



**EFFECTIVENESS OF MINIMALIST ADVERTISING WITH
BANGKOK MILLENNIALS**

BY

MR. RUJDANAI CHINRATANALAP

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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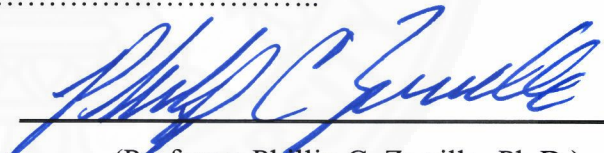
ENTITLED

EFFECTIVENESS OF MINIMALIST ADVERTISING WITH
BANGKOK MILLENNIALS

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)


on..... 8 MAY 2017

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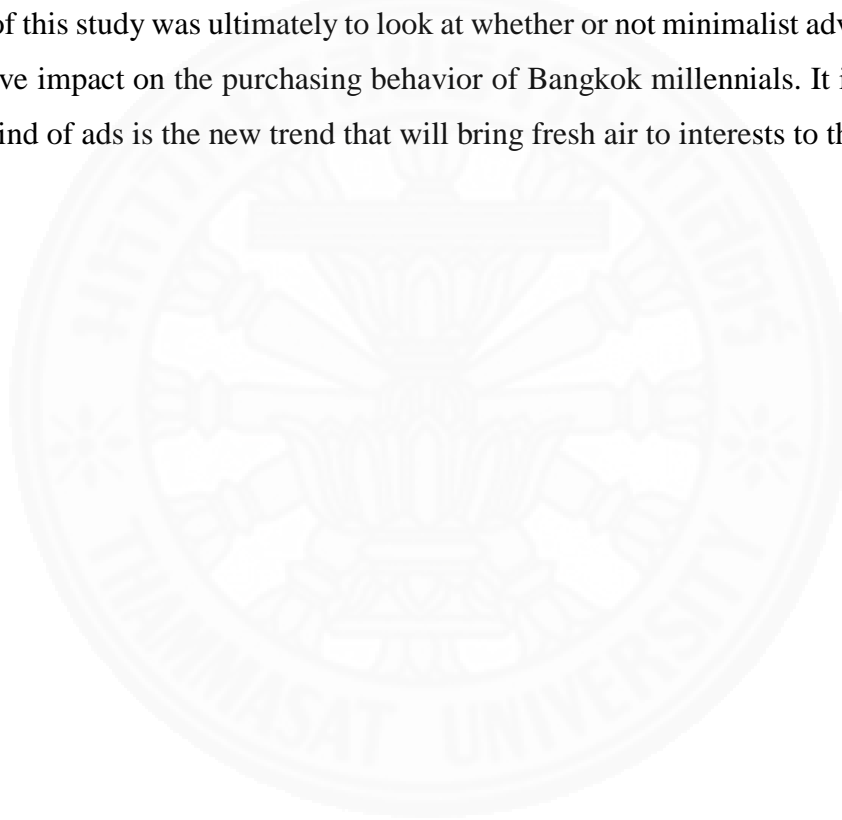
ABSTRACT

The inception of this study started from the researcher's own interests in minimalism. He had noticed many people around him were interested in the same trend. Minimalism is not something new; it has been around just as long as any other art form. Recently, however, there has been a surge of companies using minimalism to advertise their products or services. This had him interested in doing an analysis about this trend for Independent Study course. He started doing preliminary research online and found that there were not that many written documents on it, and this idea is very new in Thailand, where this study is being written.

What it means was that for this research, the researcher could only use contents created on the western world. It also means that the bulk of this research will be exploratory relying mostly on interviews. He showed multiple minimalist print ads to interviewees, comparing them to regular print ads of the same or similar products/services. The results he found were surprising as the majority of the people he interviewed expressed strong preferences towards them. The people he interviewed were all middle-upper class millennials living and working in Bangkok metropolitan area. These people are the researcher's primary target of study. However, because doing only qualitative research is too limiting and the sample size is too small to conclude

anything, therefore descriptive quantitative research was needed to be done.

Using information gathered from qualitative interviews, online questionnaires were dispatched via the Internet to reach broader number of respondents. The results came back similar to the exploratory research in that the Bangkok millennials really did prefer the minimalist approach to advertising compared to the regular ones. With the surveys, the conclusion was able to be made to what factors influenced a given consumer's first purchase on any product category. Also, the segment in which the minimalist advertising would be able to do most positive effect on was determined. The goal of this study was ultimately to look at whether or not minimalist advertisement has positive impact on the purchasing behavior of Bangkok millennials. It is believed that this kind of ads is the new trend that will bring fresh air to interests to the industry.



ACKNOWLEDGEMENTS

This independent study was something new to me, and to Thailand. I have been interested in minimalism for a while. For me to be able to get the change to do this study was a great opportunity. Therefore, I would like to use the time here to give my gratitude towards the people who made this happen.

I would like to formally express my gratitude towards Prof. Dr. James E. Nelson for being a very attention advisor. Throughout this entire course, Professor James have met with all of his advisees more times than he had to. He has given his time, attention, and help to all of his advisees, me included. Not only was he my Independent Study advisor, he was also the instructor for two whole Independent Study courses. With his guidance, I was able to complete this study as the last project of my Master's degree at Thammasat University.

Apart from Ajarn James, I would like to give thanks as well to Prof. Dr. Kenneth E. Miller as he took the time to teach MIM batch 29. Furthermore, I would like to thank all the professors who taught us at MIM, and I hope they do keep coming back for the later batches.

I would like to thank the respondents of this study for their time and commitment, the research would literally be impossible to complete without you.

Thank you all again.

Mr. Rujdanai Chinratanalap

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GLOSSARY

Minimalism

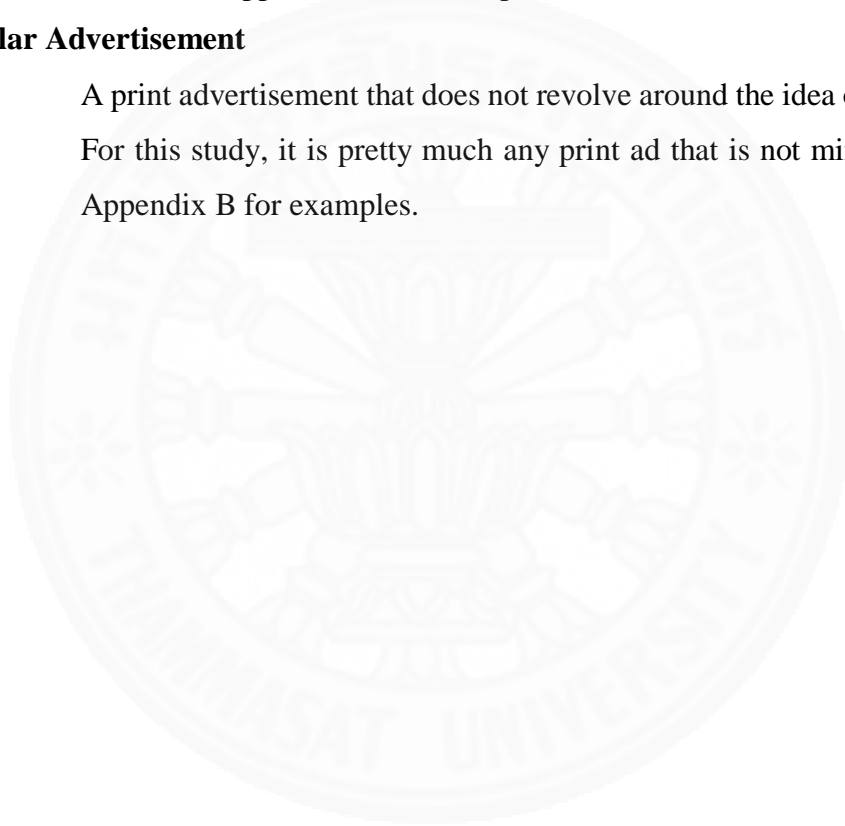
A trend or style of art that focuses on simplicity while not compromising any meaning

Minimalist Advertisement

A print advertisement that uses minimalism to send the core message or value. See Appendix A for examples.

Regular Advertisement

A print advertisement that does not revolve around the idea of less is more. For this study, it is pretty much any print ad that is not minimalistic. See Appendix B for examples.



CHAPTER 1

INTRODUCTION

1.1 Problem Statement and Research Purpose

This study was a contemporary, societal topic in applied marketing. Conventional wisdom states that in an advertisement, the more information you put in, the better the consumers will understand what the product or service is about. As competition in all product categories become more intense, the ads become more cluttered. However, does more information really benefit the product owners? Another school of thought proposes otherwise, that less is actually more. Minimalism has been around almost just as long as any kind of art form. It is all about simplicity but not in a brainless, lazy way. Minimalists strive to convey a single, most important message by using strong imagery. The empty space in an art piece is just as important as the painted portion.

In modern day, minimalism and advertisement have started to fuse to become the very topic of this study: minimalist advertisement. This type of advertisement aims to send one clear message to the consumers. It is delivered in a creative manner which, more often than not, requires the consumers to think. As the consumers take a little more time with it in order to decipher what the ad means, they remember more. Therefore, the recall for minimalist ads is much better than that of a typical, busy print ad.

In a social media standpoint, contents that people like are the contents that people share. Minimalist print ads are often shared on platforms such as Facebook and Instagram. Urban millennials often find these ads attractive. In a busy city like Bangkok, aspirational millennials spend most of their hours at work and often do not have the patience to read and take in long messages in an advertisement. This study was done to determine whether or not minimalist print ads really do work with Bangkok millennials, and if Thai companies should start creating minimalist contents.

1.2 Research Objectives

This research was carried out to determine consumer preference of Bangkok millennials between a normal print ad and a minimalist print ad for the same product or service. An example of a minimal FedEx print ad and a busier FedEx print ad can be found in Appendix C. In doing so, segments could be formed and we should be able to pinpoint who minimalist advertisements work with. Ultimately the findings would answer the questions of whether or not Thai companies should attempt to diversify their advertisements and go with minimalist approach. Objectives are as follows:

1. To determine Bangkok millennials' preferences between regular print ads and minimalist print ads
2. To determine the factors behind their preferences
3. To determine the most appealing segment to target
4. To determine whether their preferences lead to purchasing decision

Here are examples of ads used by Coca-Cola:

Minimalist Coca-Cola	Regular Coca-Cola
	

CHAPTER 2

REVIEW OF LITERATURE

Eight pieces of literature were reviewed for this research, ranging from the study of advertising effectiveness, attitude toward advertising, minimalism in modern day advertising, and minimalistic lifestyles. As this independent study aims to explore consumer's attitude towards minimalist advertising and how effective the ads are in terms of persuading buyer's decision. The literature review, in general, correlates with the idea that minimalism does work with millennials and that minimalist advertising gives positive attitude towards a brand.

There are many ways one can measure how effective an advertisement is (Suttle, 2016). Reach is one of the factors that determine an ad's effectiveness. Television and the Internet can, pretty accurately, tell the company how many people are seeing their ads. However, that does not mean the ads work as the statistics do not tell how many people can remember them. Good ads should attract attention. Even if a company is successful with ad's reach, it is also important that sales and profits increase. There is no point if people can see and remember the ads but do not buy. To generate more sales, the ads have reach the right target audience. Not only must they reach the right targets, they must also appeal to them. Another metric to measure an ad's effectiveness is brand awareness. Brand awareness improves over time, and generally high brand awareness does make an ad's effectiveness better.

There are barriers to making good advertisements (Thomas, 2016). One barrier is that there are too many variables that affect effectiveness and sales such as the amount of time it takes for an ad to catch on. Some ads are well-received right away while some ads might take weeks. These differences make it hard to evaluate ad's effectiveness with sales. Also, ad makers can have too big an ego and too many excuses to believe that maybe their ads are not as good as they think they are. Another barrier is that many people just want to copy their successful competitors. Being successful in business does not necessarily mean their ads are good, but they could be successful due to market shares and other components. Product owners also create barriers themselves, by not having good advertising strategies for the ad maker to follow. There are guidelines one

can follow to minimize these barriers such as using a scoring system for each component of an ad, setting clear sight and goal, be able to adapt to the market, and etc. Advertisement is still a powerful tool to persuade consumers and improve business. Great ads are hard to make, but possible.

It is believed by most marketers that attitude toward an ad strongly affects the brand and buying decision (Chattopadhyay and Nedungadi, 1990). Many researches have been done to study attitude toward the ad such as those done by Mitchell and Olson in 1975 and 1981. The researches had different approaches and yielded different results on the same theme. Some looked at ad attitude over time, some looked at behavior, some looked at the psychology of things, etc. This research used delay and involvement to test for relationship between attitude toward ad and attitude toward brand. The results showed that ad attitude and brand attitude were strongly correlated, but the relationship could not be explained by exposure delay and customer involvement. Also, it was not established from the research that ad attitude governed consumer's choice.

Technology allows for advertisers to create more complex ads and reach out to more people (Dontigney, 2016). However, it is counter intuitive that these complex ads do not seem to grab consumers' attention as much as their efforts would suggest. Minimalism is one of the ways the advertisers can use to grab more attention from consumers. Minimalism is not new, as it has been around since the 1960's. It began as a movement in art but its principles became inspirations in other forms including advertisement. It works by providing a simple message that is easier to get noticed, rather than sending multiple confusing messages. Because there is so little going on, consumers look straight into the key message, which is usually conveyed in a memorable way. This makes ad recall much better.

Minimalism pushes key messages to the audience by being concise, by minimizing the useless and unimportant elements (Shakeri, 2013). It allows for a cleaner look which is desirable in this day and age. Because in this technology-driven world, we receive a lot of advertisements in all forms (websites, emails, spams, TV, radio), it makes us subconsciously try to avoid annoying ads. Minimal ads differ from the norm in that it takes less time for viewers to understand the message, all while looking attractive. Therefore, the advice is to throw away anything that would

undermine the message, keeping everything at the minimal level, then style it with textures, colors, and fonts.

Minimalist lifestyle is a new trend that is emerging in the United States (Weinswig, 2016). One can see people having less possessions and less clothes (less colors too). This trend is prominent in millennials as they are big in number but are relatively young and do not have much money for extravagant lifestyles. They are also very technology-driven individuals who are not materialistic but experience-hungry. This is coming from the self-realization that many things they own are not being used, and that they are cluttering up their lives. With the technology of today, many physical items can be omitted due to the availability of their virtual counterparts on smartphones. This movement may not be just a temporary trend, but rather a generation shift in values. Minimalists are also environmentally friendly, as smaller houses and smaller cars emit less pollution to the atmosphere. It is believed that even after millennials pocket the extra cash from not spending so much on stuff they do not need, they will not splurge on materialistic possessions. They would probably spend their money on experiences such as traveling, food, anything that elevate their spirit. More sharing-based companies such as Uber and Airbnb will likely emerge from this movement.

Minimalism is one of the most effective ways a marketer can approach advertising (Rasyiqah, 2016). By focusing only on the essentials, one can take out whatever is unnecessary and keep the ad looking clean and classy. This will improve recall of the ad from consumer engagement. A good brand logo has to be recognizable; simple and straightforward while still being eye-catching. Next, a good ad should take in consideration that smartphones have become an important equipment; ads should be designed to display beautifully on smartphones. Then ad designers should play with contrasts of elements within the ads, to keep things interesting and fun. Minimalism is usually interpreted as black and white, but usage of colors can also bring visuals to the next level, just be sure the colors go well together. Empty spaces in an ad are just as important as occupied ones, so balance is key. Because the goal of minimalism is to emphasize key message, a good minimalist ad should be able to bring focus to the most important image. Lastly, play with font sizes and weights to make words pop and be interesting.

Design choices define what kind of person you are or what culture you are in (Snider, 2016). Hipsters prefer their designs clean and muted, but also functional and old-school vibe. Scandinavian designs are often associated with hipsters for this very reason. However, they are not limited to the certain type of people. These designs are very functional, eco-friendly, and understated. By having this style of décor, one can experience freedom in their minds. There is a raw feeling that comes out of these designs that is refreshing and daring. Minimalism gives utility to the products. Nothing is sitting there unused as everything has its function. Furniture is being used the way it is made for, not just for show. The hipster aesthetic is something everybody can appreciate, no matter how old you are.

To sum it up, these eight pieces of literature generally agree with the initial idea that many modern consumers prefer minimalist advertising over regular, busy ads. The trend is growing, which means that more consumers are changing the advertising industry. This could be a global phenomenon. Because consumers are having less time and patience, simple ads with simple and direct messages appeal more to the eyes and to the mind. With positive attitude consumers have with minimalist advertising, they also have positive attitude toward the brand. Many people say this will lead to purchasing decision, but it is yet to be fully determined and the study aims to answer that question. Metrics to measure advertising effectiveness from the literature review will be used to determine minimalist ads' effectiveness towards buying decision.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

Two types of research were conducted for this study: exploratory (qualitative) and descriptive (quantitative). When this study was first planned, the intention was to only do exploratory research because it seemed like minimalist advertisement was something new to Thailand and not many people were aware of its existence. Half way through the preliminary rounds of in-depth interviews, it was revealed that minimalist advertisement was not unknown, and that a good percentage of educated people knew of it. Therefore, to access more consumers, a descriptive research was planned.

3.1.1 Exploratory Research

As this study was about a style of advertisement relatively new in Thailand, exploratory research was needed to determine the consumers' interest in it. The primary source of data for this portion of the research was through in-depth interviews.

Interviews were conducted with 28 individuals with age ranging between 22 to 40 years old. They were all from middle to upper social class and living in Bangkok, being either office workers or business owners. The reason behind choosing this group of people as interviewees was because it was necessary to focus in on the target consumers. People who belonged in the middle to lower social class were much more price sensitive, and the most influential factor in their purchasing decision was price. Therefore, they would only look for keywords such as “sale” or “% discount” in an advertisement. With the middle to upper social class individuals, their purchasing decision was affected by many other factors including brand perception and visuals.

The interviews were done with people across the “millennials” age range and across many different career paths, so that sub-segments of Bangkok millennials could be made. This was done in order to check the difference in

behavior and thoughts so that this research could narrow in on who exactly minimalist advertisements would work on or otherwise.

3.1.2 Descriptive Research

Although this study was largely based on qualitative exploratory research, quantitative research was needed to be done as well because of the limitation in sample size of qualitative research. A survey was designed and dispatched onto the Internet through Survey Monkey. The goals of the survey were to see if the initial idea to target only middle to higher class Bangkok millennials was justified, and to see whether the results agreed with the exploratory research.

The survey used snowball sampling starting from the researcher's inner circles of friends. They were asked to forward the survey to their friends and so on. The idea was to get as many people from similar social circles to respond to the survey as possible. The results were then cleaned and only the ones relative to the study were used in analysis. Snowball sampling was the sampling method of choice, rather than random sampling, because the goal was not to look at the entire population, but rather the millennials from the similar social background.

3.2 Questionnaire Design

The questionnaire had three main parts: screening questions, main body questions, and demography questions. Screening questions included whether or not the respondent lived/worked in Bangkok, and whether or not the respondent was the decision maker of any given purchase.

For the main body questions, two sets of questionnaires were formed using the findings of qualitative research. Because the main objective of the survey was to find out the preference between minimalist print ads and regular print ads, two sets of questions were used. Five pairs of ads for five different products were selected, so there were five minimalist ads and five regular ads. The chosen products were FedEx, Heinz, Heineken, Durex, and Coca-Cola. Each respondent would only see one ad for each product, that way he would not be able to do a head to head comparison between a minimal ad and a regular ad. For example, a respondent to survey set A would see a

regular Fedex ad, and a minimal Heineken ad; while set B respondent would see a minimal Fedex ad, and a regular Heineken ad. What was asked of the respondents were for them to rate, using Likert Scale, their opinion on 1) how much they like the ads, 2) how memorable were the ads, 3) how creative were the ads, and 4) did the ads have a positive impact on the buying decision.

The demography questions included questions like age, gender, income, etc. They were like a second screening, making sure that the responses were coming from credible sources. Also, they were used to create segments among respondents and to determine which of them were the best target for minimalist ads.

3.3 Sampling Plan

For exploratory research, the respondents were millennials living or working primarily in Bangkok. Twenty of the respondents were acquaintances of various ages and occupations, and eight of them were referred by friends in the Silom head office of Bangkok Bank, for a total number of 28.

For descriptive research, to get as many of the targeted segments as possible, it was decided that snowball sampling would be the best sampling method. Two sets of surveys, each containing different images of advertisements, were dispatched. The targeted number of total respondents was 150. After a set period of time, the surveys received 168 total respondents, one set with 72 and the other with 96.

3.4 Data Collection

3.4.1 Qualitative Data

Twenty-eight people were interviewed between the months of October 2017 and February 2017. The nature of the interviews was relaxed, face-to-face, and semi-construct. Questions were prepared beforehand, but because the interviews were conversational, many questions were improvised on the spot. The interviewees consisted of 20 acquaintances and eight Bangkok Bank employees from referrals. They differed in ages and occupations, but all of them belonged in the SES class A with education no lower than Bachelor's degree. The results from the interviews were recorded written down. The in-depth interview questions are listed in Appendix D, please keep in mind the semi-

constructed nature of the interviews, so conversations went deeper than what the questions were asking the interviewees.

3.4.2 Quantitative Data

Two sets of surveys were dispatched in March 2017, each survey containing different mixes of minimalist and regular print ad examples. The sampling method was snowball. The numbers of respondents for each set were different. The decision to send out two different sets of surveys was made with the idea that it would be more important and useful to get preferences and ratings of the ads the respondents saw, rather than which ad of the same product did they prefer over the other. Set A had 72 usable respondents and set B had 96, with the total of 168 respondents. The survey questions can be found in Appendix E.

3.5 Data Analysis

3.5.1 Qualitative Research

Information retrieved through interviews was subjective and unconstructed, therefore simplification of the data had to be done. Respondents were divided into three different groups: 1) those who preferred the minimalist advertisements, 2) those who preferred regular advertisements, and 3) those who had no clear preference on style of advertisements. Then the reasons behind their preferences were listed under each group. By doing so, segments were made based on group members' similarities. Lastly, the percentage of how many people thought the ads made them want to buy the product more would be calculated. However, exploratory research results were inconclusive as 28 people could not fully represent the population or even the chosen targets.

3.5.2 Quantitative Research

Results from the surveys were exported out from Survey Monkey to Microsoft Excel. The data were cleaned and prepared to be put into the Statistical Package for the Social Sciences (SPSS) program for analysis. SPSS was used to analyze the data for frequencies, and means. ANOVA was used to

find the significant independent variables that really affected the dependent variables. Results had to be interpreted further so recommendations could be made.

3.6 Theoretical Framework

The respondents were screened, only those who lived or worked in Bangkok were included, and they had to be the decision maker in their purchasing behavior. There was an assumption that they had Internet access, because the surveys were sent online.

3.6.1 Independent Variables

The independent variables for this study were:

1. Demographics: age, gender, relationship status, occupation, education, and monthly income
2. Whether or not the respondents feel they were hipsters
3. How much the respondents like Muji designs, because Muji products have minimal designs
4. How much each factor of the products matter on their first purchase
5. Whether or not they like math, science, arts, reading, minimalism, and if they think of themselves as unique

3.6.2 Dependent Variables

There were four dependent variables looked at in this study, they were:

1. How much the respondents liked the ads
2. How memorable were the ads
3. How creative were the ads
4. Do the ads make respondents want to buy the products more

3.7 Limitations of the Study

Due to time and resources constraints, as well as to generalize the effects of minimalist advertisements in certain groups of people, the focus was put onto the millennials living or working in Bangkok. This meant that with both the exploratory research and the descriptive research, there were 196 people to represent

conservatively-estimated three million millennials living or working in Bangkok. How well the samples reflected the population was undetermined.

Samples for the exploratory research were acquaintances and through friends' referrals. The sampling method for the descriptive research was snowball. This meant most, if not all, of the respondents were from middle to higher class. This, again, was overly generalizing the group of people affected by minimalist advertisements. There may be people from the middle-lower class that were also interested in the minimalism but they were not accounted for.

Lastly, for the sake of not making the surveys too long, only five products were chosen as testing materials. Minimalist advertisements are used pretty much in all kinds of products. The people who responded to the surveys may not have interests in some, or even all, of the products chosen. This could have created biased responses. For example, even though a finance company employee may like the FedEx minimalist ad, he has no intention of using FedEx to send anything anywhere, therefore it would have little to no effect to whether or not he purchases FedEx service.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Exploratory Research – Key Findings

The purpose of this research was to find out if people knew about minimalist advertisements, and find out the effects they had on the respondents. The interviews were done face to face, with semi-constructed and laid-back nature, and the range of interview length was between 40 to 60 minutes. There was no set format because the idea was to get as much information as possible, and to pose no pressure on the interviewees.

Ad Preferences

The interviewees were split into three groups: 1) those who preferred minimalist advertisements, 2) those who preferred regular advertisements, and 3) those who had no preferences. The result was that there were 19 people who preferred minimalist ads, five people who preferred regular ads, and four people who had no clear preferences. This was quite a revelation, because at the planning stage of the study, it was believed that minimalist ads were new to Thailand and not many people would know about it. The fact that 19 people would readily adopt this new style of advertising was unexpected. Prior to the interview, most of the respondents were unaware of minimalist advertisements as a term. After showing the pictures to them, a little over half of them said they had seen ads of this style before, on Facebook.

Understanding the Ad Messages

All of the interviewees remarked that minimalist advertisements looked either “interesting”, “attention grabbing”, or “unusual”. This was expected because, in contrary to conventional advertisements, most of the shown ads did not have images of the products. Some interviewees took over a minute to understand the messages the ads were trying to convey, and a few of them did not get them at all. It can be concluded that the nature of some minimalist

advertisements requires the consumers to have prior experiences related to the messages in order to understand what they mean. Therefore, it is like a double-edged sword; these ads look interesting but they would be useless in improving customer buying intention if they were misinterpreted or not understood at all. As for the respondents that did understand the messages, they found it exciting, at times even rewarding. Understanding minimalist advertisements gave them the feeling that they were special and, as stated by some respondents, that they were smarter than the people who did not.

Completeness of Ad Information

The people who preferred regular advertisements and some of those that had no clear preferences stated that the minimalist ads did not have enough information on them. From speaking to them, it could be concluded that some people did not understand the point of having an ad at all if they were required to find more information by themselves, and some people thought that print ads should have all the information such as price and where to buy right there where they could clearly see. On the other hand, most of the people who did prefer minimalist ads said that they liked it if an ad did not have so many words. Many times, they would rather skip an ad when they saw too many words than they wanted to read. If they were interested, then they could easily look for information and reviews on Google.

Advertisement VS. Reviews

This brought up another point frequently mentioned throughout the interviews. Over half of the respondents would search for third-party opinions through review sites and word of mouth. They said that even if they liked the ads, should the products get poor reviews, they would not buy them. Only on cheap products or products that could not go too far off from expectations would they be willing to buy on impulse. Nine people mentioned that ads had very little effect on their intention to buy if they were for products they were not already using. Therefore, this was more like product effect and cannot be relied upon for this study. On this note, it brought to mind the usefulness of an ad. If

a company relies too much on the design of their advertisements but neglect the actual performance of their products, then consumers are able to catch on to that and avoid buying altogether. What the minimalist advertisements did well was that they could grab attention and offered good ad recall.

Ad Recall

Based on the interviews, it could be concluded that minimalist advertisements offered better ad recall than their conventional counterparts. For the group of people that preferred minimalist ads, they unanimously agreed that they felt they could remember the ads very well because of various reasons. One of the reason was that these ads did not have much on them. There would be some images in either blank or uncluttered space, and then there would be a brand logo. Because there was not much to see, they could remember it more easily. Also, some of them had to take quite some time to fully understand the messages the ads were trying to convey. Because of the time spent looking at it, they felt they could remember it better.

Hipster-centric

It was found that there was a clear relationship between the hipster trend and minimalism. Out of all the respondents, 16 people believed that they belonged in the hipster culture. When probed on what they did that made them think they were hipsters, they gave a handful of points. Many of them used the term “slow life”, which is a phrase frequently used in Thailand these past couple of years. It involved a lifestyle in which individuals would take time off to “chill” in cafes or galleries. This did not only appeal to the art-centric people, as engineers and people with careers where hard skills were necessary were also included. The people of the past generations believed in working hard in their 20s and 30s so they would make and save enough money for when they got to their 40s and above. The idea of working long hours is not so appealing to the millennials much anymore. In more than one occurrence did the respondents said laid-back time was necessary.

Minimalist Advertisements in Thailand

Sixteen respondents mentioned that even though minimalist advertising is interesting, they had never seen a Thai ad like that before. All the experiences they had with this kind of ads were in Facebook posts their friends shared. When asked deeper on what they thought about the ads in Thailand, they said that the memorable ads were TV ads that were touching or print ads that were funny and played on words. Many felt like some new online shops had print ads that were close to being minimal, but the shops they mentioned did not really have them as ads. Rather, they were more like sets of photos of products taken in contemporary styles that looked fresh. Big companies were not doing that either. It was possibly due to the slow economy and high levels of competition in pretty much all product segments that forced major brands to compete more on price and product functionality. Their ads appeared to be similar in that they focused on the benefits customers would get from using their products.

Summary

In conclusion of the exploratory research, it could be said that the because today's lifestyle trend, minimalist advertising works well in capturing consumers' attention, much more so than conventional ads could. These ads are also more easily recalled by the consumers because of the engagement they require. Consumers are wanting to see Thai brands coming up with more creative ads, rather than the same old ads they are used to seeing. However, there is a psychological factor in designing such ads and companies should play along with their target audience's experiences; if the ads cannot be understood then the consumers will not buy.

4.2 Descriptive Research – Key Findings

Respondent Profile

The surveys were sent out using snowball sampling method, and data were cleaned and screened for respondents who were living or working in Bangkok and were the sole decision maker in purchases. The profiles of the respondents were somewhat similar to one another, especially in terms of age,

occupation, education, and income. For age, 54% of the respondents belonged in the 23 to 29 years old group, and 42% belonged in the 30 to 39 years old range. They were in the exact age range defined as millennials. For occupation, 37.5% were company employees, 22.6% were self-employed, and 20.8% were students. None of the respondents recorded that were unemployed. For education, over 73% of the respondents had or were still completing Bachelor's degree. Over 73% of the respondents had monthly income of 20K to 40K Thai baht. Table 4.1 below is the summary of the profiles of the respondents who did each set of the survey.

Table 4.1: Respondent Profiles

Demography	Set A (n = 72)	Set B (n = 96)
Age	18 – 22 years old: 10 23 – 29 years old: 39 30 – 39 years old: 15 40 – 49 years old: 8	18 – 22 years old: 9 23 – 29 years old: 52 30 – 39 years old: 27 40 – 49 years old: 8
Gender	Male: 43 Female: 29	Male: 39 Female: 57
Occupation	Student: 14 Self-employed: 15 Company employee: 26 Freelance: 12 Housewife: 8	Student: 21 Self-employed: 23 Company employee: 37 Freelance: 15
Education	Bachelor's degree: 49 Master's degree: 23	Bachelor's degree: 74 Master's degree: 18 Doctorate degree: 4
Monthly Allowance/Income	15K – 20K baht: 4 20K – 30K baht: 27 30K – 40K baht: 25 40K – 50K baht: 13 Over 50K: 3	15K – 20K baht: 7 20K – 30K baht: 40 30K – 40K baht: 31 40K – 50K baht: 18

Means and Standard Deviations of Dependent Variables

Table 4.2 on the next page shows means and standard deviations from Likert scales of 1 to 5. The results are from four dependent variables tested: ads' likability, ads' memorability, ads' creativity, and how much impact the ads have on purchasing decision. The full SPSS results for the frequency tables including mean, standard deviation, median, etc. can be found in Appendix F.



Table 4.2: Likert Scale Means and Standard Deviations on the Four Dependent Variables

Advertisement	Likability		Memorability		Creativity		Impact on Purchase	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
Regular FedEx	3.60	0.944	3.75	1.07	3.61	1.17	2.81	0.850
Minimal FedEx	4.00	0.821	4.00	0.834	4.07	0.771	3.52	0.649
Regular Heineken	3.09	0.782	3.02	0.882	2.94	0.792	2.67	0.675
Minimal Heineken	3.81	0.898	4.15	0.867	4.08	0.746	2.94	0.803
Regular Heinz	2.38	0.638	1.97	0.804	1.82	0.757	1.85	0.781
Minimal Heinz	3.00	0.808	3.00	0.808	2.92	0.817	2.84	0.825
Regular Durex	3.45	0.500	3.53	0.502	3.42	0.496	3.17	0.790
Minimal Durex	3.85	0.763	4.19	0.816	4.00	0.822	3.15	1.11
Regular Coca-Cola	2.96	0.777	2.43	0.577	2.50	0.531	2.51	0.503
Minimal Coca-Cola	3.03	0.839	2.95	0.800	2.88	0.824	3.07	0.824

The results showed that aside from regular Durex ad having a better impact on purchase than minimal Durex ad, all the minimalist ads had better mean scores in all four categories. This corresponded with sentiments from in-depth interviews. In order to compare the consumers' preferences between minimal and regular ads, averaging across all brands was done. Each of the variables had to be weighted due to the difference in numbers of respondents for each survey set. Set A had 72 respondents and set B had 96. Set A included those who evaluated regular FedEx, minimal Heineken, regular Heinz, minimal Durex, and regular Coca-Cola. The set B respondents evaluated on the opposite ad for each brand. After weighting and averaging, the results are shown on Table 4.3.

Table 4.3: Regular VS. Minimalist Ads

Dependent Variable	Regular Ads Score	Minimalist Ads Score
Likability	3.12	3.51
Memorability	2.98	3.60
Creativity	2.90	3.54
Impact on Purchasing Decision	2.64	3.11

These tables answer objective one: to determine Bangkok millennials' preferences between regular and minimalist advertisements. In this study, it was revealed that Bangkok millennials do indeed prefer minimalist ads over regular ads. It also answers objective four, whether or not the minimalist ads have positive impact on the consumers' purchasing decision. The answer is yes, to greater extents than do regular ads for the same product categories. This is a difficult objective to answer due to product effect; some people just would not buy something they do not use or need. No matter how good they are, ads that do not reach the right target cannot positively impact the purchasing decision.

Factors that Affect First Purchase

The respondents were given Likert scales of chosen factors that affect first purchase. The factors included: brand image, price, word of mouth, third party reviews, advertisement, and trial. Table 4.4 below shows the average scores of each factor. SPSS results can be seen in Appendix G.

Table 4.4: First Purchase Factors Scores

Factor	Mean (Out of 5)	Std. Dev.
Brand	3.96	0.878
Price	3.95	0.832
Word of Mouth	4.36	0.745
Reviews	3.52	0.954
Advertisement	3.29	0.863
Trial Before Purchase	4.12	0.757

From looking at the scores, it can be concluded that the top two factors that affect first purchase the most are word of mouth and trial before purchase. The least important factor is advertisement. Even though the score for ads was the lowest, it was still over 3, which means that it was important enough for some consumers. Bear in mind that at the time of the survey, ads typically associated with products or services in Thailand were of the regular style. The effect of minimalist advertisements still could not be assessed during this time.

Significance of Independent Variables

To find out which of the independent variables were significant for the dependent variables, another variable containing an average of all four of the minimalist advertisement dependent variables was made. This variable was called “min_allscore”. The mean of this variable was 3.77 and standard deviation of 0.36. Because the scope of this study was very limited, only millennials living or working in Bangkok were looked at, instead of separating the respondents into discreet groups, they were looked at as a whole and were

analyzed based on the independent variables. Cluster analysis was done but did not yield any significant differences between groups. Therefore, multiple ANOVA analyses using the average of all minimalist scores were put into effect and five variables turned out to be significant. The first significant variable was the respondent's age range, with degree of freedom of three, meaning there were four age groups looked at: 18-22 (mean = 3.76), 23-29 (mean = 3.93), 30-39 (mean = 3.52), and 40-49 (mean = 3.52). The F-score for this variable was 7.86 with P-value of 0.000. The second significant variable was the respondent's relationship status, there were two groups for this variable: single (mean = 3.84) and married (mean = 3.63). F-score for this variable was 5.07 with P-value of 0.028. The third significant variable was whether or not the respondent had a child. The groups were no child (mean = 3.83) and with child (mean = 3.51). F-score for this variable was 9.20 and P-value was 0.003. The fourth significant variable was the respondent's education level with two respondent groups: Bachelor's Degree (mean = 3.72) and Master's Degree (mean = 3.90). The F-score for this variable was 4.09 and the P-value was 0.047. Lastly, the fifth significant variable was whether or not the respondent thought of him/herself as being unique. There were two groups, those who thought they were not unique (mean = 3.92) and those who thought they were unique (mean = 3.71). Full list of ANOVA results is in Appendix H.

The evaluation of the groups in the five significant variables discussed above answered question posed for objective number two: what factors influenced the respondents' preference for minimalist advertisements. The strongest variable was age, which was not surprising and corresponded to the findings in the exploratory research that minimalism is the new trend. Trends are generally followed by teens and young adults. In this study, the scores for each of the highest group among each independent variable are in Table 4.6. Full list of segment means is in Appendix I.

Table 4.5: Most Appealing Segment

Characteristics	Scores	Std. Dev.
23 to 29 years old	3.93	0.311
Single	3.84	0.338
No child	3.83	0.334
Master's Degree	3.90	0.359
Does not think themselves unique	3.92	0.295

This table gave answer to objective number three, or to determine the characteristics of the most appealing target segment. People who possess these qualities are those who the companies can launch minimal advertisings and get the most positive impact from. To give this segment a name, it would be very similar to the vast majority of modern young adults. Due to this study having quite a narrow variety of samples, most of the other qualities could be inferred such as income and occupation. It was stated earlier in this report that most of the people who responded and passed the screening were either company employees or self-employed.

Summary

Based on the descriptive research, the objectives of this study can be answered. First, it was a unanimous result that minimalist advertisements were more likable, more memorable, more creative, and had a better impact to the consumer buying decision. Second, the factors that affected consumers' first purchase were revealed. These included word-of-mouth and trial, whereas advertisement ranked last. The segment that was the most readily accepting was the millennials who were single with no children, received higher education, and thought of themselves as a regular citizen. Really a typical societal person. Lastly, it can be concluded that ads of any kind will only have positive impact on the right target audience. It is also clear that even with two different groups of respondents, minimalist ads had more positive impact on the buying decision.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This study in the field of applied marketing was done to assess four objectives asked regarding the effectiveness of minimalist advertising on Bangkok millennials. It was split into two types of research: exploratory and descriptive. The exploratory part was done through in-depth interviews and the descriptive part was done with online surveys. The results for both researches worked in tandem and were relative to each other.

Exploratory Research

The results from exploratory research stated that the millennials working or living in Bangkok did not exactly know what minimalist advertisements were, but they had seen examples of this type of advertising before. Majority of the people who got to see examples of different products in both regular print ads and minimalist print ads preferred the latter. This was due to many different factors. One of which was the trend. For the lack of a better terminology, the hipster trend is strong in the modern Thai young adult lifestyles. These are the people who strived for the so called “slow life” in which they learned to take time off from the busy schedule of Bangkok way of life and relax in their own space and time. Of many things hipsters do, certain levels of minimalism are practiced. Because dwelling in busy environments is tiring, millennials like products that are simple, functional, yet have refined designs. These preferences extend not only to clothes and home furnishing, but also advertisement.

Upon looking at minimalist ads, they felt the fresh change was for the better. Not only are the ads easy to look at, they have better ad recall and more creativity. By looking and recognizing the messages and references on the ads, it invoked the sense of satisfaction and excitement that left the viewers happy. This is not without faults, of course, as the people who did not understand the ads thought that they just did not have enough information to persuade the intention to buy. Furthermore, respondents remarked that even though the ads were interesting, if the quality and performance of the products did not live up to the ads then they did not have the urge to go out and buy

them. The only reasons they would buy something on a whim would be if the price was right and the products were simple enough that not many things could go wrong. They noted that they would very much like to see Thai companies' takes on this style of advertising rather than same old print ads that focus on the price competition and functionality of the products.

Descriptive Research

There results from the descriptive research cemented the fact that more people preferred minimalist ads to the regular ones. The research has four dependent variables namely likability, memorability, creativity, and the ability to positively impact purchasing decision. Five products of different categories were chosen as test objects. Each of the product had both minimalist and regular print ads. Two different mixes of print ads were included in two sets of surveys. This was done so that a respondent would not see two different ads of the same product to compare. The goal was to assess how the respondents felt about the ads they saw, and not which of the two would they prefer over the other. The results came out that among all five products, the minimalist version of the ads received better scores on Likert scales. It was concluded that consumers really did prefer minimalist ads to the conventional counterparts.

To inspect the factors that influenced first purchases, it was revealed that advertising was the least important of all. This came in as a shock because this very study was designed around advertising at the center. It is worth noting, though, that the scored were based on the regular ads that were more or less the same over the years. The consumers believed more on word-of-mouth of the people they trusted, and also on trying out the products before they buy. Brand, price, and reviews were less important than the former two. It is believed that reviews received different level of trust from word-of-mouth due to many influencers giving good reviews for whatever products they were paid to review. Price was also an important factor, but in the day and age is it virtually impossible to fool consumers about the pricing schemes. For the research, there was an assumption that all the respondents had access to Internet because the surveys were dispatch online. Consumers have the power to do price checks on the Internet very easily.

The segment that companies should target with minimal advertisements is corresponds to the average Bangkok millennials. These are the people who are aged between 23 and 29 years old, are single with no children, have received higher education, and believe that they are leading a normal life. However, the lowest scores of the dependent variables was for the impact on purchasing decision. It seemed that the respondents did not really have real interests in the products chosen for this study. Even though the minimalist ads were thought to be memorable and creative, and were liked, they just did not really have strong impacts on the decision. This was due to product effect in which consumers like the ads but are have no need to buy the products in the ads.

Recommendations

The results of the study only gave idea of the minimalist ads are better than regular ads in terms of attention grabbing and recalling, they were not conclusive on what products companies should make minimalist advertising for. In the end, because descriptive research showed that people gave better scores to all product categories, companies should do minimalist ads anyway. However, companies should be aware that minimalist ads play on the experiences consumers have in life. If they make ads that are simply too difficult to interpret or understood, then they would not get much good feedback. Companies will need to do further market research to narrow down on the target customers. Should the customers be Bangkok millennials, it is safe to say that they will enjoy the ads.

Last Words

This study, again, was done with narrow groups of people that may or may not represent the population of Thailand, or even Bangkok. The respondents who participated in the study were of middle-higher class who all received higher education and are making good amounts of money. This was chosen due to constraints of time and resources, but the results of both researches matched which led the researcher to believe that, at least with the groups of people studied, minimalist advertising is for the better of any company.

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APPENDICES



APPENDIX A

EXAMPLES OF MINIMALIST ADVERTISEMENTS

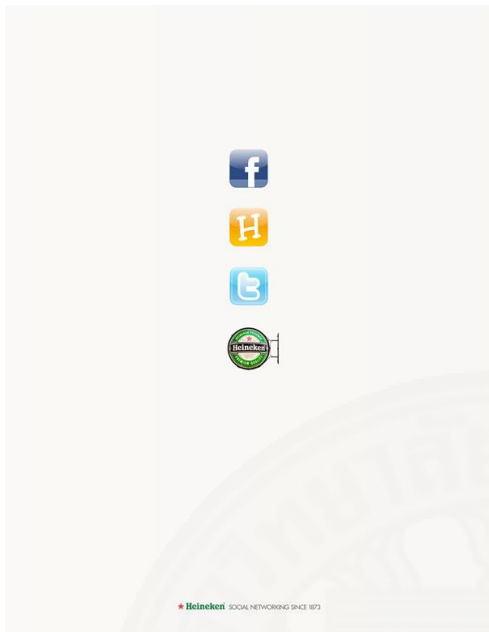
Durex's big sized condoms.



Volkswagen's new Beetle Cabriolet



Heineken bringing people closer to each other before online social media.



APPENDIX B

EXAMPLES OF REGULAR ADVERTISEMENTS

Regular Burger King Ad

IT JUST TASTES BETTER

IT'LL BLOW
YOUR MIND AWAY

BK SUPER SEVEN INCHER

\$6.25
MEAL

Fill your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

All our products are prepared in 100% vegetable oil. TM & © 2009, 2010 Burger King Corporation. All rights reserved. Available for limited time only. Offer subject to change without prior notice. BK® Super 7™, King and coronas™. Visuals shown are for illustrative purposes only. Menu vary by selected country. Not available at BK Escape Theme Park. © 2009 The Coca-Cola Company. "Coca-Cola", the Dynamic Ribbon Device and the Bottle Cap Design, Trademark and Intellectual Property of The Coca-Cola Company.

Regular Suzuki Ad

WORDS DON'T DO IT JUSTICE,
BUT THEY'RE GIVING IT THEIR BEST SHOT.

"What's impressive here is the high quality feel of the interior - the materials used on the dashboard and door panels are first-rate, and it comes with automatic climate control range on the inside of applications."

— *Auto & Truck*

"Overall, Suzuki did a nice job with the Kizashi's interior... Suzuki's engineers really worked it."

— *Car Line News*

"... a solid value with enhanced performance."

— *Motor Trend magazine*

"An impressive five-star fuel economy and handling can be said here as well. It's not easy."

— *Autoblog.com*

"We compared the Suzuki to several competitors from Subaru, Acura and Volkswagen. Naturally, the Kizashi (overall) stands out."

— *Motor Trend magazine*

"It was built to last."

— *Car & Driver*

"We got the leading test Suzuki's chassis development engineers got out of it all at once. It's pretty amazing how much Suzuki gets right with the Kizashi."

— *Car & Driver*

PRESENTING *Kizashi*

SUZUKI

Regular Bella Terra Ad



bella terra
MINERAL COSMETICS
mother earth has a beauty secret...

Luxurious skincare
for brighter, smoother,
younger-looking skin

**100% Natural
Mineral Makeup**

The purest, highest quality
minerals that actually
improve the health of skin

The result – a natural, radiant glow
and a sheer, micro-fine finish
that visually minimizes fine lines,
pores and imperfections.

Mineral
Foundation

Mineral
Shimmers

www.BellaTerraCosmetics.com • sales@BellaTerraCosmetics.com • 877.847.9588



APPENDIX C

FEDEX PRINT ADS

Minimal FedEx print ad



FedEx
Express

Busier FedEx print ad

We believe you should havefast

We believe you should have fast, easy access to global business opportunities. With a worldwide delivery network made up of 280,000 team members in over 220 countries and territories, we are committed to providing you with the best experience possible - from the moment we answer your call to the moment we deliver to your customer.

Especially how FedEx will work behind the scenes to help your company access the opportunities of the global market, visit experience.fedex.com

FedEx
Express

Behind a great experience

APPENDIX D

IN-DEPTH INTERVIEW QUESTIONS

Warming up questions

1. Please tell me a little bit about yourself.
2. Are you the main decision maker when you buy products?
3. What kind of shopping do you like to do?

Questions about ads

1. Do you consume advertisements regularly? If so, where?
2. What kind of advertisements do you like, styles, mood and tone?
3. Off the top of your head, please tell me the ad that you remember right now.
4. Have you ever heard of minimalist advertisements? (If not, show pictures)
5. What do you think of these ads, do you like them? Why?
6. Compared to regular ads of the same kinds of products, which do you like better?
7. Do you think these ads are memorable? Creative?
8. When looking at ads, do they make you feel like you want to buy the products? Why or why not?
9. Would you like to see Thai companies doing ads like this?

APPENDIX E

SURVEY QUESTIONS

Set A

Screening Questions:

1. Do you mainly work/live in Bangkok?
 - a. Yes
 - b. No
2. Are you, most of the time, the decision maker in buying products?
 - a. Yes
 - b. No

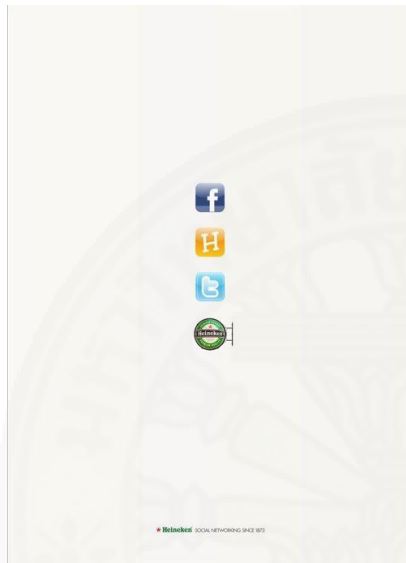
Body Questions:

1. How do you consume advertisement? (Choose all that apply)
 - a. TV
 - b. Magazines
 - c. BTS/MRT ads
 - d. Billboards
 - e. Websites
 - f. Facebook
 - g. Instagram
 - h. YouTube
2. Would you consider yourself a hipster?
 - a. Yes
 - b. No
3. On a scale of 1-5: do you like the overall designs of Muji products? (1=I hate them, 5=I love them)
4. On a scale of 1-5: frequency of online shopping vs. physical stores? (1=online only, 5=offline only)
5. What items do you feel you spend a lot of money on? (choose all that apply)
 - a. Clothes and footwear
 - b. Food and beverage including alcohol
 - c. Groceries such as detergents and tissue paper

- d. Electronics including games
 - e. Cosmetics including perfume
 - f. Leisure and entertainment
 - g. Home decoration
6. On a scale of 1 to 5. In your opinion, how do the following affect when you buy something for the first time? (1=no effect, 5=tremendous effect)
- a. Brand
 - b. Price
 - c. Word of mouth
 - d. Online reviews
 - e. Advertisements
 - f. Trial before purchase
7. On average, how many hours a day do you use social media including Facebook, Instagram, and LINE.
- a. Less than 1 hour
 - b. 1-3 hours
 - c. 3-5 hours
 - d. More than 5 hours



8. On a scale of 1-5:
- Do you like this ad?
 - Do you think this ad is memorable?
 - Do you think this ad is creative?
 - Does it make you want to purchase the product/service more than before?

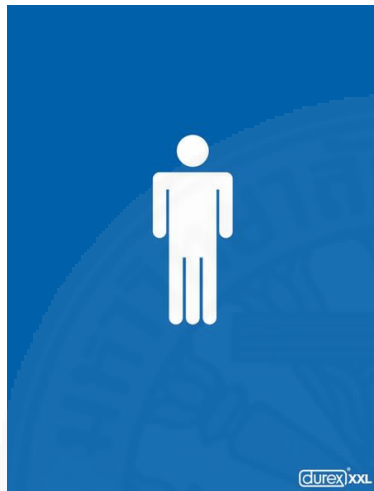


9. On a scale of 1-5:
- Do you like this ad?
 - Do you think this ad is memorable?
 - Do you think this ad is creative?
 - Does it make you want to purchase the product/service more than before?



10. On a scale of 1-5:

- a. Do you like this ad?
- b. Do you think this ad is memorable?
- c. Do you think this ad is creative?
- d. Does it make you want to purchase the product/service more than before?



11. On a scale of 1-5:

- a. Do you like this ad?
- b. Do you think this ad is memorable?
- c. Do you think this ad is creative?
- d. Does it make you want to purchase the product/service more than before?



12. On a scale of 1-5:
- Do you like this ad?
 - Do you think this ad is memorable?
 - Do you think this ad is creative?
 - Does it make you want to purchase the product/service more than before?
13. Please choose what most closely resembles you. (choose all that apply)
- I like numbers
 - I like science stuff
 - I like visual art
 - I like minimal looking stuff
 - I like to read books
 - I am unique and not like the others

Demographics:

- Age
 - 15-17
 - 18-22
 - 23-29
 - 30-39
 - 40-49
 - 50 and above
- Gender
 - Male
 - Female
- Relationship status
 - Single
 - Married
 - Divorced/Widowed
- Do you have children?
 - Yes
 - No

5. Occupation

- a. Student
- b. Self employed
- c. Company employee
- d. Freelance
- e. Unemployed and looking for work
- f. Unemployed and not looking for work
- g. Retired
- h. Housewife/househusband
- i. Other

6. Education

- a. High school or lower
- b. Bachelor's degree
- c. Master's degree
- d. Doctorate degree
- e. Other

7. Monthly Personal Income/Allowance

- a. Below 15,000
- b. 15,000-19,999
- c. 20,000-29,999
- d. 30,000-39,999
- e. 40,000-49,999
- f. 50,000 and above

Set B**Screening Questions:**

3. Do you mainly work/live in Bangkok?
 - a. Yes
 - b. No
4. Are you, most of the time, the decision maker in buying products?
 - a. Yes
 - b. No

Body Questions:

1. How do you consume advertisement? (Choose all that apply)
 - g. TV
 - h. Magazines
 - i. BTS/MRT ads
 - j. Billboards
 - k. Websites
 - l. Facebook
 - m. Instagram
 - n. YouTube
2. Would you consider yourself a hipster?
 - a. Yes
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4. On a scale of 1-5: frequency of online shopping vs. physical stores? (1=online only, 5=offline only)
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 - a. Clothes and footwear
 - b. Food and beverage including alcohol
 - c. Groceries such as detergents and tissue paper
 - d. Electronics including games
 - e. Cosmetics including perfume
 - f. Leisure and entertainment

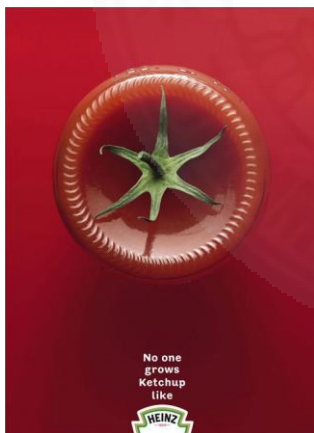
- g. Home decoration
6. On a scale of 1 to 5. In your opinion, how do the following affect when you buy something for the first time? (1=no effect, 5=tremendous effect)
- Brand
 - Price
 - Word of mouth
 - Online reviews
 - Advertisements
 - Trial before purchase
7. On average, how many hours a day do you use social media including Facebook, Instagram, and LINE.
- Less than 1 hour
 - 1-3 hours
 - 3-5 hours
 - More than 5 hours



8. On a scale of 1-5:
- Do you like this ad?
 - Do you think this ad is memorable?
 - Do you think this ad is creative?
 - Does it make you want to purchase the product/service more than before?



9. On a scale of 1-5:
- Do you like this ad?
 - Do you think this ad is memorable?
 - Do you think this ad is creative?
 - Does it make you want to purchase the product/service more than before?

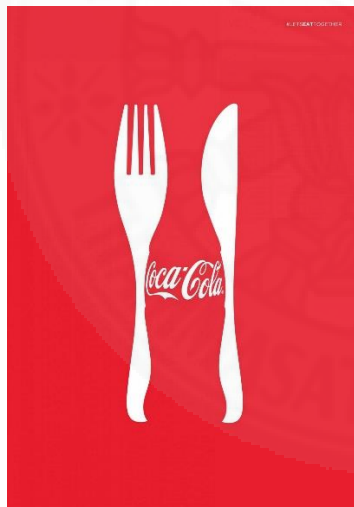


10. On a scale of 1-5:
- Do you like this ad?
 - Do you think this ad is memorable?
 - Do you think this ad is creative?
 - Does it make you want to purchase the product/service more than before?



11. On a scale of 1-5:

- a. Do you like this ad?
- b. Do you think this ad is memorable?
- c. Do you think this ad is creative?
- d. Does it make you want to purchase the product/service more than before?



12. On a scale of 1-5:

- a. Do you like this ad?
- b. Do you think this ad is memorable?
- c. Do you think this ad is creative?
- d. Does it make you want to purchase the product/service more than before?

13. Please choose what most closely resembles you. (choose all that apply)

- a. I like numbers
- b. I like science stuff
- c. I like visual art
- d. I like minimal looking stuff
- e. I like to read books
- f. I am unique and not like the others

Demographics:

1. Age

- g. 15-17
- h. 18-22
- i. 23-29
- j. 30-39
- k. 40-49
- l. 50 and above

2. Gender

- a. Male
- b. Female

3. Relationship status

- a. Single
- b. Married
- c. Divorced/Widowed

4. Do you have children?

- a. Yes
- b. No

5. Occupation

- a. Student
- b. Self employed
- c. Company employee
- d. Freelance
- e. Unemployed and looking for work
- f. Unemployed and not looking for work

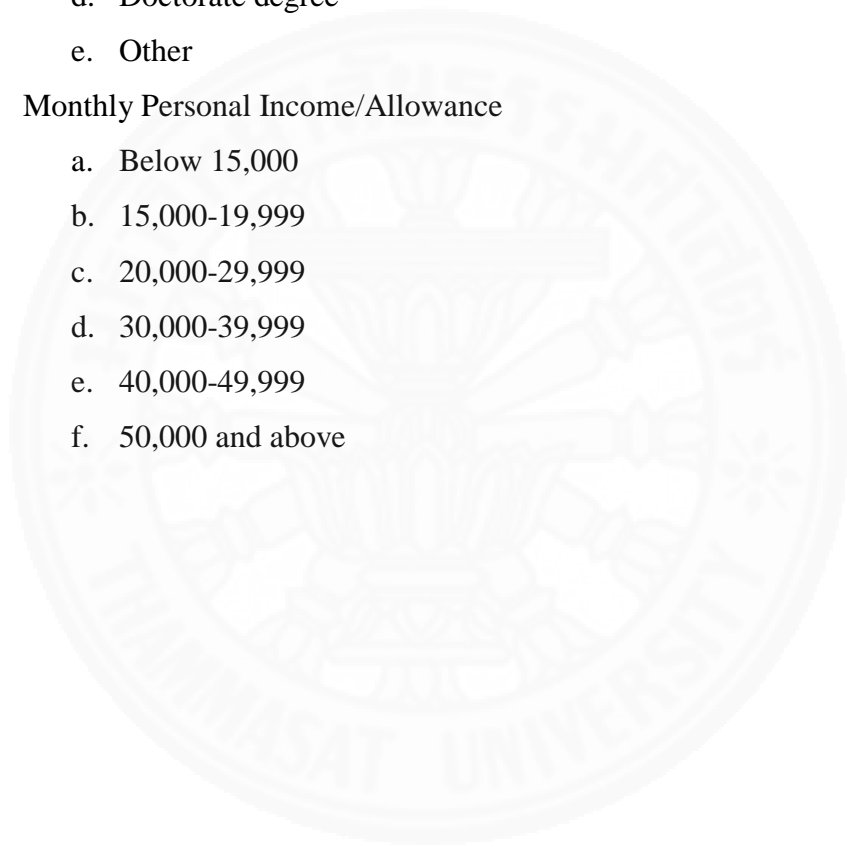
- g. Retired
- h. Housewife/househusband
- i. Other

6. Education

- a. High school or lower
- b. Bachelor's degree
- c. Master's degree
- d. Doctorate degree
- e. Other

7. Monthly Personal Income/Allowance

- a. Below 15,000
- b. 15,000-19,999
- c. 20,000-29,999
- d. 30,000-39,999
- e. 40,000-49,999
- f. 50,000 and above



APPENDIX F

FREQUENCY TABLES OF DEPENDENT VARIABLES

Note: The respondents each saw only five of ten ads, so missing data means they did not see those ads.

Like = How much they liked the ad, Mem = How memorable was the ad, Create = How creative was the ad, Work = Impact on buying

Set A: Q8 = Regular FedEx, Q9 = Minimal Heineken, Q10 = Regular Heinz, Q11 = Minimal Durex, Q12 = Regular Coca-Cola

Statistics

	Q8_	Q8_	Q8_	Q9_	Q9_	Q9_	Q10_	Q10_	Q10_	Q10_	Q11_	Q11_	Q11_	Q12_	Q12_	Q12_	Q12_	Q12_		
	Like	Mem	Creat	Work	Like	Mem	Creat	Work	Lik	Mem	Creat	Work	Lik	Mem	Creat	Work	Lik	Work		
N	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72		
Valid	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72		
Missing	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96		
Mean	3.60	3.75	3.61	2.81	3.81	4.15	4.08	2.94	2.38	1.97	1.82	1.85	3.85	4.19	4.00	3.15	2.96	2.43	2.50	2.51
Median	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	2.00	2.00	2.00	2.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00
Mode	3	3 ^a	3	2	3	4	4	3	2 ^a	2	2	1	4	5	3 ^a	3	3	2	3	3
Std. Deviation	.944	1.071	1.170	.850	.898	.867	.746	.803	.638	.804	.757	.781	.763	.816	.822	1.109	.777	.577	.531	.503
Variance	.892	1.148	1.368	.722	.807	.751	.556	.645	.407	.647	.573	.610	.582	.666	.676	1.230	.604	.333	.282	.253
Range	4	4	4	2	3	3	3	2	2	2	2	2	2	2	2	4	2	2	2	1
Minimum	1	1	1	2	2	2	2	2	1	1	1	1	3	3	3	1	2	1	1	2
Maximum	5	5	5	4	5	5	5	4	3	3	3	3	5	5	5	5	4	3	3	3
Percentiles																				
25	3.00	3.00	3.00	2.00	3.00	4.00	4.00	2.00	2.00	1.00	1.00	1.00	3.00	3.25	3.00	3.00	2.00	2.00	2.00	2.00
50	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	2.00	2.00	2.00	2.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00
75	4.00	5.00	5.00	4.00	5.00	5.00	5.00	4.00	3.00	3.00	2.00	2.00	4.00	5.00	5.00	4.00	4.00	3.00	3.00	3.00

a. Multiple modes exist. The smallest value is shown

Set B: Q13 = Minimal FedEx, Q14 = Regular Heineken, Q15 = Minimal Heinz, Q16 = Regular Durex, Q17 = Minimal Coca-Cola

Statistics

	Q13	Q13	Q13	Q13	Q14	Q14	Q14	Q14	Q15	Q15	Q15	Q15	Q16	Q16	Q16	Q16	Q17	Q17	Q17	Q17
	Lik	Me	Cre	wo	lik	me	cre	wo	lik	me	cre	wo	lik	me	cre	wo	lik	me	cre	wo
	e	m	e	rk	e	m	te	rk	e	m	te	rk	e	m	te	rk	e	m	te	rk
N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
Val																				
id																				
Mi																				
ssi	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72
ng																				
Mean	4.00	4.00	4.07	3.52	3.09	3.02	2.93	2.66	3.00	3.00	2.91	2.84	3.44	3.53	3.41	3.16	3.03	2.94	2.87	3.07
	00	00	09	08	38	08	75	67	00	00	67	38	79	13	67	67	13	79	50	29
Median	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
Mode	4.00	3.00	4.00	3.00	3.00	4.00	3.00	2.00	3.00	3.00	2.00	2.00	3.00	4.00	3.00	4.00	4.00	3.00	2.00	4.00
		a																		
Std.	.820	.833	.771	.648	.782	.882	.792	.675	.807	.807	.816	.824	.499	.501	.495	.790	.839	.799	.823	.823
Deviation	78	51	2	55	41	33	23	38	86	86	50	98	89	64	59	29	21	60	98	92
Variance	.674	.695	.595	.421	.612	.779	.628	.456	.653	.653	.667	.681	.250	.252	.246	.625	.704	.639	.679	.679
Range	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	1.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00
Minimum	2.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00
Maximum	5.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Perc 25	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00
entil	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
es 50	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00
75	5.00	5.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00	00

a. Multiple modes exist. The smallest value is shown

APPENDIX G
DESCRIPTIVE STATISTICS OF PURCHASE FACTORS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q6_Brand	168	2	5	3.96	.878
Q6_Price	168	2	5	3.95	.832
Q6_WOM	168	3	5	4.36	.745
Q6_Rev	168	2	5	3.52	.954
Q6_Ad	168	2	5	3.29	.863
Q6_Trial	168	3	5	4.12	.757
Valid N (listwise)	168				

APPENDIX H
ANOVA RESULTS FOR SIGNIFICANCE OF INDEPENDENT
VARIABLES

Age:

ANOVA

min_allscore_a

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.433	3	.811	7.862	.000
Within Groups	7.015	68	.103		
Total	9.448	71			

Relationship Status:

ANOVA

min_allscore_a

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.638	1	.638	5.068	.028
Within Groups	8.810	70	.126		
Total	9.448	71			

Having children:

ANOVA

min_allscore_a

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.097	1	1.097	9.195	.003
Within Groups	8.351	70	.119		
Total	9.448	71			

Education:

ANOVA

min_allscore_a

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.521	1	.521	4.086	.047
Within Groups	8.927	70	.128		
Total	9.448	71			

Believe in Self-uniqueness

ANOVA

min_allscore_a

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.693	1	.693	5.540	.021
Within Groups	8.755	70	.125		
Total	9.448	71			

APPENDIX I
MEANS OF SIGNIFICANT VARIABLES

Age:

min_all * Age

min_all

Age	Mean	N	Std. Deviation
18-22	3.7625	10	.35084
23-29	3.9263	39	.31114
30-39	3.5167	15	.36556
40-49	3.5156	8	.22597
Total	3.7726	72	.36478

Relationship:

min_all * Relation

min_all

Relation	Mean	N	Std. Deviation
Single	3.8350	50	.33829
Married	3.6307	22	.39051
Total	3.7726	72	.36478

Having children:

min_all * Child

min_all

Child	Mean	N	Std. Deviation
No	3.8305	59	.33377
Yes	3.5096	13	.39680
Total	3.7726	72	.36478

Education

min_all * Edu

min_all

Edu	Mean	N	Std. Deviation
Bachelor's Degree	3.7143	49	.35630
Master's Degree	3.8967	23	.35884
Total	3.7726	72	.36478

Uniqueness

min_all * Q18_Unique

min_all

Q18_Unique	Mean	N	Std. Deviation
No	3.9205	22	.29516
Yes	3.7075	50	.37594
Total	3.7726	72	.36478

BIOGRAPHY

Name	Mr. Rujdanai Chinratanalap
Date of Birth	March 15 th , 1989
Education Attainment	2012: Bachelor's degree in Industrial Engineering Georgia Institute of Technology
Work Position	Director Ryo Technologies Co., Ltd.

