

Title: Controllable Marketing Factors of Myanmar Online Consumer Behavior towards the Irrawaddy's Website (Myanmar Version)

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ABSTRACT

The objective of this study is to identify key online controllable marketing factors that impact on Myanmar online consumer readings of Myanmar (Burmese) website of *The Irrawaddy*. Primarily, 106 online survey respondents and 10 in-depth interviewees participated in this research. The purposive sampling technique was adopted in selection process.

Findings highlight that most respondents were male (78.3%), holding bachelor degree (65.1%) and earning incomes between 100,001 Kyat to 300,000 Kyat per month (25.5%). The majority of respondents are living in Yangon (54.7%), major readers include students (17.0%), technician (15.1%), company staff (12.3%) and NGO / INGO staff (11.3%). Most of these readers read political news (76.4%). The majority of respondents regularly read the Myanmar website of *The Irrawaddy* (74.5%) and they regularly read 2 – 6 times a week (49.4%).

The top six factors of online controllable marketing factors from the 17 factors were found to impact on respondents. They included place ($\bar{x} = 3.71$) followed by price ($\bar{x} = 3.62$), promotion of website ($\bar{x} = 3.43$), website accessibility ($\bar{x} = 3.35$), reputation of the website and the organization ($\bar{x} = 3.34$) and convenience of use ($\bar{x} = 3.26$) respectively.

It can be recommended that the organization should focus on the top four key factors which include place (distribution channel), price, and promotion of website and reputation of the website of *The Irrawaddy*. The importance of 'name' / 'image' should be valued in building, processing and strengthening online news media website as the sustainability and the growth of audience size depend on the image of particular news media organization.