For objective 3, they have different agreements significantly for Magazine Newspaper, Billboard, Printed Bulletin, On-Premise sign, Advertising on transit station or bus stop, Radio, Television, Film or video, Search engines, Chat Room or instant message, Banner Ads, and Blog or Web page.

Table 28 The differences of respondents' message strategy agreement to objective 1, objective 2, and objective 3 which is compared by occupation

Message strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Messages that Drive Perception																
Loud and bold message	Between groups	2.243	4	0.561	1.318	0.263	4.559	4	1.14	3.234*	0.013	3.908	4	0.977	2.61*	0.035
	Within Groups	168.5	396	0.426			139.919	397	0.352			148.59	397	0.374		
	Total	170.743	400				144.478	401				152.498	401			
Contrast message	Between groups	3.043	4	0.761	2.095	0.081	4.707	4	1.177	3.902*	0.004	4.363	4	1.091	3.28*	0.012
	Within Groups	143.829	396	0.363			119.731	397	0.302			132.015	397	0.333		
	Total	146.873	400				124.438	401				136.378	401			
Teaser campaign	Between groups	3.514	4	0.878	2.51*	0.041	3.142	4	0.786	2.379	0.051	2.374	4	0.594	1.92	0.106
	Within Groups	138.596	396	0.35			131.109	397	0.33			122.693	397	0.309		
	Total	142.11	400				134.251	401				125.067	401			
Jingles	Between groups	1.633	4	0.408	1.008	0.403	2.589	4	0.647	1.85	0.119	3.515	4	0.879	2.73*	0.029
	Within Groups	160.298	396	0.405			138.916	397	0.35			127.781	397	0.322		

	Total	161.93	400				141.505	401				131.296	401			
Taglines	Between groups	2.278	4	0.569	1.739	0.141	3.985	4	0.996	3.299*	0.011	2.555	4	0.639	1.891	0.111
	Within Groups	129.652	396	0.327			119.915	397	0.302			134.131	397	0.338		
	Total	131.93	400				123.9	401				136.687	401			
Color and Shape	Between groups	6.582	4	1.645	5.344*	0	5.034	4	1.259	3.896*	0.004	2.313	4	0.578	1.907	0.108
	Within Groups	121.917	396	0.308			128.262	397	0.323			120.374	397	0.303		
	Total	128.499	400				133.296	401				122.687	401			
Logo or signature	Between groups	1.453	4	0.363	0.931	0.446	3.679	4	0.92	2.983*	0.019	1.407	4	0.352	1.234	0.296
	Within Groups	154.522	396	0.39			122.43	397	0.308			113.113	397	0.285		
	Total	155.975	400				126.109	401				114.52	401			
Messages that Drive Cognition																
Interesting product characteristic	Between groups	1.786	4	0.446	1.565	0.183	2.339	4	0.585	2.118	0.078	1.963	4	0.491	1.81	0.126
	Within Groups	112.968	396	0.285			109.614	397	0.276			107.661	397	0.271		
	Total	114.753	400				111.953	401				109.624	401			
Point of differentiation	Between groups	2.294	4	0.574	1.652	0.16	1.393	4	0.348	1.128	0.343	2.7	4	0.675	2.199	0.068
	Within Groups	137.481	396	0.347			122.619	397	0.309			121.85	397	0.307		
	Total	139.776	400				124.012	401				124.55	401			
Claim or product proof statement	Between groups	5.464	4	1.366	4.228*	0.002	4.229	4	1.057	3.555*	0.007	5.32	4	1.33	4.72*	0.001
	Within Groups	127.932	396	0.323			118.07	397	0.297			111.864	397	0.282		
	Total	133.397	400				122.299	401				117.184	401			
News announcement	Between groups	2.4	4	0.6	2.08	0.083	2.588	4	0.647	2.205	0.068	1.519	4	0.38	1.445	0.218
	Within Groups	114.228	396	0.288			116.479	397	0.293			104.381	397	0.263		
	Total	116.628	400				119.067	401				105.9	401			
Explaining by demonstration	Between groups	7.124	4	1.781	6.235*	0	4.606	4	1.152	4.095*	0.003	4.52	4	1.13	4.323*	0.002
	Within Groups	113.11	396	0.286			111.645	397	0.281			103.779	397	0.261		
	Total	120.234	400				116.251	401				108.299	401			
Messages that Touch Emotion																
commercial look like TV show	Between groups	3.947	4	0.987	3.439*	0.009	4.296	4	1.074	3.74*	0.005	3.078	4	0.769	2.856*	0.023
	Within Groups	113.624	396	0.287			114.002	397	0.287			106.145	394	0.269		
	Total	117.571	400				118.299	401				109.223	398			
Messages that Persuade																
Emotional appeal																

Food appeal	Between groups	2.611	4	0.653	2.335	0.055	2.848	4	0.712	2.656*	0.033	2.142	4	0.536	2.039	0.088
	Within Groups	110.691	396	0.28			106.428	397	0.268			104.266	397	0.263		
	Total	113.302	400				109.276	401				106.408	401			
Emulation appeal	Between groups	4.057	4	1.014	0.928	0.448	4.064	4	1.016	1.007	0.403	5.076	4	1.269	1.235	0.295
	Within Groups	432.916	396	1.093			400.384	397	1.009			407.79	397	1.027		
	Total	436.973	400				404.448	401				412.866	401			
Pride and prestige appeal	Between groups	18.121	4	4.53	2.606*	0.035	16.32	4	4.08	2.35	0.054	17.851	4	4.463	2.71*	0.03
	Within Groups	688.377	396	1.738			689.282	397	1.736			653.751	397	1.647		
	Total	706.499	400				705.602	401				671.602	401			
Conformity appeal	Between groups	8.626	4	2.157	1.549	0.187	10.148	4	2.537	1.91	0.108	13.281	4	3.32	2.529*	0.04
	Within Groups	551.194	396	1.392			527.357	397	1.328			521.209	397	1.313		
	Total	559.82	400				537.505	401				534.49	401			
Pleasure appeal	Between groups	3.117	4	0.779	2.841*	0.024	4.601	4	1.15	3.707*	0.006	3.767	4	0.942	3.06*	0.017
	Within Groups	108.628	396	0.274			123.19	397	0.31			122.186	397	0.308		
	Total	111.746	400				127.791	401				125.953	401			
Appetite appeal	Between groups	4.695	4	1.174	3.333*	0.011	1.728	4	0.432	1.333	0.257	4.74	4	1.185	3.628*	0.006
	Within Groups	139.479	396	0.352			128.68	397	0.324			129.697	397	0.327		
	Total	144.175	400				130.408	401				134.438	401			
Social-approval appeal	Between groups	25.056	4	6.264	4.484*	0.001	27.245	4	6.811	5.149*	0	22.613	4	5.653	4.017*	0.003
	Within Groups	553.219	396	1.397			525.133	397	1.323			558.661	397	1.407		
	Total	578.274	400				552.378	401				581.274	401			
Health appeal	Between groups	3.583	4	0.896	2.911*	0.021	2.037	4	0.509	1.529	0.193	4.722	4	1.18	3.842*	0.004
	Within Groups	121.868	396	0.308			132.224	397	0.333			121.965	397	0.307		
	Total	125.451	400				134.261	401				126.687	401			
Culture appeal	Between groups	10.679	4	2.67	3.353*	0.01	10.914	4	2.729	3.555*	0.007	11.097	4	2.774	3.31*	0.011
	Within Groups	315.341	396	0.796			304.68	397	0.767			332.754	397	0.838		
	Total	326.02	400				315.595	401				343.851	401			
Star/Celebrity appeal	Between groups	17.153	4	4.288	3.273*	0.012	26.423	4	6.606	4.869*	0.001	20.972	4	5.243	3.798*	0.005
	Within Groups	518.837	396	1.31			538.575	397	1.357			548.026	397	1.38		
	Total	535.99	400				564.998	401				568.998	401			
Rational appeal																
Feature appeal	Between groups	4.307	4	1.077	3.626*	0.006	3.536	4	0.884	3.017*	0.018	2.16	4	0.54	1.773	0.133

	Within Groups	117.613	396	0.297			116.327	397	0.293			120.907	397	0.305		
	Total	121.92	400				119.863	401				123.067	401			
Price appeal	Between groups	0.895	4	0.224	0.787	0.534	1.691	4	0.423	1.611	0.171	3.967	4	0.992	3.774*	0.005
	Within Groups	112.527	396	0.284			104.15	397	0.262			104.344	397	0.263		
	Total	113.421	400				105.841	401				108.311	401			
Popularity appeal	Between groups	7.771	4	1.943	2.278	0.06	11.617	4	2.904	3.71*	0.006	16.333	4	4.083	5.332*	0
	Within Groups	337.72	396	0.853			310.821	397	0.783			304.045	397	0.766		
	Total	345.491	400				322.438	401				320.378	401			
Value appeal	Between groups	3.405	4	0.851	2.92*	0.021	2.113	4	0.528	1.867	0.115	3.122	4	0.78	2.653*	0.033
	Within Groups	115.453	396	0.292			112.305	397	0.283			116.779	397	0.294		
	Total	118.858	400				114.418	401				119.9	401			
Novelty appeal	Between groups	2.992	4	0.748	2.409*	0.049	4.76	4	1.19	4.154*	0.003	4.99	4	1.248	4.09*	0.003
	Within Groups	122.983	396	0.311			113.73	397	0.286			121.089	397	0.305		
	Total	125.975	400				118.49	401				126.08	401			
News appeal	Between groups	4.61	4	1.153	3.473*	0.008	4.167	4	1.042	3.331*	0.011	4.106	4	1.026	3.443*	0.009
	Within Groups	131.415	396	0.332			124.132	397	0.313			118.355	397	0.298		
	Total	136.025	400				128.299	401				122.46	401			
Competitive advantage appeal	Between groups	3.39	4	0.848	2.25	0.063	4.955	4	1.239	3.555*	0.007	3.401	4	0.85	2.467*	0.044
	Within Groups	149.163	396	0.377			138.322	397	0.348			136.798	397	0.345		
	Total	152.554	400				143.276	401				140.199	401			
Messages that Transform a Product into Brand																
Brand image	Between groups	3.51	4	0.878	3.055*	0.017	2.662	4	0.665	2.495*	0.042	3.856	4	0.964	3.445*	0.009
	Within Groups	113.771	396	0.287			105.888	397	0.267			111.089	397	0.28		
	Total	117.282	400				108.55	401				114.945	401			
Messages that Drive Action																
Sales promotion	Between groups	2.929	4	0.732	2.571*	0.038	2.201	4	0.55	2.094	0.081	3.215	4	0.804	2.978*	0.019
	Within Groups	112.796	396	0.285			104.297	397	0.263			107.126	397	0.27		
	Total	115.726	400				106.498	401				110.341	401			
Viral message	Between groups	4.841	4	1.21	2.531*	0.04	10.048	4	2.512	4.773*	0.001	9.604	4	2.401	4.769*	0.001
	Within Groups	189.319	396	0.478			208.927	397	0.526			199.859	397	0.503		
	Total	194.16	400				218.975	401				209.463	401			
Messages Approaches																

informational message	Between groups	1.951	4	0.488	1.967	0.099	0.626	4	0.157	0.641	0.633	1.968	4	0.492	1.876	0.114
	Within Groups	98.188	396	0.248			96.919	397	0.244			104.144	397	0.262		
	Total	100.14	400				97.545	401				106.112	401			
Demonstration	Between groups	2.696	4	0.674	2.613*	0.035	2.168	4	0.542	2.184*	0.07	2.964	4	0.741	3.099*	0.016
	Within Groups	102.162	396	0.258			98.548	397	0.248			94.936	397	0.239		
	Total	104.858	400				100.716	401				97.9	401			
Comparison two or more products	Between groups	6.708	4	1.677	5.426*	0	2.549	4	0.637	2.021	0.091	4.942	4	1.236	4.19*	0.002
	Within Groups	122.389	396	0.309			125.232	397	0.315			117.07	397	0.295		
	Total	129.097	400				127.781	401				122.012	401			
Problem Solution with product	Between groups	2.285	4	0.571	1.787	0.131	2.064	4	0.516	1.624	0.167	2.475	4	0.619	1.909	0.108
	Within Groups	126.587	396	0.32			126.135	397	0.318			128.709	397	0.324		
	Total	128.873	400				128.199	401				131.184	401			
Humor advertising	Between groups	28.554	4	7.139	6.737*	0	16.598	4	4.149	4.375*	0.002	25.905	4	6.476	6.371*	0
	Within Groups	419.625	396	1.06			376.507	397	0.948			403.57	397	1.017		
	Total	448.18	400				393.104	401				429.475	401			
Drama	Between groups	46.445	4	11.61	17*	0	56.129	4	14.032	20.943	0	49.653	4	12.41	18.677	0
	Within Groups									*					*	
	Total	270.468	396	0.683			266.002	397	0.67			263.86	397	0.665		
Advertising uses celebrity	Between groups	26.791	4	6.698	5.389*	0	25.313	4	6.328	5.189*	0	23.229	4	5.807	4.727*	0.001
	Within Groups	492.207	396	1.243			484.2	397	1.22			487.768	397	1.229		
	Total	518.998	400				509.512	401				510.998	401			
Teasers	Between groups	2.138	4	0.534	1.85	0.118	1.858	4	0.465	1.546	0.188	2.345	4	0.586	2.164	0.072
	Within Groups	114.361	396	0.289			119.326	397	0.301			107.555	397	0.271		
	Total	116.499	400				121.184	401				109.9	401			
Outlandish ideas or provocative visuals	Between groups	50.314	4	12.58	11.281*	0	45.541	4	11.385	9.976*	0	42.906	4	10.72	9.826*	0
	Within Groups	441.527	396	1.115			453.069	397	1.141			433.385	397	1.092		
	Total	491.84	400				498.609	401				476.291	401			

From the Table 28 shows the result of One-Way ANOVA analysis of respondents' message strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each occupation groups have not different agreements significantly of message strategy to objective 1 for Loud and bold message, Contrast message, Taglines, Jingles, Logo or signature, Interesting product characteristic, Point of differentiation, News announcement, Food appeal, Emulation appeal, Conformity appeal, Price appeal, Popularity appeal, Competitive advantage appeal, informational

message, Problem Solution, and Teasers.

For objective 2, they have not different agreements significantly of message strategy to objective 2 for Teaser campaign, Jingles, Interesting product characteristic, Point of differentiation, News announcement, Emulation appeal, Pride and prestige appeal, Conformity appeal, Appetite appeal, Health appeal, Price appeal, Value appeal, informational message, Comparison, Problem Solution, and Teasers.

For objective 3, they have not different agreements significantly of message strategy to objective 3 for Teaser campaign, Taglines, Color and Shape, Logo or signature, Interesting product characteristic, Point of differentiation, News announcement, Food appeal, Emulation appeal, Feature appeal, informational message, Problem Solution, and Teasers.

In the other way, for objective 1, they have different agreements significantly for Teaser campaign, Color and Shape, Claim or product proof statement, Explaining by demonstration, commercial look like TV show, Pride and prestige appeal, Pleasure appeal, Appetite appeal, Social-approval appeal, Health appeal, Culture appeal, Star/Celebrity appeal, Feature appeal, Value appeal, News appeal, ,Novelty appeal, Brand image, Sales promotion, Viral messages, Demonstration, Comparison, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas.

For objective 2, they have different agreements significantly for Loud and bold message, Contrast message, Taglines, Color and Shape, Logo or signature, Claim or product proof statement, Explaining by demonstration, commercial look like TV show, Food appeal, Pleasure appeal, Social-approval appeal, Culture appeal, Star/Celebrity appeal, Feature appeal, Popularity appeal, Competitive advantage appeal, News appeal, ,Novelty appeal, Brand image, Sales promotion, Viral messages, Demonstration, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas.

For objective 3, they have different agreements significantly for Loud and bold message, Contrast message, Jingles, Claim or product proof statement, Explaining by demonstration, commercial look like TV show, Pride and prestige appeal, Conformity appeal, Appetite appeal, Health appeal, Pleasure appeal, Social-approval appeal, Culture appeal, Star/Celebrity appeal, Price appeal, Value appeal,

Popularity appeal, Competitive advantage appeal, News appeal, Novelty appeal, Brand image, Sales promotion, Viral messages, Comparison, Demonstration, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas.

Table 29 The differences of respondents' media strategy agreement to objective 1, objective 2, and objective 3 which is compared by income

Media strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Print Media																
Newspaper	Between groups	65.69	5	13.13	10.239*	0	53.238	5	10.64	7.579*	0	54.941	5	10.988	8.029*	0
	Within Groups	506.819	395	1.283			556.364	396	1.405			541.924	396	1.368		
	Total	572.509	400				609.602	401				596.866	401			
Magazine	Between groups	31.887	5	6.377	5.433*	0	27.355	5	5.471	4.507*	0.001	25.645	5	5.129	3.993*	0.002
	Within Groups	463.669	395	1.174			480.665	396	1.214			508.646	396	1.284		
	Total	495.556	400				508.02	401				534.291	401			
Packaging	Between groups	7.053	5	1.411	6.91*	0	4.737	5	0.947	4.189*	0.001	7.22	5	1.444	5.363*	0
	Within Groups	80.633	395	0.204			89.574	396	0.226			106.62	396	0.269		
	Total	87.686	400				94.311	401				113.841	401			
Out of home Media																
On-Premise sign	Between groups	9.132	5	1.826	4.818*	0	5.406	5	1.081	3.006*	0.011	1.617	5	0.323	1.06	0.382
	Within Groups	149.741	395	0.379			142.457	396	0.36			120.873	396	0.305		
	Total	158.873	400				147.863	401				122.49	401			
Advertising on transportation	Between groups	8.798	5	1.76	3.03*	0.011	7.756	5	1.551	2.94*	0.013	4.017	5	0.803	1.55	0.173
	Within Groups	229.416	395	0.581			208.98	396	0.528			205.279	396	0.518		
	Total	238.214	400				216.736	401				209.296	401			
Advertising on transit station or bus stop	Between groups	5.647	5	1.129	1.973	0.082	7.01	5	1.402	2.615*	0.024	5.295	5	1.059	1.926	0.089
	Within Groups	226.154	395	0.573			212.264	396	0.536			217.779	396	0.55		
	Total	231.8	400				219.274	401				223.075	401			
Broadcast Media																
Radio	Between groups	8.477	5	1.695	1.495	0.19	2.133	5	0.427	0.378	0.864	14.85	5	2.97	2.565*	0.027
	Within Groups	448.081	395	1.134			447.111	396	1.129			458.484	396	1.158		
	Total	456.559	400				449.244	401				473.333	401			
Film or video	Between groups	15.589	5	3.118	2.988*	0.012	18.543	5	3.709	3.878*	0.002	31.792	5	6.358	6.973*	0
	Within Groups	412.176	395	1.043			378.73	396	0.956			361.116	396	0.912		
	Total	427.766	400				397.274	401				392.908	401			

Product Placement	Between groups	15.322	5	3.064	4.578*	0	17.543	5	3.509	5.666*	0	18.624	5	3.725	6.323*	0
	Within Groups	264.429	395	0.669			245.233	396	0.619			233.279	396	0.589		
	Total	279.751	400				262.776	401				251.903	401			
Interactive Media																
Web sites	Between groups	8.521	5	1.704	4.976*	0	9.379	5	1.876	5.271*	0	3.775	5	0.755	2.125	0.062
	Within Groups	135.275	395	0.342			140.919	396	0.356			140.703	396	0.355		
	Total	143.796	400				150.299	401				144.478	401			
Search engines	Between groups	6.388	5	1.278	3.9*	0.002	3.322	5	0.664	2.157	0.058	6.288	5	1.258	4.25*	0.001
	Within Groups	129.388	395	0.328			121.974	396	0.308			117.175	396	0.296		
	Total	135.776	400				125.296	401				123.463	401			
Chat Room or instant message	Between groups	16.702	5	3.34	6.534*	0	8.079	5	1.616	3.107*	0.009	19.46	5	3.892	7.928*	0
	Within Groups	201.936	395	0.511			205.941	396	0.52			194.391	396	0.491		
	Total	218.638	400				214.02	401				213.851	401			
Blog or Web page	Between groups	8.878	5	1.776	3.47*	0.004	9.109	5	1.822	4.16*	0.001	7.891	5	1.578	3.505*	0.004
	Within Groups	202.149	395	0.512			173.418	396	0.438			178.289	396	0.45		
	Total	211.027	400				182.527	401				186.179	401			
Banner Ads	Between groups	14.028	5	2.806	6.123*	0	13.981	5	2.796	7.623*	0	9.311	5	1.862	4.321*	0.001
	Within Groups	180.99	395	0.458			145.263	396	0.367			170.649	396	0.431		
	Total	195.017	400				159.244	401				179.96	401			

From the Table 29 shows the result of One-Way ANOVA analysis of respondents' media strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each income levels have not different agreements significantly of message strategy to objective 1 for Advertising on transit station or bus stop and Radio. For objective 2, they have not different agreements significantly of message strategy to objective 2 for Billboard, Radio, and Search engines. For objective 3, they have not different agreements significantly of message strategy to objective 3 for On-Premise, Advertising on transportation, Advertising on transit station or bus stop and Web sites.

In the other way, for objective 1, they have different agreements significantly for Magazine, Newspaper, Packaging, Billboard, Printed Bulletin, On-Premise sign, Advertising on transportation, Television, Film or video, Product placement, Web sites, Search engines, Chat Room or instant message, Banner Ads, and Blog or Web page. For objective 2, they have different agreements significantly for Magazine,

Newspaper, Packaging, Printed Bulletin, On-Premise sign, Advertising on transportation, Advertising on transit station or bus stop, Television, Film or video, Product placement, Web sites, Chat Room or instant message, Banner Ads, and Blog or Web page. For objective 3, they have different agreements significantly for Magazine, Newspaper, Packaging, Billboard, Printed Bulletin, Radio, Television, Film or video, Product placement, Search engines, Chat Room or instant message, Banner Ads, and Blog or Web page.

Table 30 The differences of respondents' message strategy agreement to objective 1, objective 2, and objective 3 which is compared by income

Message strategy	Between or within groups	Objective 1					Objective 2					Objective 3				
		SS	df	MS	F	p	SS	df	MS	F	p	SS	df	MS	F	p
Messages that Drive Perception																
Loud and bold message	Between groups	1.154	5	0.231	0.538	0.748	8.537	5	1.707	4.974*	0	4.856	5	0.971	2.605*	0.025
	Within Groups	169.589	395	0.429			135.94	396	0.343			147.641	396	0.373		
	Total	170.743	400				144.478	401				152.498	401			
Contrast message	Between groups	2.818	5	0.564	1.546	0.175	2.779	5	0.556	1.809	0.11	3.099	5	0.62	1.841	0.104
	Within Groups	144.054	395	0.365			121.659	396	0.307			133.279	396	0.337		
	Total	146.873	400				124.438	401				136.378	401			
Teaser campaign	Between groups	2.561	5	0.512	1.45	0.206	4.164	5	0.833	2.535*	0.028	4.184	5	0.837	2.741*	0.019
	Within Groups	139.549	395	0.353			130.087	396	0.329			120.883	396	0.305		
	Total	142.11	400				134.251	401				125.067	401			
Jingles	Between groups	5.727	5	1.145	2.896*	0.014	1.802	5	0.36	1.022	0.404	1.757	5	0.351	1.074	0.374
	Within Groups	156.204	395	0.395			139.703	396	0.353			129.539	396	0.327		

	Total	161.93	400				141.505	401				131.296	401			
Taglines	Between groups	2.756	5	0.551	1.686	0.137	2.429	5	0.486	1.584	0.163	5.109	5	1.022	3.075*	0.01
	Within Groups	129.174	395	0.327			121.471	396	0.307			131.578	396	0.332		
	Total	131.93	400				123.9	401				136.687	401			
Color and Shape	Between groups	4.171	5	0.834	2.651*	0.023	4.251	5	0.85	2.609*	0.025	1.024	5	0.205	0.666	0.649
	Within Groups	124.327	395	0.315			129.045	396	0.326			121.663	396	0.307		
	Total	128.499	400				133.296	401				122.687	401			
Logo or signature	Between groups	7.29	5	1.458	3.874*	0.002	5.446	5	1.089	3.575*	0.004	3.879	5	0.776	2.777*	0.018
	Within Groups	148.685	395	0.376			120.663	396	0.305			110.641	396	0.279		
	Total	155.975	400				126.109	401				114.52	401			
Messages that Drive Cognition																
Interesting product characteristic	Between groups	4.704	5	0.941	3.377*	0.005	3.449	5	0.69	2.517*	0.029	6.248	5	1.25	4.787*	0
	Within Groups	110.049	395	0.279			108.504	396	0.274			103.376	396	0.261		
	Total	114.753	400				111.953	401				109.624	401			
Point of differentiation	Between groups	2.045	5	0.409	1.173	0.322	4.239	5	0.848	2.803*	0.017	1.554	5	0.311	1	0.417
	Within Groups	137.731	395	0.349			119.773	396	0.302			122.996	396	0.311		
	Total	139.776	400				124.012	401				124.55	401			
Claim or product proof statement	Between groups	1.787	5	0.357	1.073	0.375	2.718	5	0.544	1.8	0.112	2.794	5	0.559	1.934	0.088
	Within Groups	131.61	395	0.333			119.581	396	0.302			114.39	396	0.289		
	Total	133.397	400				122.299	401				117.184	401			
News announcement	Between groups	4.345	5	0.869	3.057*	0.01	2.758	5	0.552	1.878	0.097	1.087	5	0.217	0.822	0.535
	Within Groups	112.283	395	0.284			116.309	396	0.294			104.813	396	0.265		
	Total	116.628	400				119.067	401				105.9	401			
Explaining by demonstration	Between groups	7.501	5	1.5	5.256*	0	4.444	5	0.889	3.148*	0.008	3.24	5	0.648	2.443*	0.034
	Within Groups	112.734	395	0.285			111.808	396	0.282			105.058	396	0.265		
	Total	120.234	400				116.251	401				108.299	401			
Messages that Touch Emotion																
commercial look like TV show	Between groups	4.7	5	0.94	3.29*	0.006	4.624	5	0.925	3.222*	0.007	6.911	5	1.382	5.309*	0
	Within Groups	112.871	395	0.286			113.674	396	0.287			102.312	393	0.26		
	Total	117.571	400				118.299	401				109.223	398			
Messages that Persuade																
Emotional appeal																

Food appeal	Between groups	4.36	5	0.872	3.162*	0.008	6.976	5	1.395	5.4*	0	4.598	5	0.92	3.577*	0.004
	Within Groups	108.942	395	0.276			102.3	396	0.258			101.81	396	0.257		
	Total	113.302	400				109.276	401				106.408	401			
Emulation appeal	Between groups	8.967	5	1.793	1.655	0.144	6.179	5	1.236	1.229	0.295	4.101	5	0.82	0.795	0.554
	Within Groups	428.006	395	1.084			398.269	396	1.006			408.765	396	1.032		
	Total	436.973	400				404.448	401				412.866	401			
Pride and prestige appeal	Between groups	35.629	5	7.126	4.196*	0.001	31.083	5	6.217	3.65*	0.003	29.544	5	5.909	3.644*	0.003
	Within Groups	670.87	395	1.698			674.519	396	1.703			642.058	396	1.621		
	Total	706.499	400				705.602	401				671.602	401			
Conformity appeal	Between groups	9.68	5	1.936	1.39	0.227	14.245	5	2.849	2.156	0.058	9.915	5	1.983	1.497	0.19
	Within Groups	550.141	395	1.393			523.26	396	1.321			524.575	396	1.325		
	Total	559.82	400				537.505	401				534.49	401			
Pleasure appeal	Between groups	3.156	5	0.631	2.296*	0.045	5.433	5	1.087	3.516*	0.004	3.865	5	0.773	2.507*	0.03
	Within Groups	108.59	395	0.275			122.358	396	0.309			122.088	396	0.308		
	Total	111.746	400				127.791	401				125.953	401			
Appetite appeal	Between groups	4.232	5	0.846	2.389*	0.037	3.598	5	0.72	2.247*	0.049	4.031	5	0.806	2.448*	0.033
	Within Groups	139.943	395	0.354			126.81	396	0.32			130.406	396	0.329		
	Total	144.175	400				130.408	401				134.438	401			
Social-approval appeal	Between groups	19.096	5	3.819	2.698*	0.021	24.465	5	4.893	3.67*	0.003	19.31	5	3.862	2.721*	0.02
	Within Groups	559.178	395	1.416			527.913	396	1.333			561.964	396	1.419		
	Total	578.274	400				552.378	401				581.274	401			
Health appeal	Between groups	5.868	5	1.174	3.877*	0.002	7.602	5	1.52	4.753*	0	3.79	5	0.758	2.442*	0.034
	Within Groups	119.583	395	0.303			126.659	396	0.32			122.897	396	0.31		
	Total	125.451	400				134.261	401				126.687	401			
Culture appeal	Between groups	2.558	5	0.512	0.625	0.681	5.502	5	1.1	1.405	0.221	5.483	5	1.097	1.283	0.27
	Within Groups	323.462	395	0.819			310.092	396	0.783			338.368	396	0.854		
	Total	326.02	400				315.595	401				343.851	401			
Star/Celebrity appeal	Between groups	36.364	5	7.273	5.75*	0	42.176	5	8.435	6.389*	0	42.313	5	8.463	6.363*	0
	Within Groups	499.626	395	1.265			522.822	396	1.32			526.684	396	1.33		
	Total	535.99	400				564.998	401				568.998	401			
Rational appeal																
Feature appeal	Between groups	4.964	5	0.993	3.353*	0.006	6.057	5	1.211	4.215*	0.001	3.92	5	0.784	2.606*	0.025

	Within Groups	116.956	395	0.296			113.807	396	0.287			119.147	396	0.301		
	Total	121.92	400				119.863	401				123.067	401			
Price appeal	Between groups	3.198	5	0.64	2.292*	0.045	4.307	5	0.861	3.36*	0.006	4.833	5	0.967	3.699*	0.003
	Within Groups	110.223	395	0.279			101.534	396	0.256			103.478	396	0.261		
	Total	113.421	400				105.841	401				108.311	401			
Popularity appeal	Between groups	4.662	5	0.932	1.081	0.371	9.047	5	1.809	2.286*	0.046	7.658	5	1.532	1.939	0.087
	Within Groups	340.829	395	0.863			313.391	396	0.791			312.72	396	0.79		
	Total	345.491	400				322.438	401				320.378	401			
Value appeal	Between groups	3.58	5	0.716	2.453*	0.033	5.111	5	1.022	3.703*	0.003	7.603	5	1.521	5.362*	0
	Within Groups	115.278	395	0.292			109.307	396	0.276			112.297	396	0.284		
	Total	118.858	400				114.418	401				119.9	401			
Novelty appeal	Between groups	2.279	5	0.456	1.455	0.204	2.871	5	0.574	1.967	0.083	5.079	5	1.016	3.325*	0.006
	Within Groups	123.696	395	0.313			115.619	396	0.292			121	396	0.306		
	Total	125.975	400				118.49	401				126.08	401			
News appeal	Between groups	2.692	5	0.538	1.595	0.16	1.779	5	0.356	1.114	0.352	2.135	5	0.427	1.406	0.221
	Within Groups	133.333	395	0.338			126.519	396	0.319			120.325	396	0.304		
	Total	136.025	400				128.299	401				122.46	401			
Competitive advantage appeal	Between groups	2.904	5	0.581	1.533	0.178	2.106	5	0.421	1.182	0.317	3.592	5	0.718	2.083	0.067
	Within Groups	149.65	395	0.379			141.17	396	0.356			136.607	396	0.345		
	Total	152.554	400				143.276	401				140.199	401			
Messages that Transform a Product into Brand																
Brand image	Between groups	4.175	5	0.835	2.916*	0.013	2.621	5	0.524	1.959	0.084	2.135	5	0.427	1.499	0.189
	Within Groups	113.107	395	0.286			105.929	396	0.267			112.81	396	0.285		
	Total	117.282	400				108.55	401				114.945	401			
Messages that Drive Action																
Sales promotion	Between groups	2.405	5	0.481	1.677	0.139	6.643	5	1.329	5.269*	0	3.997	5	0.799	2.977*	0.012
	Within Groups	113.321	395	0.287			99.855	396	0.252			106.344	396	0.269		
	Total	115.726	400				106.498	401				110.341	401			
Viral message	Between groups	13.611	5	2.722	5.956*	0	13.974	5	2.795	5.399*	0	13.657	5	2.731	5.524*	0
	Within Groups	180.549	395	0.457			205.001	396	0.518			195.806	396	0.494		
	Total	194.16	400				218.975	401				209.463	401			
Messages Approaches																

Informational message	Between groups	3.794	5	0.759	3.111*	0.009	1.888	5	0.378	1.564	0.169	4.503	5	0.901	3.51*	0.004
	Within Groups	96.346	395	0.244			95.656	396	0.242			101.609	396	0.257		
	Total	100.14	400				97.545	401				106.112	401			
Demonstration	Between groups	1.384	5	0.277	1.057	0.384	4.189	5	0.838	3.437*	0.005	5.988	5	1.198	5.16*	0
	Within Groups	103.474	395	0.262			96.527	396	0.244			91.912	396	0.232		
	Total	104.858	400				100.716	401				97.9	401			
Comparison two or more products	Between groups	1.244	5	0.249	0.769	0.573	1.421	5	0.284	0.891	0.487	0.413	5	0.083	0.269	0.93
	Within Groups	127.853	395	0.324			126.36	396	0.319			121.599	396	0.307		
	Total	129.097	400				127.781	401				122.012	401			
Problem Solution with product	Between groups	3.55	5	0.71	2.238*	0.05	2.649	5	0.53	1.671	0.141	1.176	5	0.235	0.716	0.611
	Within Groups	125.323	395	0.317			125.55	396	0.317			130.008	396	0.328		
	Total	128.873	400				128.199	401				131.184	401			
Humor advertising	Between groups	16.54	5	3.308	3.027*	0.011	9.671	5	1.934	1.998	0.078	11.368	5	2.274	2.153	0.058
	Within Groups	431.639	395	1.093			383.433	396	0.968			418.108	396	1.056		
	Total	448.18	400				393.104	401				429.475	401			
Drama	Between groups	20.642	5	4.128	5.504*	0	30.611	5	6.122	8.316*	0	20.349	5	4.07	5.497*	0
	Within Groups	296.271	395	0.75			291.521	396	0.736			293.163	396	0.74		
	Total	316.913	400				322.132	401				313.512	401			
Advertising uses celebrity	Between groups	37.971	5	7.594	6.236*	0	40.597	5	8.119	6.857*	0	36.056	5	7.211	6.013*	0
	Within Groups	481.026	395	1.218			468.916	396	1.184			474.941	396	1.199		
	Total	518.998	400				509.512	401				510.998	401			
Teasers	Between groups	2.503	5	0.501	1.734	0.126	3.551	5	0.71	2.391*	0.037	2.029	5	0.406	1.49	0.192
	Within Groups	113.996	395	0.289			117.633	396	0.297			107.872	396	0.272		
	Total	116.499	400				121.184	401				109.9	401			
Outlandish ideas or provocative visuals	Between groups	14.557	5	2.911	2.409*	0.036	20.684	5	4.137	3.428*	0.005	17.51	5	3.502	3.023*	0.011
	Within Groups	477.283	395	1.208			477.926	396	1.207			458.781	396	1.159		
	Total	491.84	400				498.609	401				476.291	401			

From the Table 30 shows the result of One-Way ANOVA analysis of respondents' message strategy agreement to objective 1, objective 2, and objective 3 at significant level 0.05.

The respondents in each income level groups have not different agreements significantly of message strategy to objective 1 for Loud and bold message, Contrast message, Teaser campaign, Taglines, Point of differentiation, Claim or product proof statement, Emulation appeal, Conformity appeal, Culture appeal, Popularity appeal, Competitive advantage appeal, News appeal, Novelty appeal, Sales promotion, Comparison, Demonstration, and Teasers.

For objective 2, have not different agreements significantly of message

strategy to objective 2 for Loud and bold message, Contrast message, Jingles, Taglines, Claim or product proof statement, News announcement, Emulation appeal, Conformity appeal, Culture appeal, Popularity appeal, Competitive advantage appeal, News appeal, Novelty appeal, Brand image, Comparison, informational message, Problem Solution, Humor advertising, and Outlandish ideas.

For objective 3, they have not different agreements significantly of message strategy to objective 3 for Contrast message, Jingles, Color and Shape, Claim or product proof statement, News announcement, Point of differentiation, Emulation appeal, Conformity appeal, Culture appeal, Popularity appeal, Competitive advantage appeal, News appeal, Brand image, Comparison, informational message, Problem Solution, Humor advertising, and Teasers.

In the other way, for objective 1, they have different agreements significantly for Jingles, Color and Shape, Logo or signature, Interesting product characteristic, News announcement, Explaining by demonstration, commercial look like TV show, Food appeal, Pride and prestige appeal, Appetite appeal, Health appeal, Pleasure appeal, Social-approval appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Value appeal, Brand image, Viral messages, informational message, Problem Solution, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas.

For objective 2, they have different agreements significantly for Teaser campaign, Color and Shape, Logo or signature, Interesting product characteristic, Point of differentiation, Explaining by demonstration, commercial look like TV show, Food appeal, Pride and prestige appeal, Appetite appeal, Health appeal, Pleasure appeal, Social-approval appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Value appeal, Sales promotion, Viral messages, Drama, Demonstration, Teasers, and Advertising uses celebrity.

For objective 3, they have different agreements significantly for Loud and bold message, Teaser campaign, Taglines, Logo or signature, Interesting product characteristic, Explaining by demonstration, commercial look like TV show, Food appeal, Pride and prestige appeal, Appetite appeal, Health appeal, Pleasure appeal, Social-approval appeal, Star/Celebrity appeal, Novelty appeal, Feature appeal, Price appeal, Value appeal, Sales promotion, Viral messages, Drama, Demonstration,

Outlandish ideas, and Advertising uses celebrity.

4.3 Data Analysis

After the researcher collects all the data, the research analyzes the data statistically whether the different gender groups, age groups, education groups, occupation groups, and income groups have the different agreements significantly about Media strategy and Message strategy or not. The result is that from all 17 media channels, the media channels that they have not different significantly agreements between their group are following

Table 31 The media strategy and message strategy that the respondents have not different significantly agreements between their group

Groups	Media strategy	Message strategy
1. Gender	Packaging	Points of differentiation, Demonstration, Problem Solution with product
2. Age	Billboard	Pride and prestige appeal, Social-approval appeal, Culture appeal, Star/Celebrity appeal, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas
3. Education	Printed bulletin	Loud and bold

		<p>message, Emulation appeal, Pride and prestige appeal, Conformity appeal, Social-approval appeal, Popularity appeal, Brand image, Humor advertising, Drama, and Outlandish ideas</p>
4. Occupation	<p>Magazine, Billboard, Radio, Instant message, Banner Ads</p>	<p>Claim or product proof statement, Explaining by demonstration, commercial look like TV show, Social-approval appeal, Culture appeal, Star/Celebrity appeal, News appeal, Novelty appeal, Brand image, Sales promotion, Viral messages, Demonstration, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas</p>
5. Income	<p>Magazine, Newspaper, packaging, Printed Bulletin, Television, Film or video, Product</p>	<p>Logo or signature, Interesting product characteristic, Explaining by demonstration,</p>

	placement, Chat room, banner ads, blog or webpage	commercial look like TV show, Food appeal, Pride and prestige appeal, Appetite appeal, Health appeal, Pleasure appeal, Social-approval appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Value appeal, Viral messages, Drama, Demonstration, Teasers, and Advertising uses celebrity.
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The table shows the media strategy and message strategy that have not the different agreements significantly between gender groups, age groups, education groups, occupation groups, and income groups.

These can interpret that

- There is no different of reaching Packaging between male and females.
- There is no different of reaching Billboard between different age groups.
- There is no different of reaching Printed bulletin between different education groups.
- There is no different of reaching Magazine, Billboard, Radio, Instant message, and Banner Ads between different occupation groups.
- There is no different of reaching Magazine, Newspaper, packaging, Printed Bulletin, Television, Film or video, Product placement, Chat room, banner ads, blog or webpage between different income groups.

- There is no different of preferring Points of differentiation, Demonstration, Problem Solution with product message types between male and females.
- There is no different of preferring Pride and prestige appeal, Social-approval appeal, Culture appeal, Star/Celebrity appeal, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas message types between different age groups.
- There is no different of preferring Loud and bold message, Emulation appeal, Pride and prestige appeal, Conformity appeal, Social-approval appeal, Popularity appeal, Brand image, Humor advertising, Drama, and Outlandish ideas message types between different education groups.
- There is no different of preferring Claim or product proof statement, Explaining by demonstration, commercial look like TV show, Social-approval appeal, Culture appeal, Star/Celebrity appeal, News appeal, Novelty appeal, Brand image, Sales promotion, Viral messages, Demonstration, Humor advertising, Drama, Advertising uses celebrity, and Outlandish ideas message types between different occupation groups.
- There is no different of preferring Logo or signature, Interesting product characteristic, Explaining by demonstration, commercial look like TV show, Food appeal, Pride and prestige appeal, Appetite appeal, Health appeal, Pleasure appeal, Social-approval appeal, Star/Celebrity appeal, Feature appeal, Price appeal, Value appeal, Viral messages, Drama, Demonstration, Teasers, and Advertising uses celebrity message types between different income groups.

CHAPTER V

CONCLUSION

This research aimed to identify the values of Moo-Naem, Thai traditional food, and identify strategies to communication its values in order to conserve Moo-Naem, Thai traditional foods that continue losing its value to Thais. Moo-Naem is significant in Thai cuisine as it was mentioned in the verse of foods authored by King Rama II, it means that Moo-Naem was apparent and it was part of royal Thai cuisine culture, however it hard to find this authentic food in the present day's food market. Therefore, this Thai traditional food must be conserved. According to researcher 's observation, researcher found that there is only one shop in Bangkok still make Pla-Naem not Moo-Naem. Due to data collected from Pla-Naem maker "most of current generations of Thais don't know Moo-Naem." Thus, the objectives of this research aim to find the effective way to make Moo-Naem known among Thais, and encourage them to purchase Moo-Naem, and also conserve Moo-Naem, by using appropriate Communication strategy in order to consume and conserve Moo-Naem. Interviews and questionnaire developed by researcher were mean of data collecting of this research. From the data collected, the result could reveal and divided into 3 parts – demographic data, behavioral data, and attitude data as follows

Demographic data

This research data collected from accidental 402 samples, the data were analyzed and could categorizes as follows:

- Gender

They are divided into 2 groups by gender. The first is male, there are 201 people which is 50.0 percent. The second is female, there are the same amount 201 people and equal to 50.0 percent.

- Age

Age groups are divided into 6 groups. The group of respondents found

that most are 31 - 40 years old which has 141 people and equal to 35.1 percent. The next is the group of age 21 - 30 years old, there are 112 people and equally 27.9 percent. The next is the group of age 41 - 50 years old, there are 100 people and equally to 24.9 percent. The next is the group of age 51 - 60 years old which has 31 people and equal to 7.7 percent. Following the group of age under 20 years old which has 15 people and equal to 3.7 percent. The last is the group of age over 60 years old which is few in number and percentage.

- Education

Education level groups are divided into 4 groups. The education level from the questionnaire found that most of respondents graduate with a bachelor's degree, which has 230 people and equal to 57.2 percent. Following a master's degree which has 136 and equal to 33.8 percent. The last two groups are high school and higher degree which has 19 and 17 people and equal to 4.7 and 4.2 percent respectively.

- Occupation

Occupation groups are divided into 5 groups. The most of respondents work in the private sector, there are 213 people and 53.0 percent. Government officer and self-employed which has 78 and 73 people and equal to 19.4 and 18.2 percent respectively. The next group is the group of students, there are 31 people which is 7.7 percent. The other occupations are few in number and percentage, there are 7 people and 1.7 percent.

- Income

Income groups are divided into 6 groups. Most of respondents work in private sectors so the most income per month is 20,001 - 30,000 baht which is 28.6 percent. Following by 30,001 - 40,000 baht, 40,001 - 50,000 baht, and 10,001 - 20,000 baht, there are 90, 64, and 63 people and equal to 22.4, 15.9,

and 15.7 percent respectively. The last two groups are over 50,000 baht and under 10,000 baht, there are 52 and 18 people and equal to 12.9 and 4.5 percent.

From the demographic data from all respondents, the result of indicated that generation Y was 59 percent of respondents which their age is between 21 – 40 years old and many of them or 65 percent of them do not know about Moo-Naem. Most of respondents graduated with at least bachelor's degree and work in private sectors. For income data, there is no significant different between each income level group, the data is scattering, Thus, this research cannot point out difference between income level and knowledges of Moo-Naem respondents to the communication strategy in research conclusion.

Behavioral data

From the data collected indicated that, there are 203 respondents who know Moo-Naem which is 50.5 percent and in contrast, there are 199 people who do not know Moo-Naem which equals 49.5 percent. Most of the samples who response positive knows Moo-Naem from friends and families, book/website/documents, and the rest of them know Moo-Naem from other sources respectively. Those from 203 sample who know Moo-Naem, most of them have eaten Moo-Naem. The rest of them have not even tried and heard about Moo-Naem. The reason of not knowing Moo-Naem because lacking of information and most of them do not know where to find them, and some of them indicated that Moo-Naem is uninteresting. However, research found that after they know Moo-Naem from 402 respondents, there are 398 respondents who would like to try Moo-Naem, in contrast, there were 4 people who would not like to try Moo-Naem.

The behavioral data shows that for the people who is already know Moo-Naem they know Moo-Naem from their friend and family by word-of-mouth.

Research data indicated that samples did not know Moo-Naem because lacking of information, so the informational message needs to apply for inform the product to customer. Moreover, research data indicated that after samples knew Moo-Naem, they would like to try this food, so giving them to tryout as food sample or complimentary product should be the part of sales promotion for this product.

- **Motivations and Behavior**

For the buying motivation from 402 respondents, most of them are motivated by family and friends to buy Moo-Naem followed by the people who are influenced by co-workers, the rest of them are motivated by others. respectively.

Behavior of buying Moo -Naem, from 402 respondents, there are 125 respondents who will try something new, followed by people who wanted to buy this product when it is popular, research also found that some people who do not know the product will wait until the product are known to be no risk and safe, and the rest of them are strongly willing to try something new. There are some consumers acquire product's information before they buy. Interestingly research data show all 402 respondents compare various products before they Moo-Naem.

The buying motivation and behavior data from research respondents show that more than 75 percent of them are motivated to buy Moo-Naem by friends and family, it can imply that friends and family can be great influenced them to buy product and to give them information, so communication by using word-of-mouth through friend and family for target customer is needed. All of respondents answer that they search information and compare the products before purchasing them, the research suggests informational on qualities of product and comparison as communication strategies. Moreover, more than 98 percent of responds reconsider

information of after purchasing, such as sale promotion or discount is necessary.

- **Media**

This research found that packaging is the most effective media at a very high level, magazines at a moderate level, the newspaper at a low level, respectively. Out of home Media, research found that the respondents reach the on-premises sign at a high level, the billboard at a high level, the printed bulletin at a high level, the advertising on transit stations or bus stops at a high level, and the advertising on transportation at a high level, respectively. Surprisingly broadcast Media, through television program is at a high level, as same as the film or video, and the radio at a moderate level, respectively. Social Media and Interactive Media such as the websites, the blog or web page, the chat room or instant message, and banner are at a high level of media efficiency strategies respectively.

The research shows that respondents can reach the information on product's package, when consider the media reaching and other behavioral data, so the producer could add the informational message on the product packaging. For the out-of-home media, they could reach on-premise sign, billboard, advertising at transit station, and advertising on transportation at the same level, and they are the same level with advertising on television, video teaser, and product placement, so the researcher has analyzed that Moo-Naem producer should use promotional message that customers can easily interpreted and understand in a short period of time, and if the food producer would targeted Generation Y customers, technology and interactive media are main preferences. Moreover, food producer could give the product information by demonstration at point of purchase or on social media and the producer could provide the sales promotion such as discount

coupons or free product sample coupons by website, blog, or even instant message to encourage them to visit the shop or try the product.

- **Message and branding preferences**

Getting attention on messages preferences, from 402 respondents, there are respondents who think taglines will make them get attention, followed by people who think jingles, colors and shapes, the contrast messages, logo, teaser, loud and bold messages will make them get attention respectively, and characteristics of the product that intend to let customers learn about the products such as product differentiation, news announcement of products and demonstration will make customer intend to learn more about the products. The strategies of affecting attitudes or creating belief messages emphasizing on the benefit, reasoning, and promise with unique statements will affect customers attitudes. From intending to buy Messages, testimonials by users and experts' messages will make them intend to buy is the most preference, followed by demonstration, before-and-after visuals, celebrity endorsement will make them intend to buy. Research also found that Brand image will make customers feel about the product, and messages that enhance branding make customers buy a product. Message format in advertising, samples prefer the comparison, teasers, problem solution, and outlandish idea advertising and the use of celebrity

Attitude data

From all of 402 respondents, the most agreement of media strategy and message strategy that the respondents strongly agree for all three objectives - value

addition to Moo-Naem, increasing Moo-Naem purchasing, and Moo-Naem conservation are all the same way and are following

- Media strategy
 1. Packaging for Print media
 2. On-Premise for Out-of-Home media
 3. Television for Broadcast media
 4. Websites for Interactive media
- Message strategy
 1. Taglines for Messages that drive perception
 2. Point of differentiation, Interesting product characteristic, News announcement for Messages that drive cognition
 3. Commercial look like TV show for Messages that touch emotion
 4. Appeal
 - 4.1 Pleasure, Health, Food, Appetite appeal of emotional appeal for Messages that persuade
 - 4.2 Price, Value appeal of rational appeal for Messages that persuade
 5. Brand image for Messages that transform a product into brand
 6. Viral messages, Sales promotion for Messages that drive action
 7. Straightforward informational message, Demonstration, Teasers for Messages approaches

Conclusion

The research results have suggested the effective ways to make people know Moo-Naem, purchase Moo-Naem, and conserve Moo-Naem by Communication strategy which includes Message strategy and Media strategy. So, the researcher would conclude the result into 2 groups which are the effective media strategy and

the effective message strategy of each gender groups, age groups, education groups, occupation groups, and income groups. The second is the design brief of each target groups divided by age with the obvious examples of communication strategy.

1. The effective communication strategy for demographic groups

The effective media strategy

- For gender, the producer should use Billboard, Websites, Search engine for male and for female the producer should use Product placement, Magazine
- For age groups, the producer should use Packaging and Interactive media for young people and for elder people the producer should use Newspaper, Radio, and TV.
- For education groups, there is no differences between each education group.
- For occupation groups, the producer should use Printed bulletin, Advertising on transportation, and Advertising at bus stop for students, government officer, and who work in private sector and for people who work as self-employed the producer should use On-premise sign, Packaging, and Magazine.
- For income groups, the producer should use Advertising on transportation and Advertising at bus stop for the groups who has less income (under 10,000 – 30,000) and the groups who has more income (30,001 – over 50,000) the producer should use Packaging, Billboard, On-premise sign, and Interactive media.

The effective message strategy

- For gender, the producer should use News announcement, News appeal, and Humor for male and for female the producer should use the commercial look like TV show, Sales promotion, Viral message, Drama, and Advertising uses celebrity.

- For age groups, the producer should use Appetite appeal, Popular appeal, Humor, Viral message, Teasers, and the commercial look like TV show for young people and for elder people the producer should use Interesting product characteristic, Cultural appeal, Health appeal, Value appeal, and Claim.
- For education groups, there is no differences between each education group.
- For occupation groups, the producer should use Viral message, Sales promotion, and Claim for students, government officer, and who work in private sector and for people who work as self-employed the producer should use Value appeal, Competitive advantage appeal, Interesting product characteristic, and Comparison.
- For income groups, the producer should use Food appeal, Competitive advantage appeal, Price appeal, Humor, Drama, the commercial look like TV show for the groups who has less income (under 10,000 – 30,000) and the groups who has more income (30,001 – over 50,000) the producer should use Social approval appeal, Pleasure appeal, Appetite appeal, Pride & prestige appeal, Health appeal, and Interesting product characteristic.

2. Design brief of each target groups divided by age with the obvious examples

Due to the committees' suggestion, dividing the target groups by their generations helps the researcher specify the communication strategy more obvious. Therefore, the research divided target groups into 4 generations which are Baby bloomer, Generation X, Generation Y, and Generation Z, creates the design briefs, and provide the example of communication strategy for each generation are following

- **Baby bloomer** (born in 2489 BE – 2507 BE)

Table 32 Design brief for Baby Bloomer generation

Demographic data	Age 56 – 74 years old
Psychological and Behavioral data	value relationships, goal centric, self-assured, resourceful, define themselves by their jobs, workaholic, good team player, need recognition and rewards, in-person customer service, price conscious, isn't interested in trying and testing out new products, buy what they originally intended on buying, shop in-store
Background	<ul style="list-style-type: none"> - Former customer and most of them know Moo-Naem - For now, they have high purchasing, but their purchasing volume would reduce in near future
Problems	<ul style="list-style-type: none"> - There is the limit of time to communicate and advertise them. - They received the messages from limited channels.
Objectives	<ul style="list-style-type: none"> - Maintain their former purchasing volume. - Build the reliability and credibility of the product and brand to them including after purchasing services.
Brand promise	The customer will receive Moo-Naem with the great quality which the same as they purchase in the past.
Concept	<ul style="list-style-type: none"> - Communicate the cultural value with the history and tradition of Moo-Naem, the health value and the interesting product characteristics with the herbal ingredients. - Claim that the product is the best and only can get from the brand by newspapers and broadcast media such as television or line group chat to convince

	<p>them to visit the shop.</p> <ul style="list-style-type: none"> - Sell the product in person, tell them the valuable price, and offer the rewards to customer for future purchasing
Message	<ul style="list-style-type: none"> - Cultural appeal - Health appeal - value appeal
Format	<ul style="list-style-type: none"> - Introduce product with interesting product characteristics - Claim about the product
Channel	<ul style="list-style-type: none"> - Newspapers - Television - Line group chat - Radio
Response	<ul style="list-style-type: none"> - The customers keep purchasing to the shop with the background knowledge. - The cultural, health, and value appeal message that communicate through Television, Line group chat, and Newspaper is able to convince the target group to come to the shop. - Selling in person, the rewards program, and after buying service make the customer repeat their buying.
Budget	<ul style="list-style-type: none"> - The advertising on television has high cost which around 5,000 – 100,000 Baht per minute - The advertising on Newspaper is around 2,000 – 10,000 Baht per month for 325*280 px. which not expensive as television. - The Line broadcast message is cost around 500 – 1,500 Baht per month for 2,500 – 25,000 messages

	that cheaper than advertising on television and newspaper.
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Figure 9 Example of Communication strategy for Baby Bloomer generation



This picture shows the example of Communication strategy for Baby Bloomer generation which following descriptions

- This picture shows the herbal ingredients - Cordyceps, Lingzhi, and Goji which imply that the consumer would have good health after consuming the product. This message is using health appeal.
- The message “เพื่อสุขภาพที่ดี” in the picture is using health appeal.
- “หวานไม่มีน้ำตาล” and “มันแต่ไม่มีคอเลสเตอรอล” is the message mentioned about the product interesting characteristics and imply to health appeal.
- This message is provided through many channels including the Line group chat which is the appropriate way for Baby Bloomers generation.
- **Generation X** (born in 2508 BE – 2522 BE)

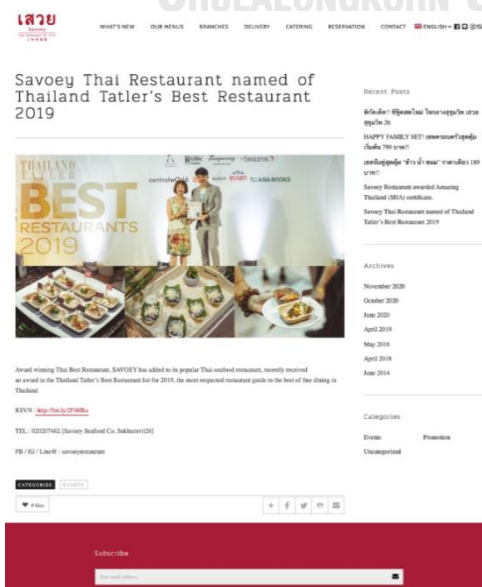
Table 33 Design brief for Generation X

Demographic data	Age 41 – 55 years old
Psychological and Behavioral	Entrepreneurial, value work-life balance, independent, value freedom, flexible and informal, do things quickly, prefer

data	clear product and marketing messages that outline an obvious path-to-purchase, reach email marketing campaign, customer service is important, incentivized by discounts, prefer honest explanations of product usage and trusts
Background	<ul style="list-style-type: none"> - This target group might know Moo-Naem when they were young but might have not ever try. - They have high potential to purchase because of high income.
Problems	<ul style="list-style-type: none"> - They do not familiar with Moo-Naem. - They are overthinking when purchasing. - They have limited of time to reach the media or consider the message because they are busy with their work.
Objectives	<ul style="list-style-type: none"> - Make the customer know and familiar with Moo-Naem - Increase their Moo-Naem purchasing
Brand promise	The customer will get the Moo-Naem that they used to heard in the childhood that worth to pay with reasonable price, good for health with herbal ingredient, and great quality only at this shop.
Concept	<ul style="list-style-type: none"> - Communicate the health value and the interesting product characteristics with the herbal ingredients by using the celebrity or star as the presenter. - Claim that the product is the best and only can get from the brand by the Commercial that look like TV show - Share how-to-buy and how-to-use methods to the target group through websites or email advertising - Provide discount for future purchase
Message	<ul style="list-style-type: none"> - Cultural appeal

	<ul style="list-style-type: none"> - Health appeal - value appeal
Format	<ul style="list-style-type: none"> - Introduce product with interesting product characteristics - Claim about the product - Use celebrity to communicate with customer - Use the commercial that look like TV show
Channel	<ul style="list-style-type: none"> - Websites - Email
Response	<ul style="list-style-type: none"> - The customers know more about Moo-Naem and its value. - The customers reach the advertising and information about the product by websites and email which make them easier to purchase Moo-Naem. - The customers repeat their purchase bus to the discounts the brand provide.
Budget	<ul style="list-style-type: none"> - The advertising with websites and email use lower budget than broadcast and print media.

Figure 10 Example 1 of Communication strategy for Generation X



This picture shows the example of Communication strategy for Generation X which following descriptions

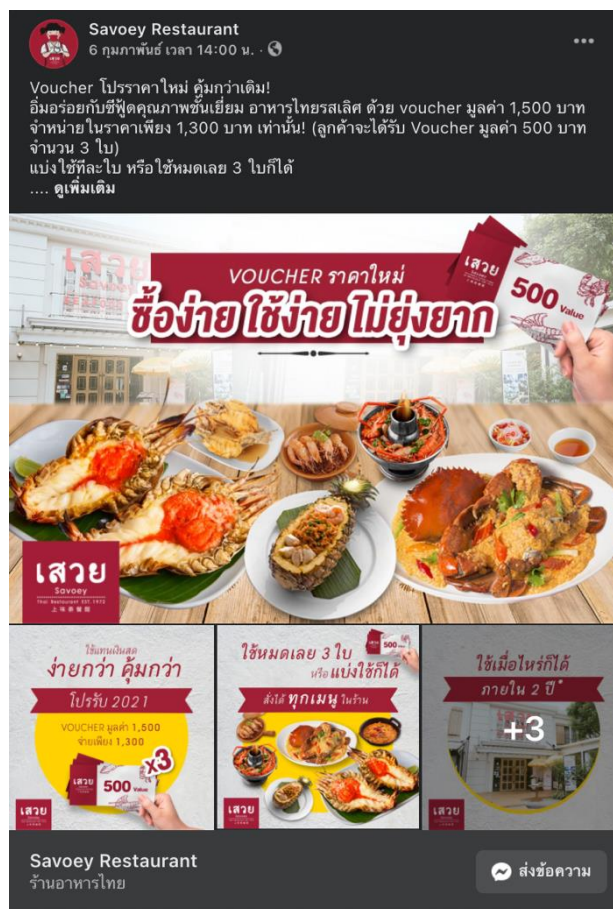
- The producer uses the website as the channel for communicate with their customers.

- The message on the website,

they show the award winning which is the Claim message style that the product is the best.

- The producer also uses the email to communicate with their customer notice from the below on the website, there is an email subscribe form.

Figure 11 Example 2 of Communication strategy for Generation X



- The producer offers the sales promotion or discount for the future purchase.

- The producer informs how-to-use and how-to-buy the sales promotion for the customers as show in the sentences “ใช้หมดเลย3ใบ หรือบางใช้ก็ได้” and “ใช้เมื่อไหร่ก็ได้ภายใน2ปี”

- **Generation Y** (born in 2523 BE – 2540 BE)

Table 34 Design brief for Baby Generation Y

Demographic data	Age 23 – 40 years old
Psychological and Behavioral data	Value work-life balance, confident, tech-savvy, concerned with ethics and the social responsibility, prefer image-driven content, mostly rely on blogs before making a purchase, response with word-of-mouth marketing, prefer user-generated content, social selling, like the brand engages with them on social networks, very price-conscious, listen advice from their friends when deciding what to buy, strongly influenced by social media posts
Background	<ul style="list-style-type: none"> - They have potential to purchase because of moderate income. - This target group do not know Moo-Naem compare with former generation.
Problems	<ul style="list-style-type: none"> - They do not familiar with Moo-Naem. - They rely on the social media review before purchase. - They are price conscious and have moderate so the producer could not sell in high price.
Objectives	<ul style="list-style-type: none"> - Make the customer know Moo-Naem - Increase their Moo-Naem purchasing - Make them review the product and share their review as reviewer or generate their own content.
Brand promise	The customer will get delicious and popular Moo-Naem that they have heard from review or mentioned on social media with reasonable price.
Concept	<ul style="list-style-type: none"> - Communicate the value of Moo-Naem through

	<p>stunning color and appetite image or teaser video by social media, viral content, and review or word-of-mouth content</p> <ul style="list-style-type: none"> - Claim that the product is the best and only can get from the brand by using celebrity as presenter - Provide reasonable price to the customer and let them review their experience as content creator and have feeling involved with the brand
Message	<ul style="list-style-type: none"> - Appetite appeal - Popular appeal - Value appeal - Color and shape - Humor - Viral message
Format	<ul style="list-style-type: none"> - Use celebrity to communicate with customer - Teasers of the product - Claim about the product - Introduce product with interesting product characteristics - Word of mouth - Use Image-driven content
Channel	<ul style="list-style-type: none"> - Smartphones - Laptop - Local store - Social media sites such as Twitter and Facebook - Blog
Response	<ul style="list-style-type: none"> - This target group knows Moo-Naem - They buy the product and create moderate circulation - They share their opinion or experience as a review to

	other on the social media, online platform, or even word-of-mouth.
Budget	- Online advertising and word-of-mouth marketing use less budget than other methods and people can reach content widely.

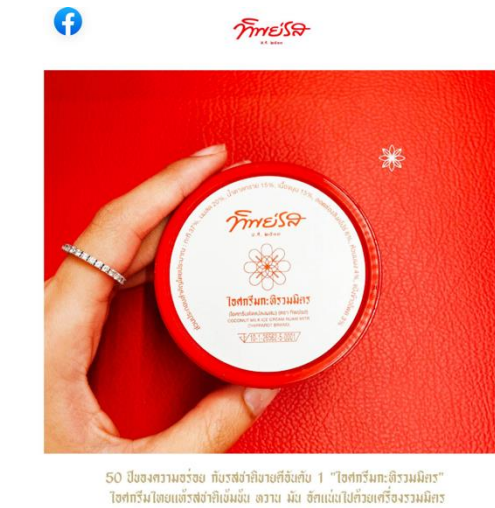
Figure 12 Example 1 of Communication strategy for Generation Y



This picture shows the example of Communication strategy for Generation Y which following descriptions

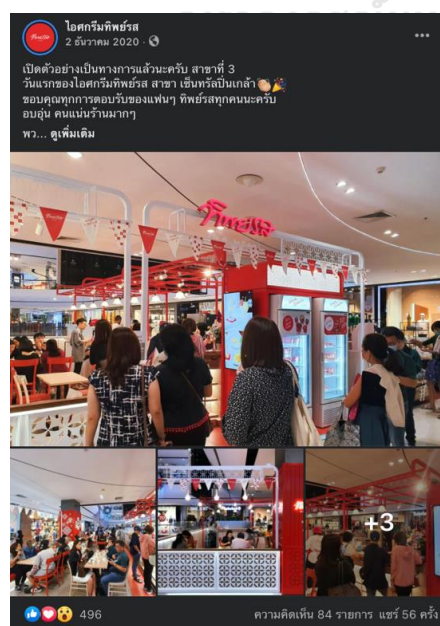
- The picture shows the image of dishes which is using appetite appeal
- Using vivid red color and repeating of round shape of dishes is the Color and shape message style.
- This picture is using an Image-driven content which notice from there is a few letters in the picture and it has fewer letters than the example message for Baby Bloomer generation.
- The producer of the brand uses Facebook as the channels to provide the message which is suitable for generation Y.

Figure 13 Example 2 of Communication strategy for Generation Y



- Using vivid red color and match the round shape to the above picture is the Color and shape message style.
- The producer uses the word “50 ปีของความอร่อย ก้าวรสนชาติชายดีอันดับ 1”, it is the sentence that Claim about the product and use popular appeal message.
- This picture is using an Image-driven content which notice from there is a few letters in the picture and it has fewer letters than the example message for Baby Bloomer generation.
- The producer of the brand uses Facebook as the channels to provide the message which is suitable for generation Y.

Figure 14 Example 3 of Communication strategy for Generation Y



- The producer of the brand uses Facebook as the channels to provide the message which is suitable for generation Y.
- The picture shows the crowd those are at the brunch of the shop which is using Popular message.

- **Generation Z** (born in 2541 BE – present)

Table 35 Design brief for Baby Generation Z

Demographic data	Age under 22 – 22 years old
Psychological and Behavioral data	Independent, entrepreneurial, competitive, ambitious, multitask, Social and environmental awareness, prefer the producer that transparent and honest to their customers, prefer content that show real people in real situations, influenced by social media; Instagram; Snapchat; and YouTube, buying online and picking up in-store, coupon offers
Background	<ul style="list-style-type: none"> - This group is the new target group. - They have potential to purchase less than other groups. - They use online media and social media more than other groups.
Problems	<ul style="list-style-type: none"> - They have no idea about the product Moo-Naem. - They might interest in the product but might not buy it due to purchasing potential.
Objectives	<ul style="list-style-type: none"> - Make them know Moo-Naem, its value, and impress with the brand and the product - Create the familiarity of the product to them and influence them to visit the shop - Make them open their mind to try Moo-Naem which is the new thing for them by provide samples or coupons - Let them involve with the brand by listen their responses and suggestions and let them share their experience on the online media

Brand promise	The customer will get the experience of the old day popular food product, delicious taste, and rich with cultural value only at this shop.
Concept	<ul style="list-style-type: none"> - Communicate the value of Moo-Naem through stunning color and appetite image or teaser video by social media, viral content, and review or word-of-mouth content - Provide the sample of product to make them familiar with product and provide activities that involve the target customer with the brand such as contest or customer review
Message	<ul style="list-style-type: none"> - Appetite appeal - Popular appeal - Value appeal - Color and shape - Humor - Viral message
Format	<ul style="list-style-type: none"> - Introduce product with interesting product characteristics - Teasers of the product - Word of mouth - Demonstration of the product
Channel	<ul style="list-style-type: none"> - Instant message - Interactive media - Packaging - Website - Social media: Instagram; Snapchat; and YouTube
Response	<ul style="list-style-type: none"> - This target group is familiar with or knows Moo-Naem - They share their opinion or experience as a review to other on the social media, online platform, or even

	<p>word-of-mouth.</p> <ul style="list-style-type: none"> - They generate fair circulation. - They become the potential target customer in the future.
Budget	<ul style="list-style-type: none"> - Online advertising and word-of-mouth marketing use less budget than other methods and people can reach content widely. - It might consume the cost of samples provided to this target group, complementary product, and reward of the contest that the producer set up for new target group to familiar with product

Figure 15 Example 1 of Communication strategy for Generation Z

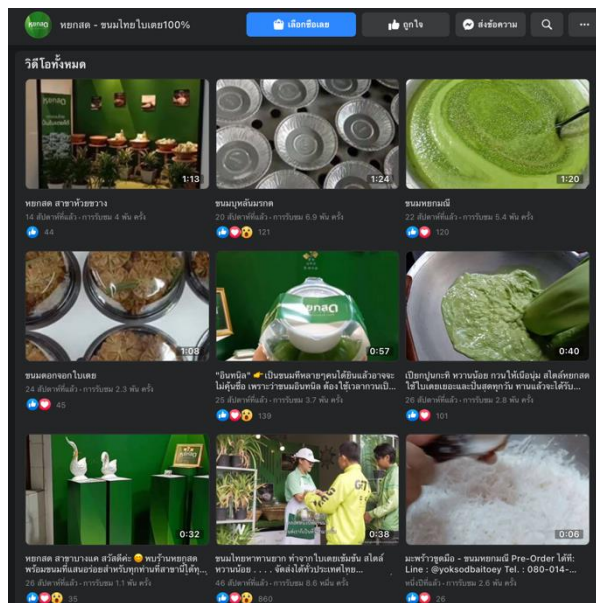


This picture shows the example of Communication strategy for Generation Z which following descriptions

- The picture is using only few colors, mainly is green for the product. This is the Color message.
- There are a lot of dishes in the picture which is the appetite appeal message.

- The producer uses the Website to communicate with the customer which suitable for this generation.
- In this picture show that the producer has LINE which is the Instant message for communication with their customer.

Figure 16 Example 2 of Communication strategy for Generation Z



- The producer also uses Facebook to share the information to their customer.

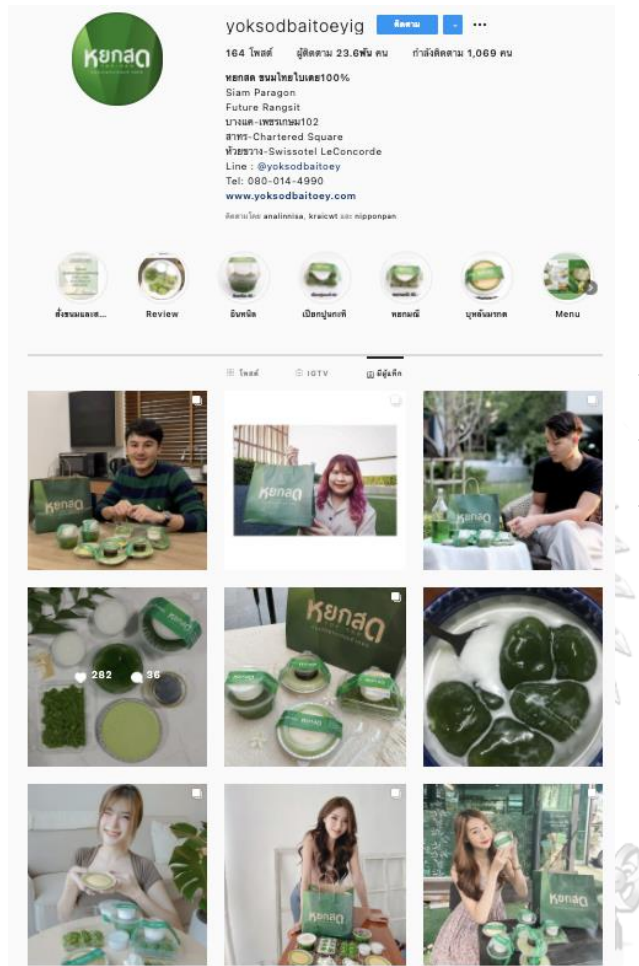
- The producer uses many Teaser video to communicate with customer.

Figure 17 Example 3 of Communication strategy for Generation Z



- The producer uses YouTube platform to promote and inform their product which is the popular channels for generation Z.

Figure 18 Example 4 of Communication strategy for Generation Z



- The producer also uses Instagram as other social media platform for communicate to customer.

- The customer can share experiences of the brand and the product via Instagram and the producer use Instagram as the tools for promotion their product by review from well-known people which is Word-of-Mouth message format.

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From those 4 design briefs, each of design brief is suitable for different types of producers.

- Baby Bloomers design brief is for the large company that has a lot of budget because using broadcast media channel such as Television has high cost. But if there is a necessary to communicate with the Baby Bloomers generation, Newspaper and LINE group chat are the better choice of media because they have cheaper cost than the Television advertising.
- Generation X design brief is for moderate company, because the advertising with websites and email use lower budget than broadcast and print media.

But creating website is still use some amount of money such as for web designing.

- Generation Y design brief and Generation Z design brief are for any size of brand or company because online advertising and word-of-mouth marketing use less budget than other methods and people can reach content widely.

Conclusion the Moo-Naem brand should choose the specific target groups for effective marketing communication to reach specific target audiences. This research is for the small business and start-up brand so the researcher will suggest them to focus on Generation Y and Generation X because these 2 target groups have similar message strategy which are Appetite appeal, Popular appeal, Value appeal, Color and shape, Humor, Viral message. According to research, both groups have similar message format which are Introduce product with interesting product characteristics, Teaser video, Word-of-mouth, and have similar message channels which are Social Media such as Facebook, Instagram, and YouTube. The advantage of this communication strategy with these 2 generations is that they have potential to be the customers of the Moo-Naem in long term. Moreover, they are not only the receivers but also the provider of information to other customers, because they use social media to review their experiences and share the product information. The different of these 2 target groups is their purchase powers, Generation Y has more income than Generation Z, so the Generation Y is likely to purchase with the brand and create circulation more than Generation Z. However, communication with the Generation Z is worth to do, with the similar message and channel as Generation Y but the volume of sharing content and social media activation of Generation Z is more than Generation Y due to more amount of free time and less job responsibility.

Limitations

Due to this research emphasized on the effective communication strategy of Moo-Naem value, and motivate people to consume more Moo-Naem, and to

conserve Moo-Naem, Thai tradition food, however, this food was hard to find and usually is not on regular food market, and the interviewees were not specifically Moo-Naem producer, and there are not large number consume Moo-Naem, thus, the result of this research may not be effective to convince new target audience.

Suggestions

There are more suggestions for the further research as follows:

1. The research should have the example of best practices on each types of media strategies and message strategies included in the questionnaire, so the answer of respondents would be more accurate.
2. The research should have interviewee who expert in Moo-Naem.
3. The research should compare opinion of respondents with the familiar kind of food of Moo-Naem. For example, the traditional appetizers food as Moo-Naem such as Kamon-Buengyuan or Chor-Muang in order to get more communication strategies.

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