

Japan–Myanmar Trade & Anime Fair 2013 Event Study

Using Smartphone/Tablet Questionnaire App (SODA)

—Myanmar (Yangon) —



SurveyMY

What is “MobileMY”?

It is our mobile survey system which allows answering offline using a smartphone/tablet App.

It enables, for instance, a survey to evaluate services and a display of goods at a store with photographs taken then and there

Compared with conventional paper-based surveys;

- it allows respondents to answer a questionnaire and simultaneously take photos or movies, which clarifies information about a display of goods, etc. for you to analyze contents of replies from them.
- Respondents can save their response data offline, and you will be able to output total results of a survey as soon as they upload the data.
- As it is essentially a CAPI, interviewers' burden will be greatly reduced.



1. Evaluations of your booth (conditions of cleaning, attending to your customers, etc.),
2. Evaluations of your competitors (line-ups of products, conditions of attending to their customers, etc.), and the like

You can set a question pattern along the theme.

Scenes for MobileMY

Self Interviews

A respondent having smartphone/tablet will download the mobile App and participate in a survey at any given location.

Lifestyle Studies

Answering a questionnaire and taking pictures/shooting movies off-line. Studies on usage of household products, food diaries, etc.

Event Studies

Evaluate an event from the visitors perspectives. Capture their points of interest. Instantly record a respondent's evaluation and photographs of booths/exhibits, etc. drawing his attention.
Evaluation of an entire event venue or individual booths, exhibits, etc.

Store Studies

Evaluation of a store through the eyes of consumers.
Visit a store and evaluate its actual conditions, such as a selection of goods.

By Interviewers

Usable as an offline survey system (CAPI) by providing interviewers with devices where the system has been installed.

Scenes of the Event- 1



Japanese cosmetics



Booths in the daytime



Clothing related



Cosmetics using thanaka

Scenes of the Event-2



Main stage



Booths by the event stage



In carrying out the survey



Junction Square and the event venue (night)

Survey Summary

Target Event: Japan–Myanmar Trade & Anime Fair 2013

(Outdoor venue at Junction Square in Yangon, Myanmar)

Surveyed: Interviews using a tablet with event visitors

In reward for completion of the questionnaire, respondents play the capsule toy, Gacha-gacha.

Questions: 27 (including photo capture)

Samples: N=126

Fieldwork: 2nd – 3rd Nov 2013

Examples of questions asked

- Photographs of things, people, booths that interested you at the event and the reason.
- Evaluation of the event (scores and reason)
- Countries of origin of things intended to purchase / view
(e.g. automobiles/cosmetics/anime, etc.)



Survey results

Things, people, booths that interested respondents at the event and the reasons – 1

Photo



Title

Stage of Product Exhibition

Thanaka

Interest in cosmetics

Reason

I like living in stylish life, so I like stylish products

I like thanaka most.

Because they are pretty

Demo

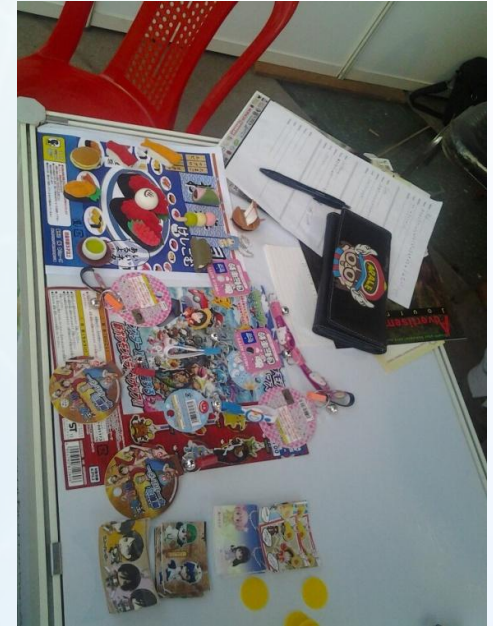
Age 25/male
Company employee

Age 18/female
Hospitality employee (restaurant,
hotel, etc.)

Age 24/female
Company employee

Things, people, booths that interested respondents at the event and the reasons – 2

Photo



Title

Japan Myanmar Collaboration Fair

Interested technology

Toys

Reason

I was interested in Japan and its culture through anime and had always wanted to go to Japan.

New

Never seen like this before

Demo

Age 15/female
Student

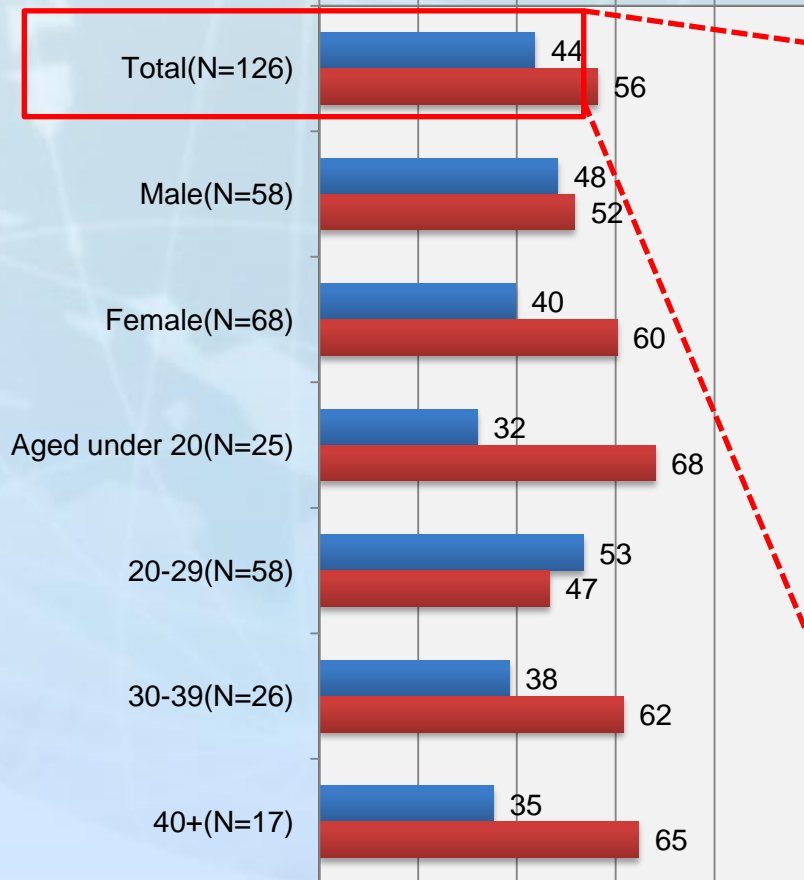
Age 39/female
Company employee

Age 17/female
Student

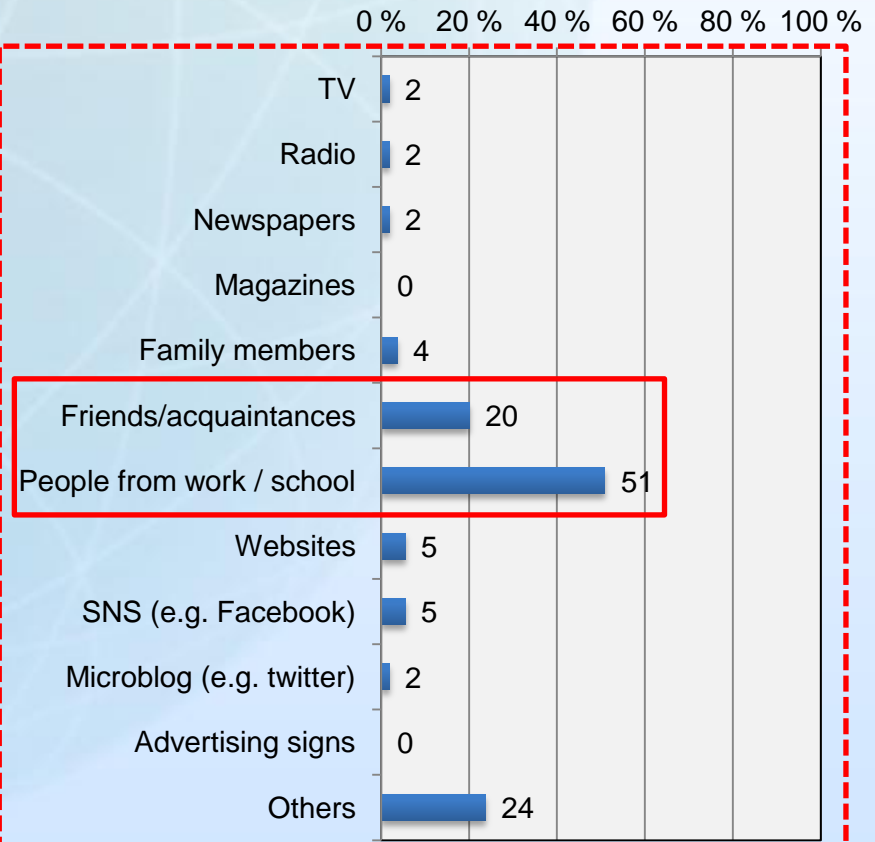
Prior recognition and information sources

**Over 40% of the respondents knew the event in advance.
Many of them were informed about it by word of mouth.**

Q Did you know about this event beforehand? (SA)
0 % 20 % 40 % 60 % 80 % 100 %



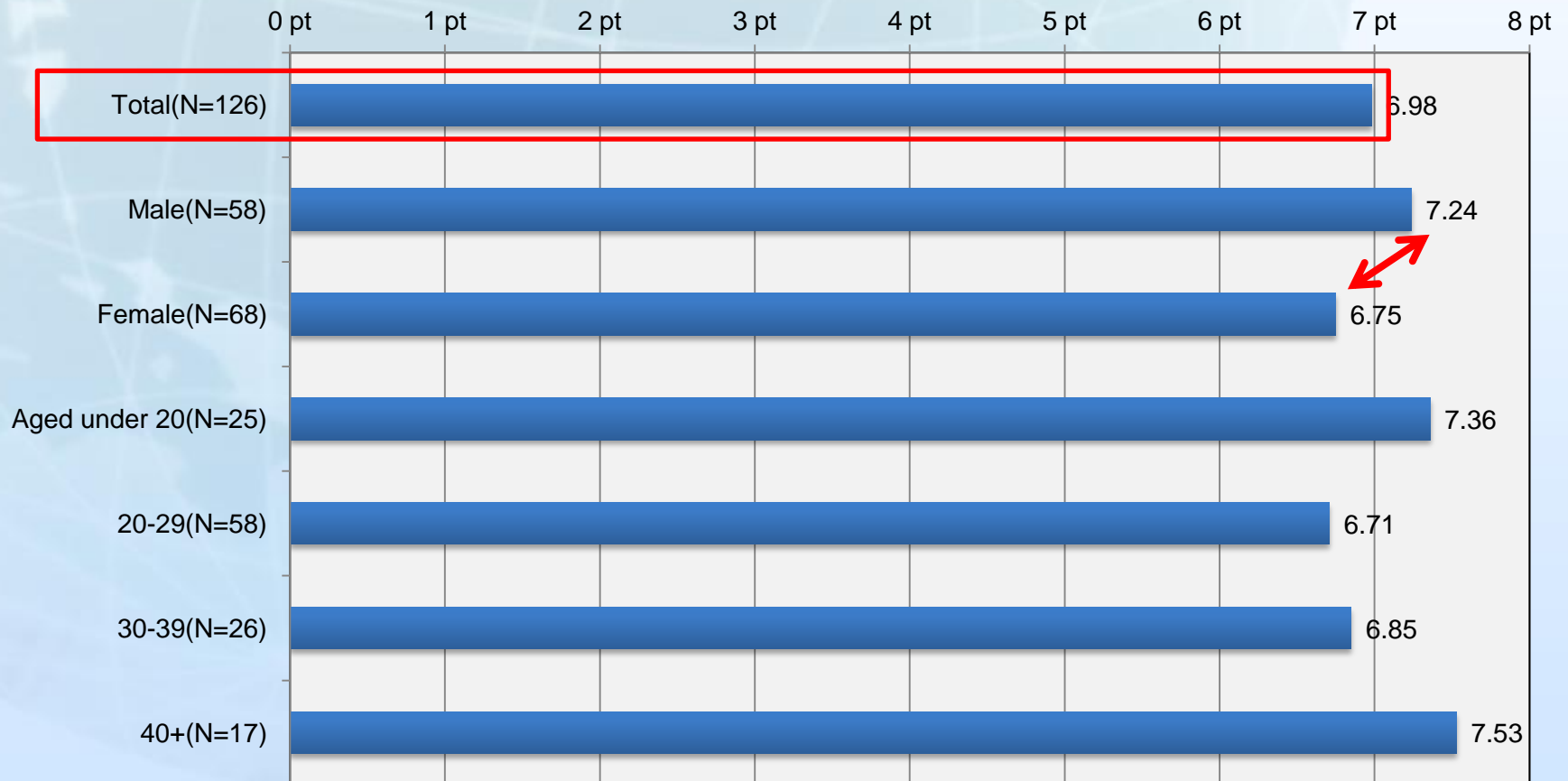
Q What was the source of information you learned about this event? (MA)
Prior recognition base/N=55
0 % 20 % 40 % 60 % 80 % 100 %



Satisfaction rating (10-point scale)

Approximately 7 points out of 10 in average
Evaluation by men slightly higher

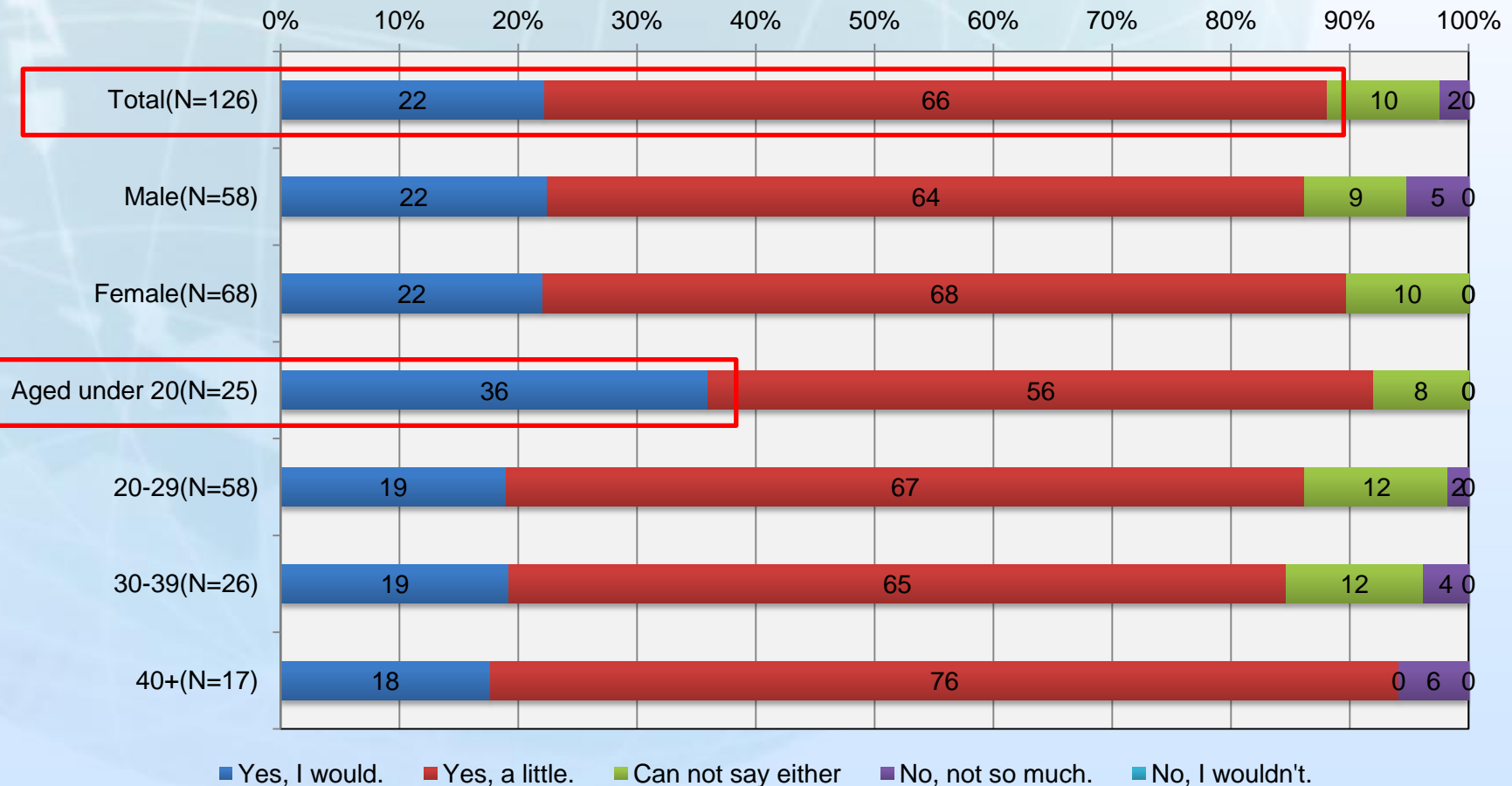
Q What is the level of your satisfaction with the event this time ? Please give a score of your satisfaction level on a scale of 1 to 10 . 10 means "you are perfectly satisfied". (NU)



Intention of revisit

**Nearly 90% has intention to visit this kind of events.
Higher intention of revisit among teenagers in particular: 1/3 of them say "Yes".**

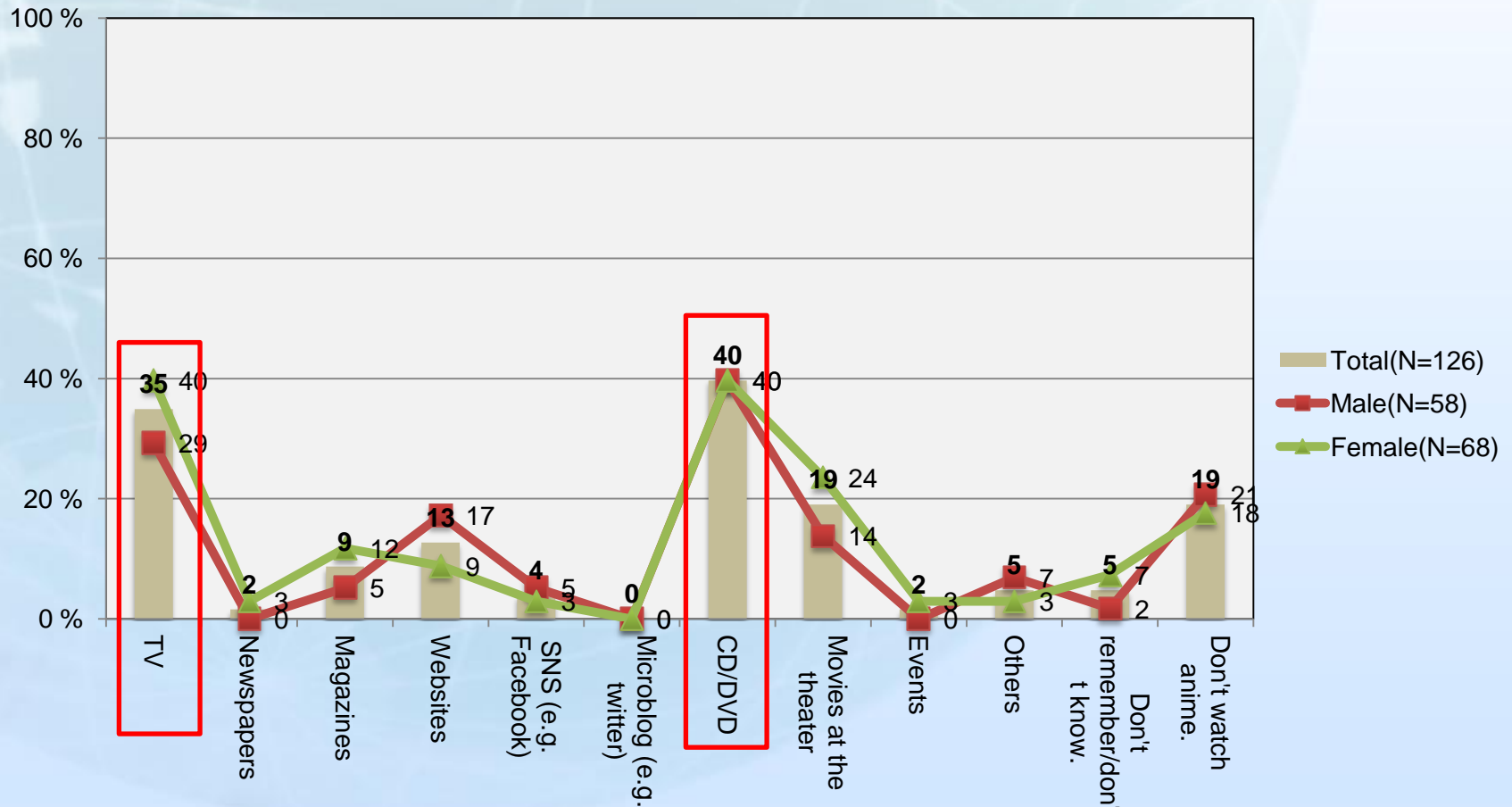
Q Would you like to visit an event like this again? (SA)



Media for anime viewing (by gender)

Many view anime on CD/DVD or TV.

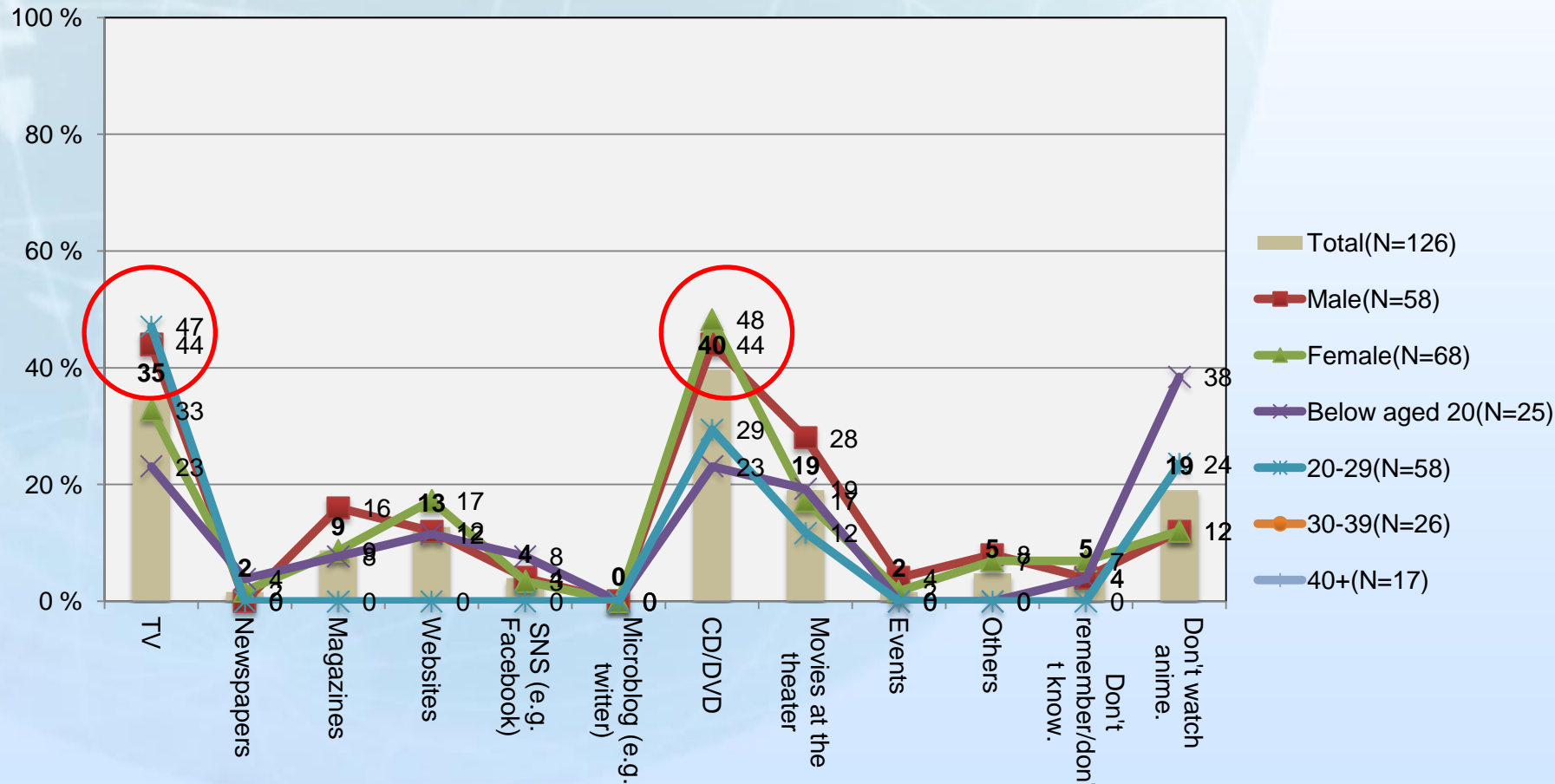
Q What media do you use to watch anime? (MA)



Media for anime viewing (by age group)

**DVD scores high by their teens and twenties,
TV by teens and forties.**

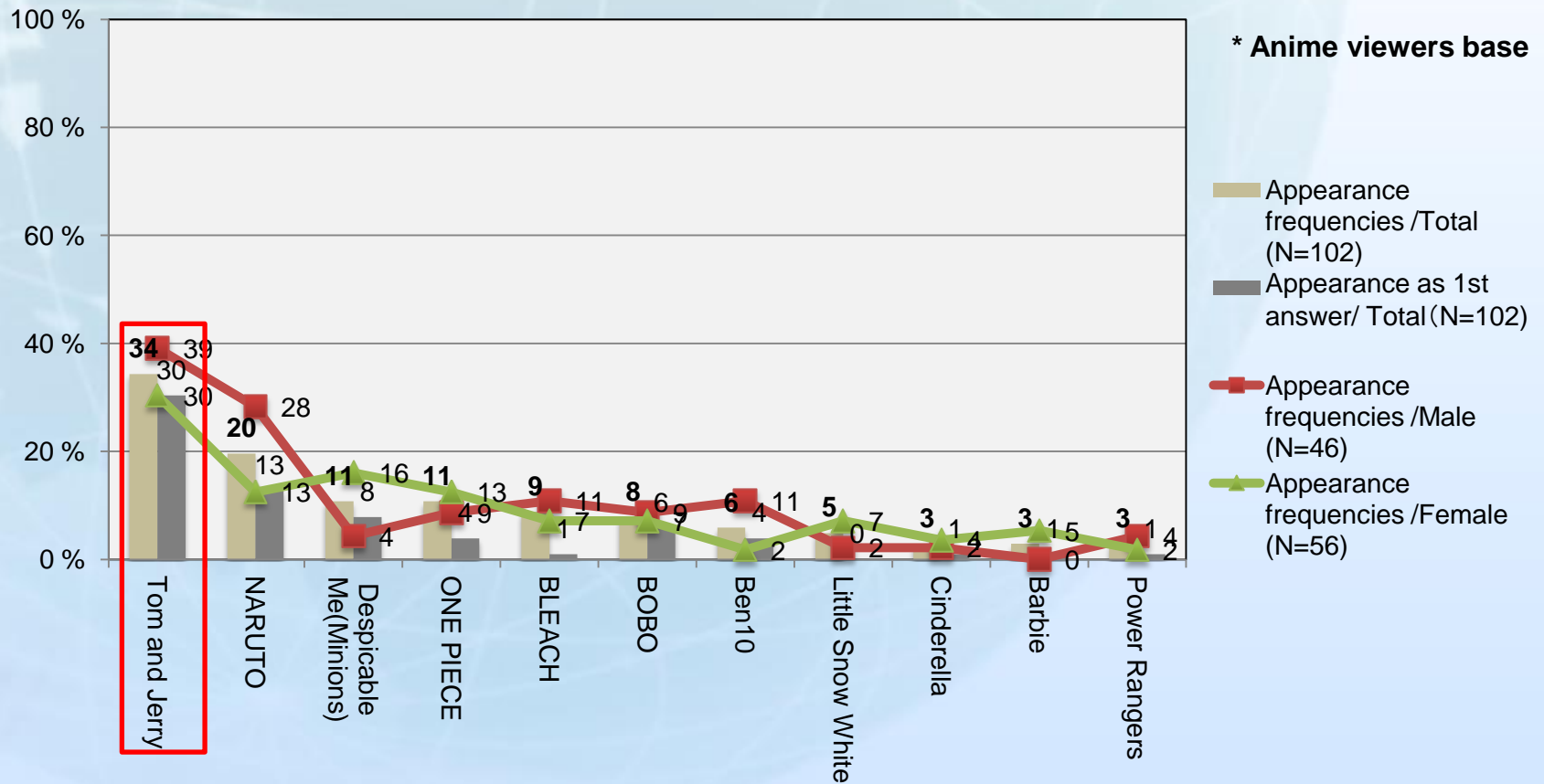
Q What media do you use to watch anime? (MA)



Well-known anime titles (by gender)

“Tom and Jerry” appeared most often, followed by “NARUTO”, “Despicable Me” and “ONE PIECE”.

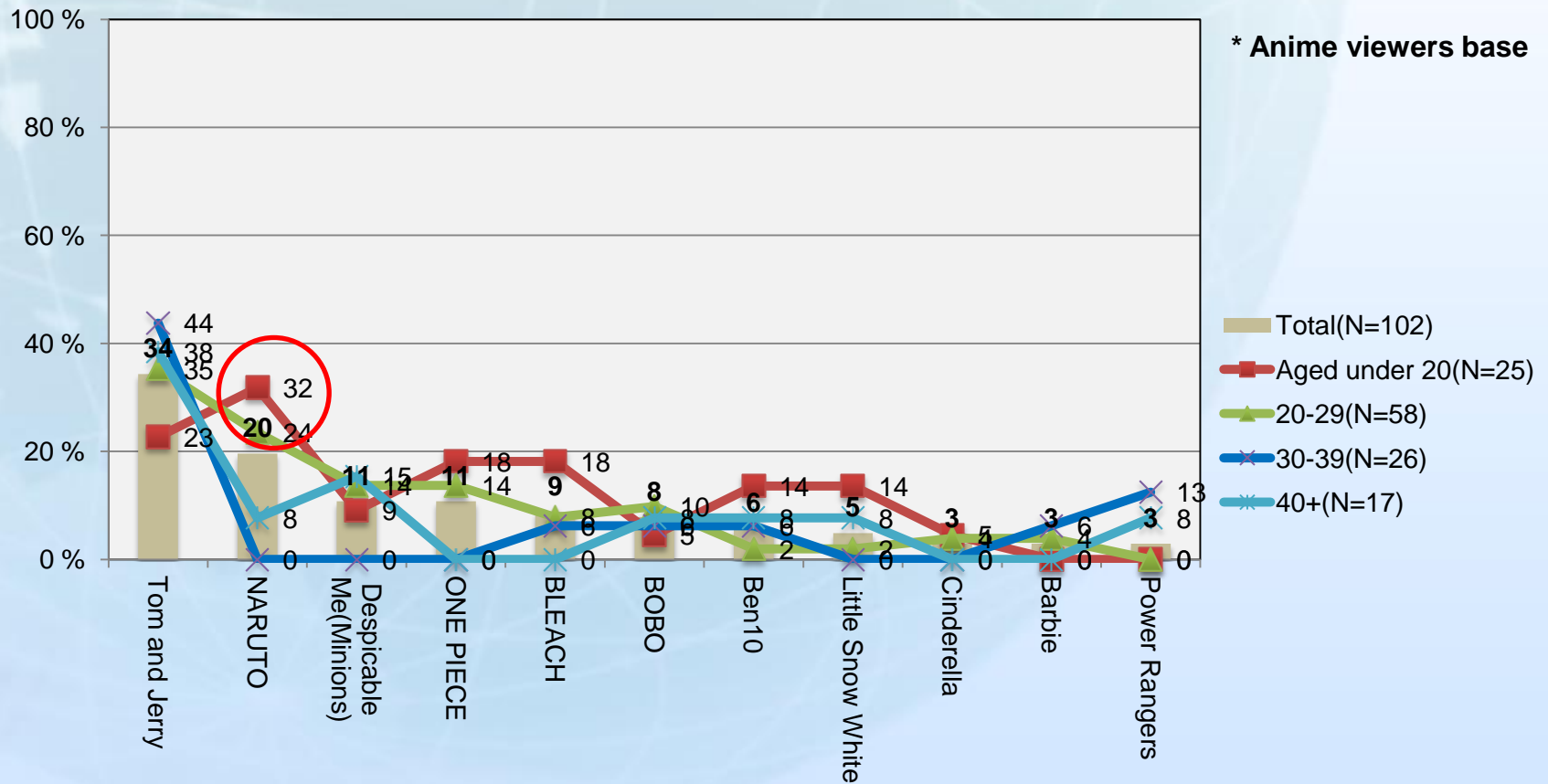
Q Please answer titles of anime you can think of. (Please answer up to 5 titles that came up.) (Total)(OA→AC)



Well-known anime titles (by age group)

Teenagers answer “NARUTO” more than “Tom and Jerry”.

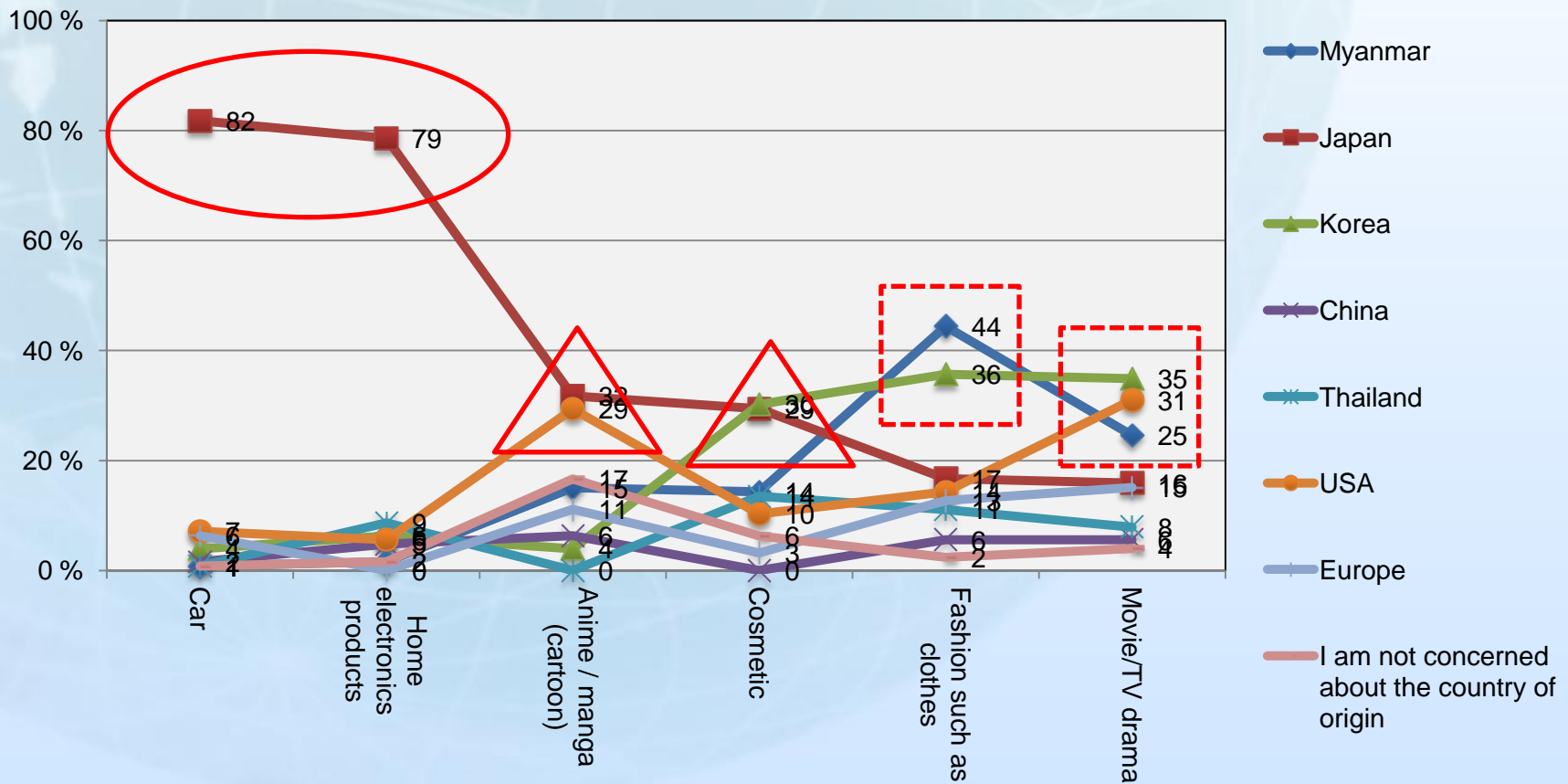
Q Please answer titles of anime you can think of. (Please answer up to 5 titles that came up.)(Total)(OA→AC)



Countries of origin of goods intended to purchase (all categories)

**Japanese make is unrivaled for durable goods of automobiles and home electric appliances.
Competes with USA for the anime/manga, and with South Korea for cosmetics.
Fallen behind South Korea and Myanmar in fashion and movie/TV drama.**

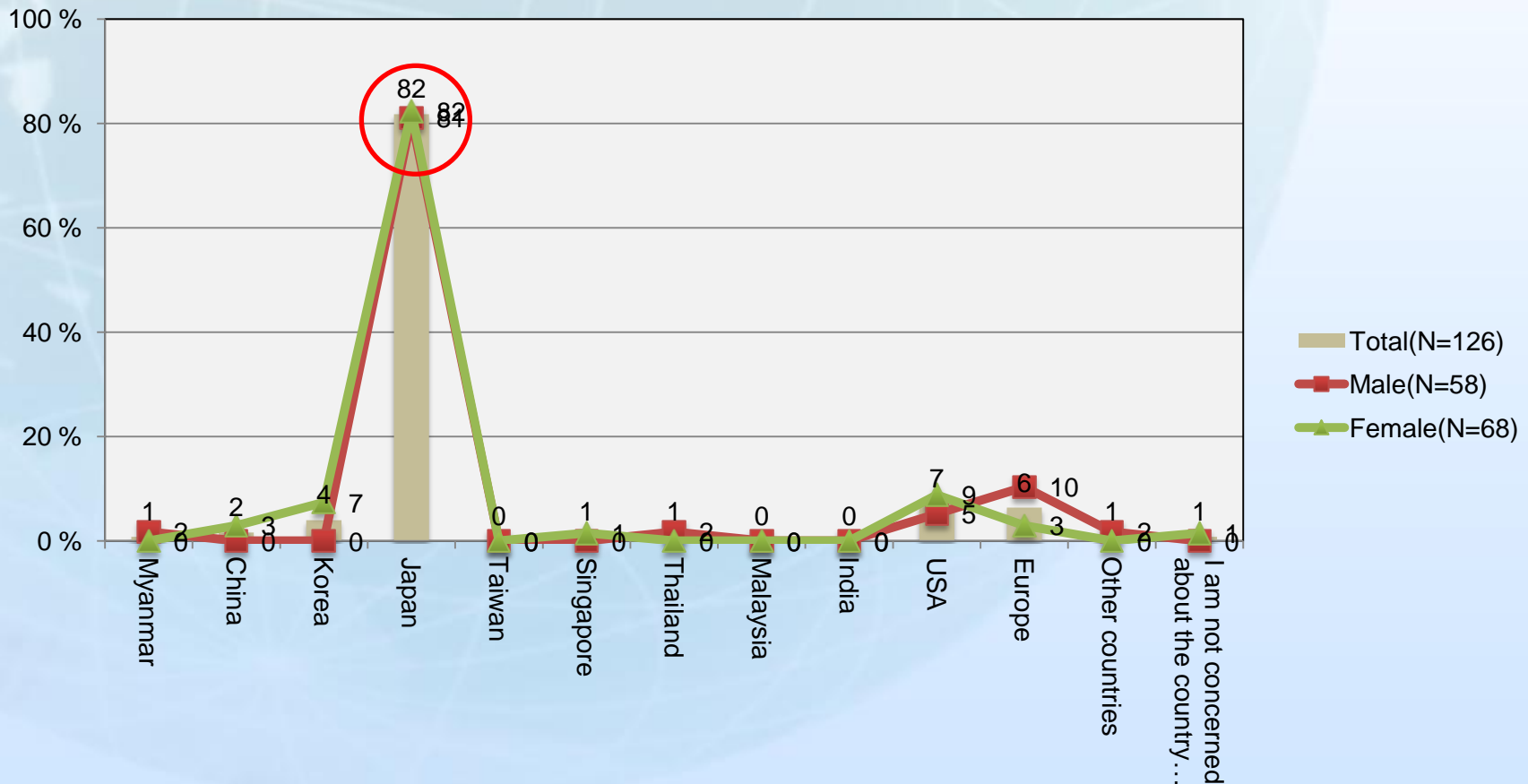
Q For each of the following products/contents, please answer the country of origin/manufacture you wish to buy/watch the products of. (MA each category)



Countries of origin of goods intended to purchase: automobiles (by gender)

The purchase intention of a car made in Japan is overwhelmingly high as 80%.

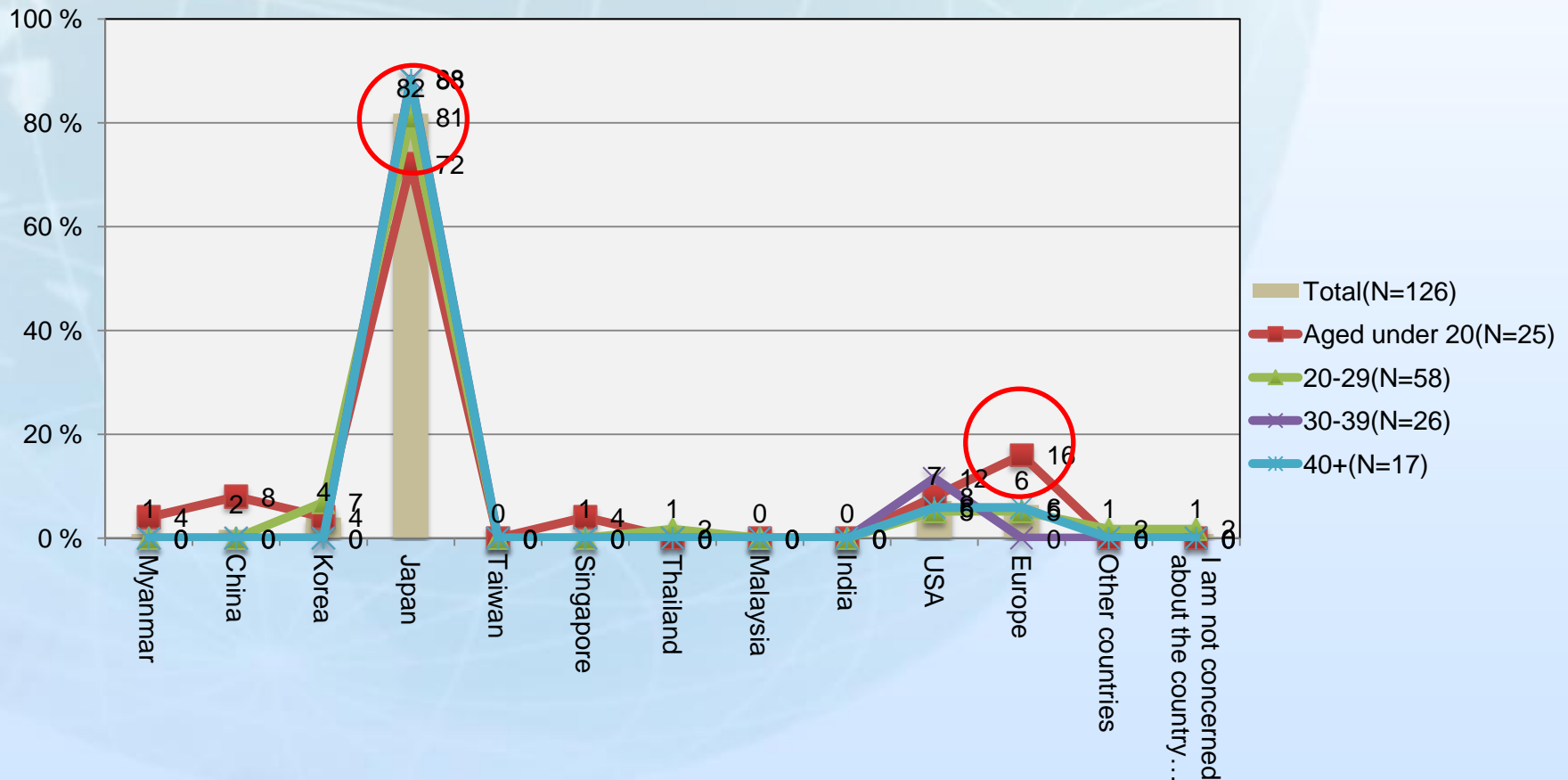
Q Please answer the country of origin/manufacture you wish to buy/watch the products of./Car (MA)



Countries of origin of goods intended to purchase: automobiles (by age group)

The higher the age group becomes, the more Japanese cars are favored. European make is preferred by teenagers slightly more than the other age groups.

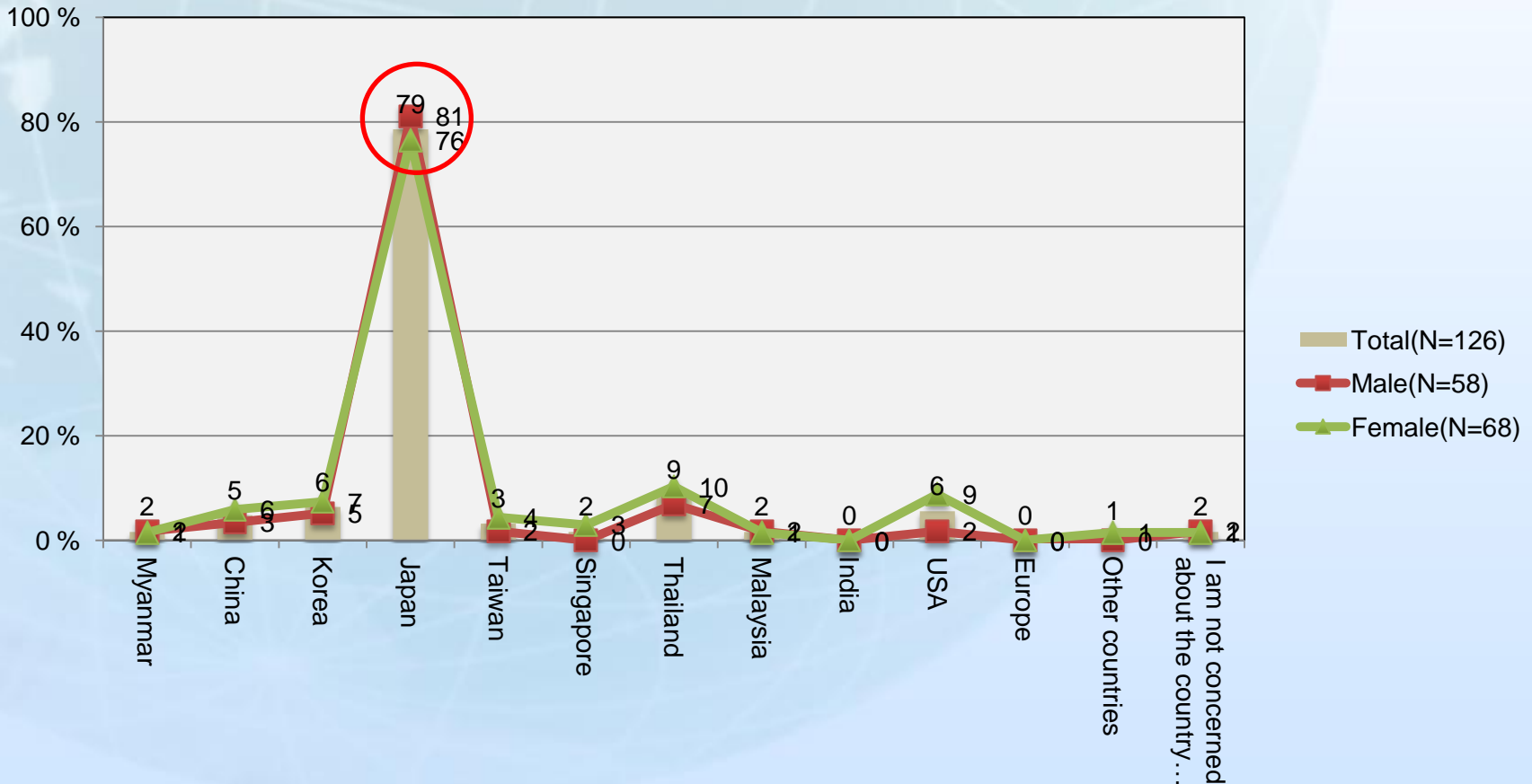
Q Please answer the country of origin/manufacture you wish to buy/watch the products of./Car (MA)



Countries of origin of goods intended to purchase: home electric appliances (by gender)

The purchase intention of Japanese home electric appliances is also overwhelmingly high as nearly 80%.

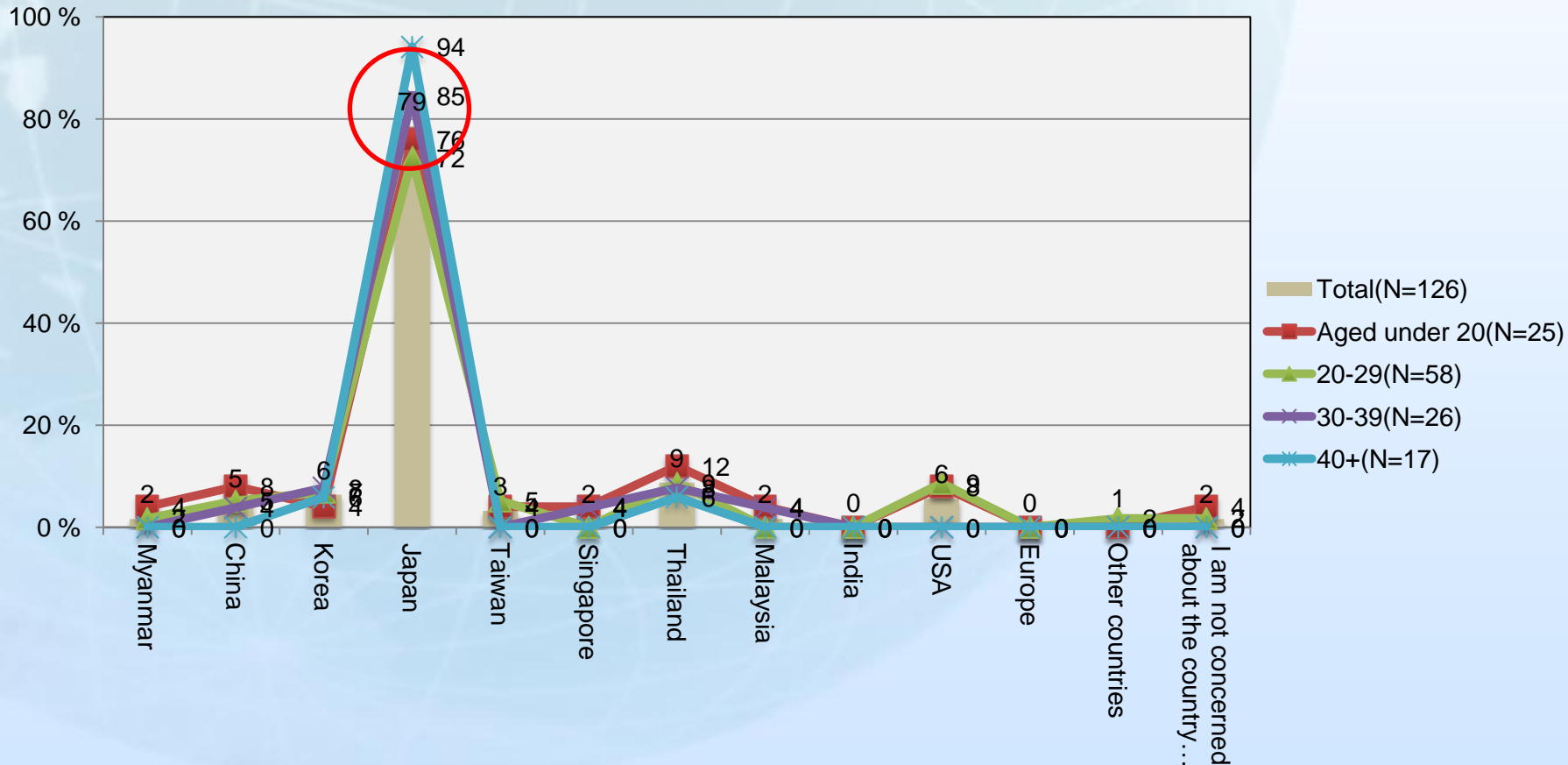
Q Please answer the country of origin/manufacture you wish to buy/watch the products of./ Home electronics products (MA)



Countries of origin of goods intended to purchase: home electric appliances (by age group)

The higher the age group becomes, the more Japanese products are favored.

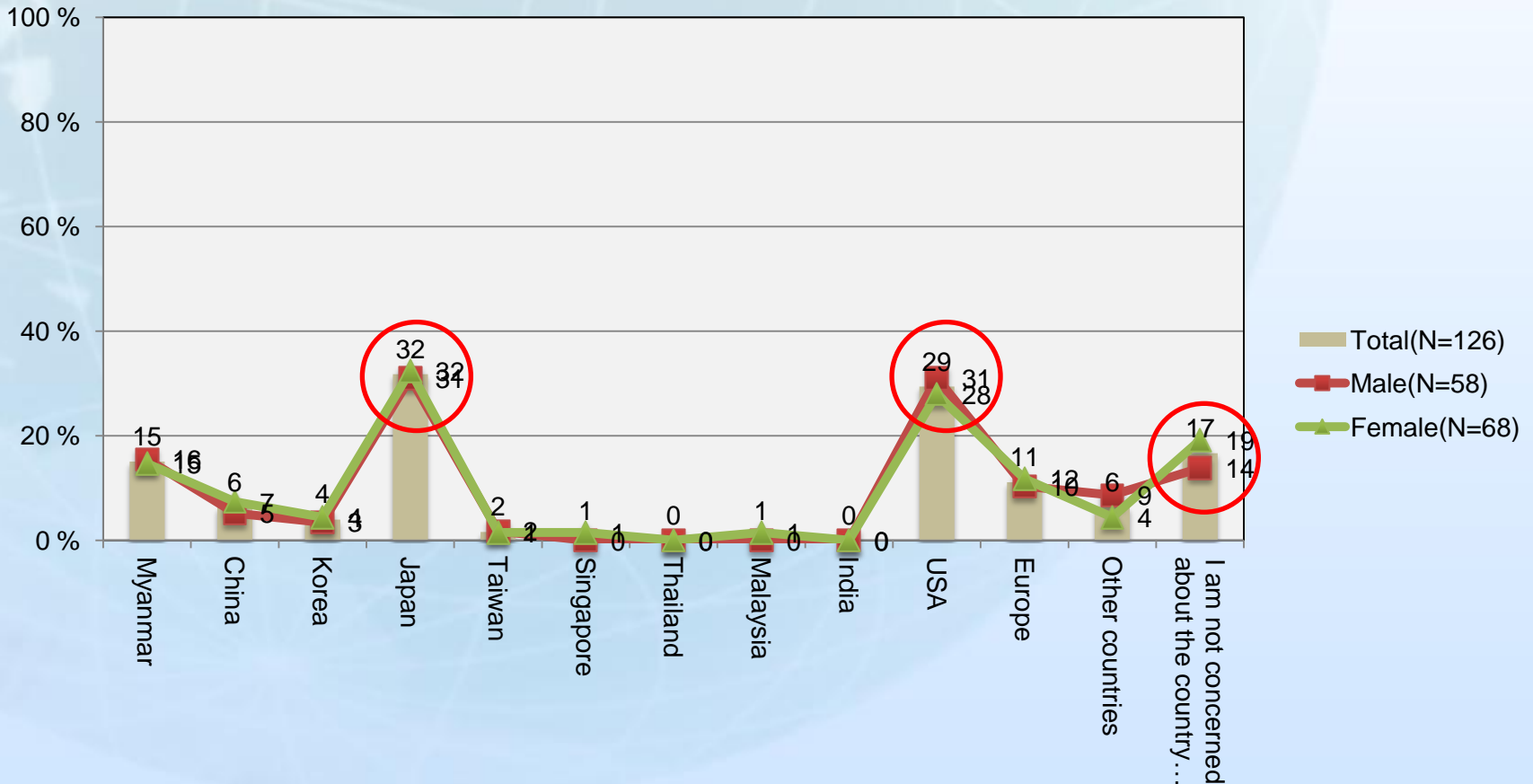
Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Home electronics products (MA)



Countries of origin of goods intended to purchase: anime/manga (by gender)

Viewing intention of anime/manga is high for American-made and Japan-made. Meanwhile, the relatively high ratio of nearly 20% shows no preference.

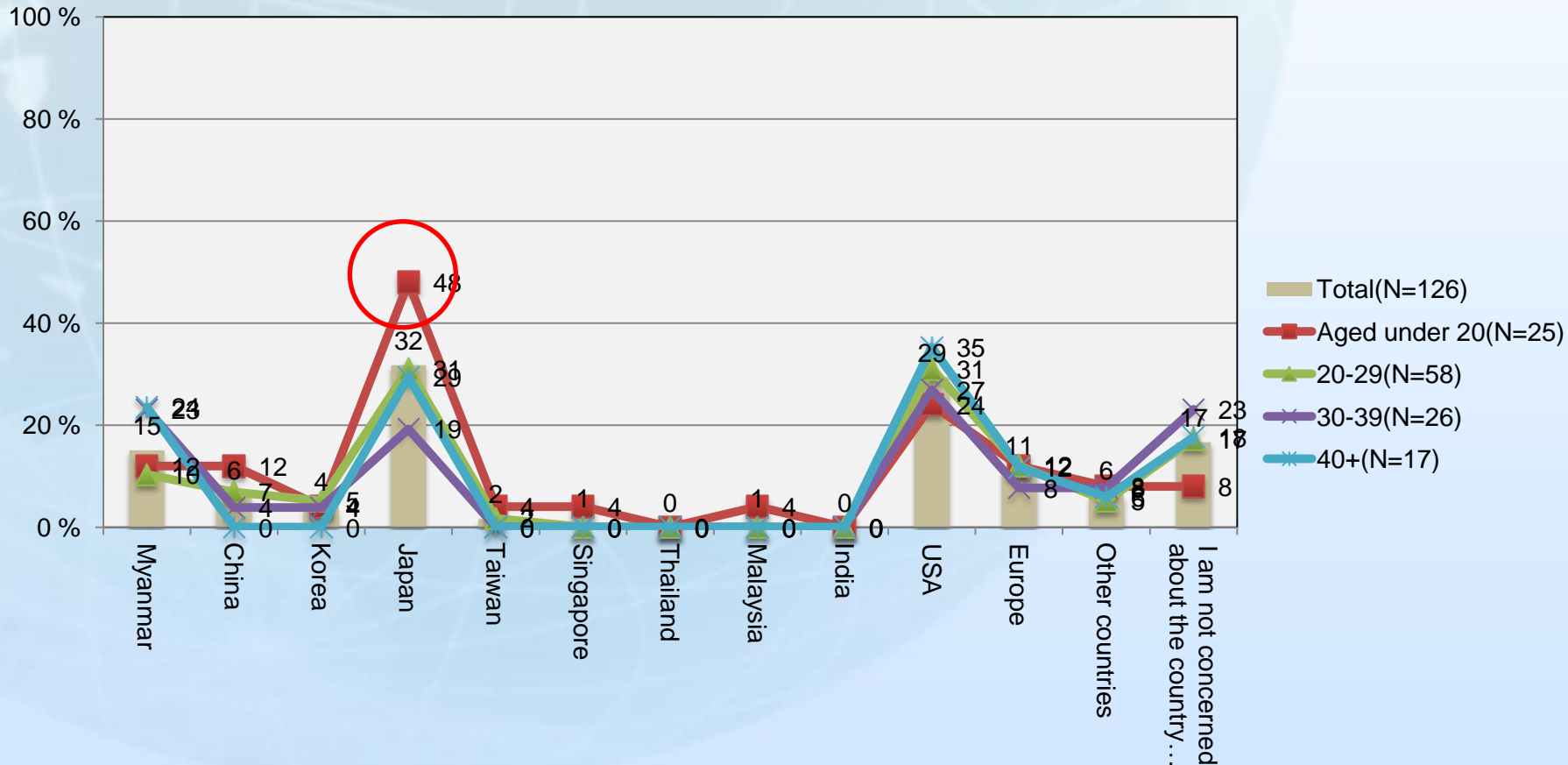
Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Anime / manga (cartoon) (MA)



Countries of origin of goods intended to purchase: anime/manga (by age group)

Teenagers, in particular, have high intention of viewing Japan-made anime/manga.

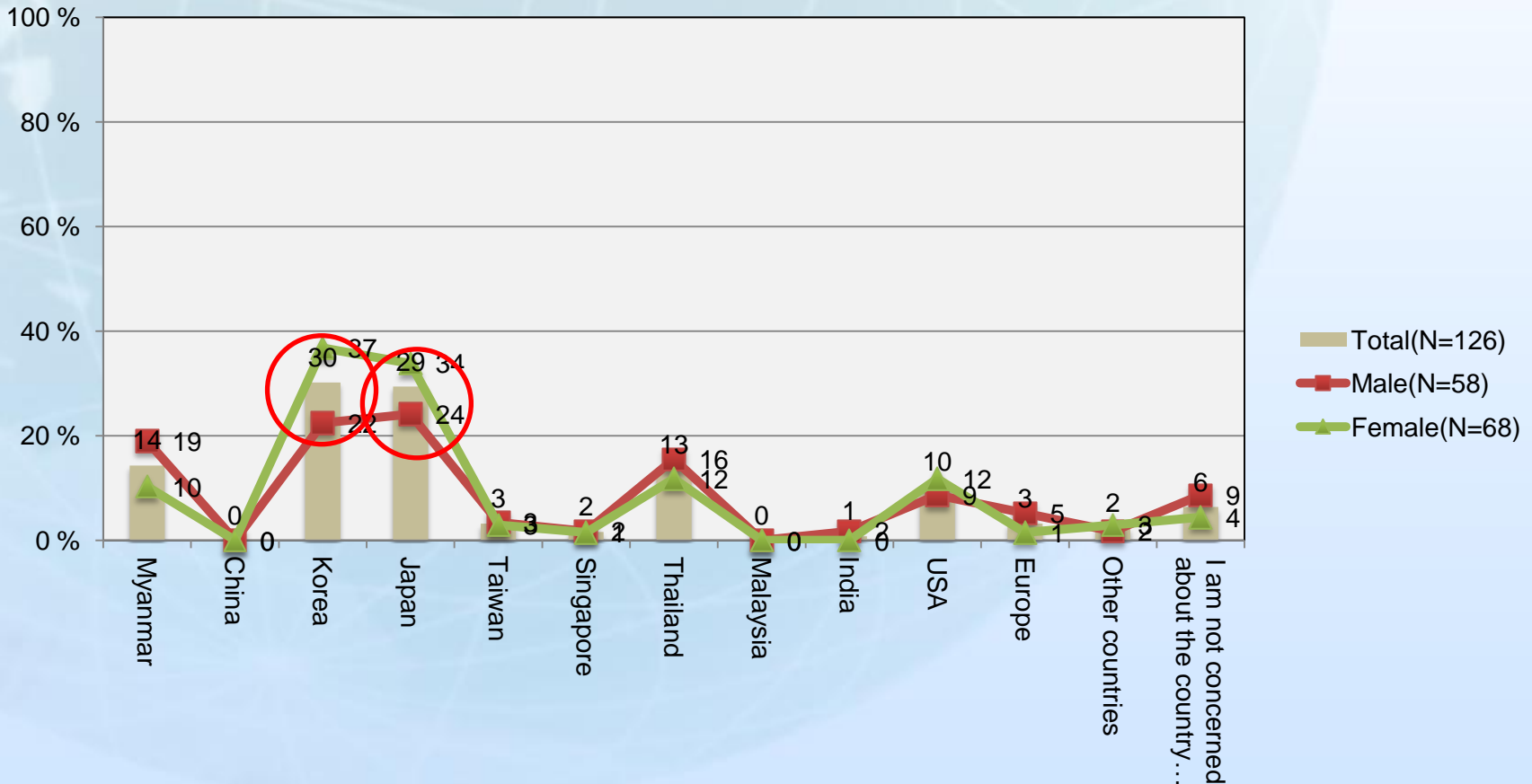
Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Anime / manga (cartoon) (MA)



Countries of origin of goods intended to purchase: cosmetics (by gender)

Cosmetics made in Japan and made in Korea each marks 30% of purchase intention, followed by homeland-made and made in Thailand. Korean cosmetics are slightly more preferred than Japanese by women, the actual purchaser group.

Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Cosmetic (MA)

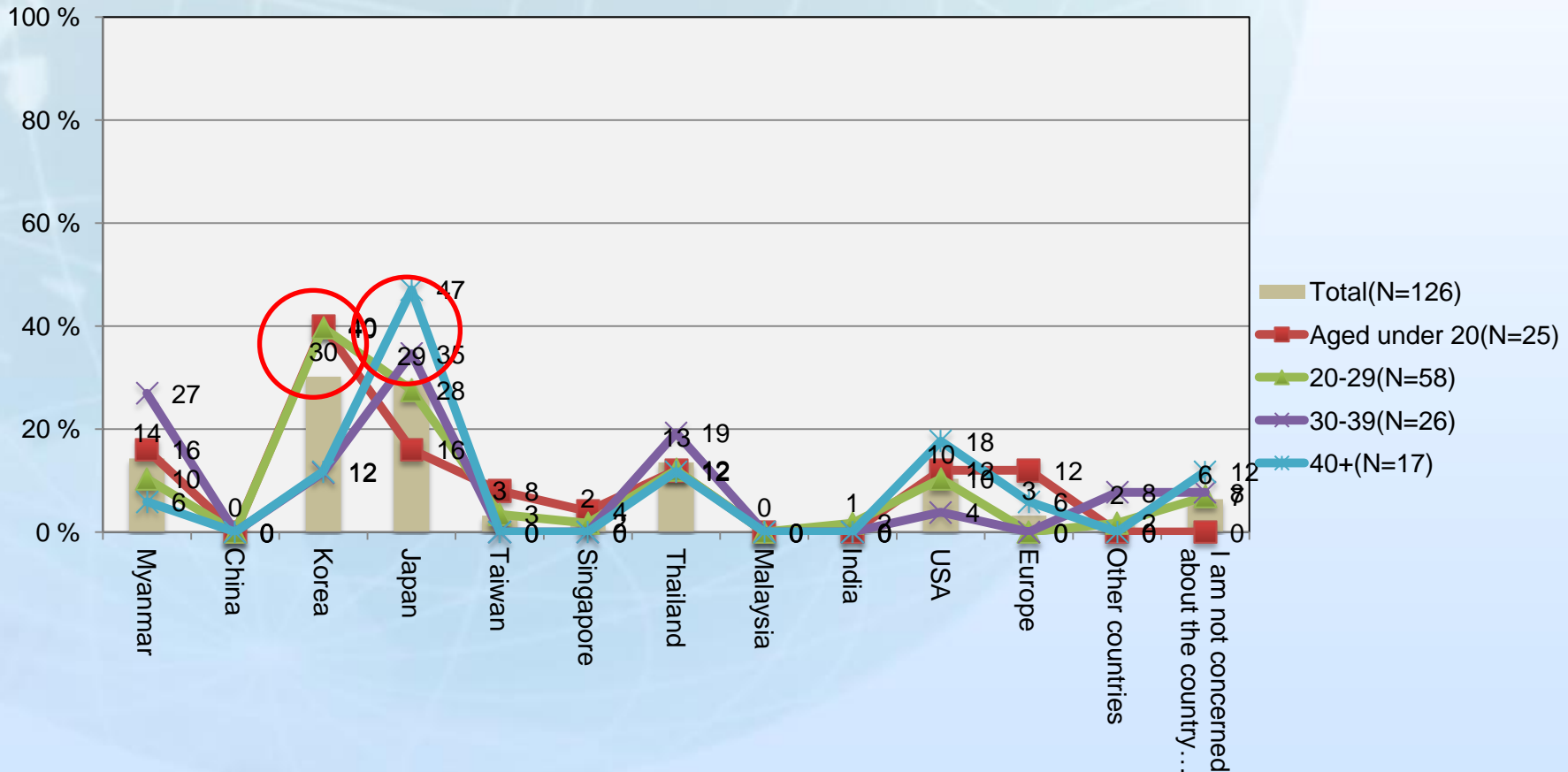


Countries of origin of goods intended to purchase: cosmetics (by age group)

Clear division appears between the age groups supporting cosmetics made in Korea or Japan.

The high age groups prefer Japan-made, while the respondents in their teens and their twenties outstandingly support Korean-made.

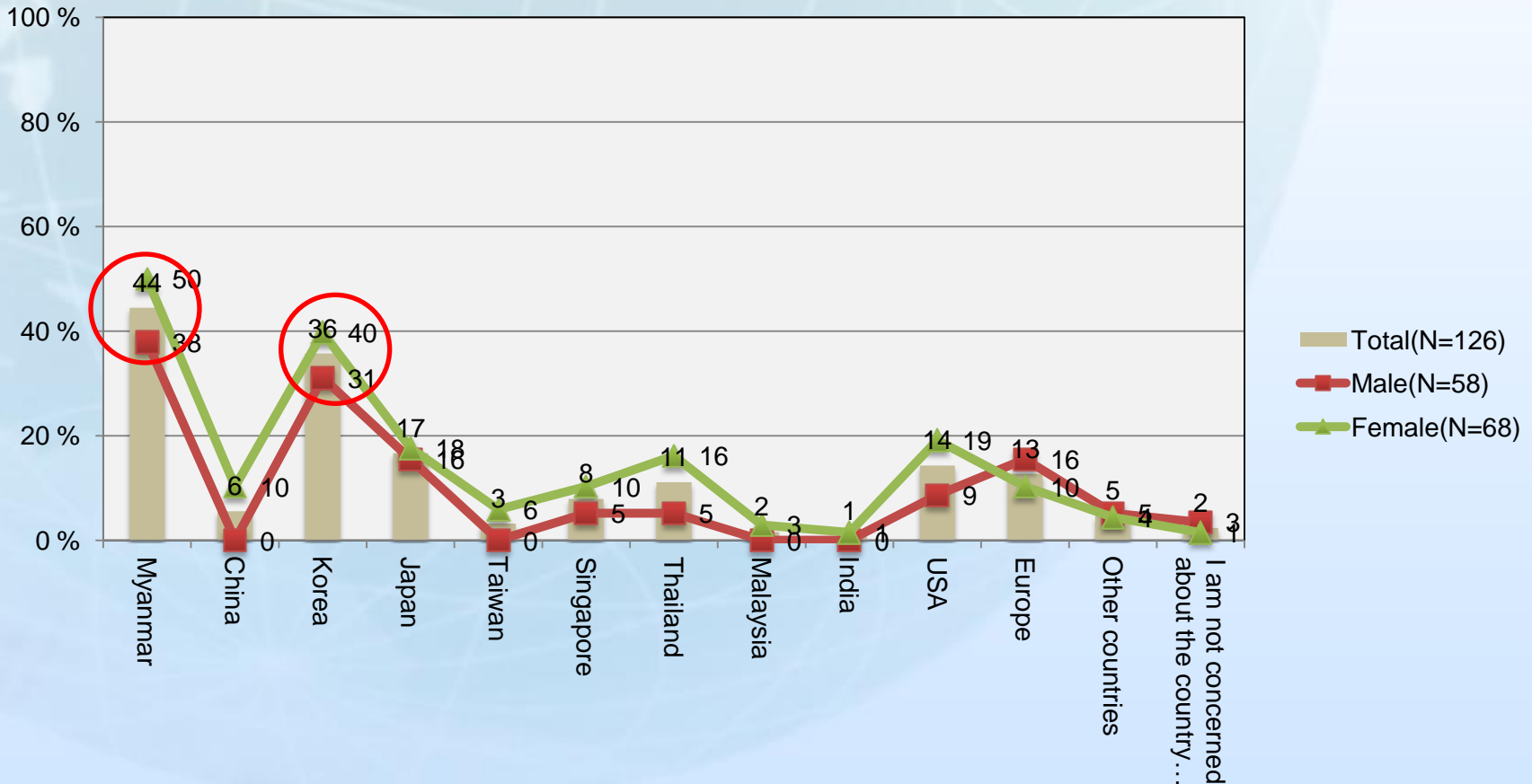
Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Cosmetic (MA)



Countries of origin of goods intended to purchase: fashion (by gender)

The home country-made fashion items shows the highest purchase intentions, followed by made in Korea.

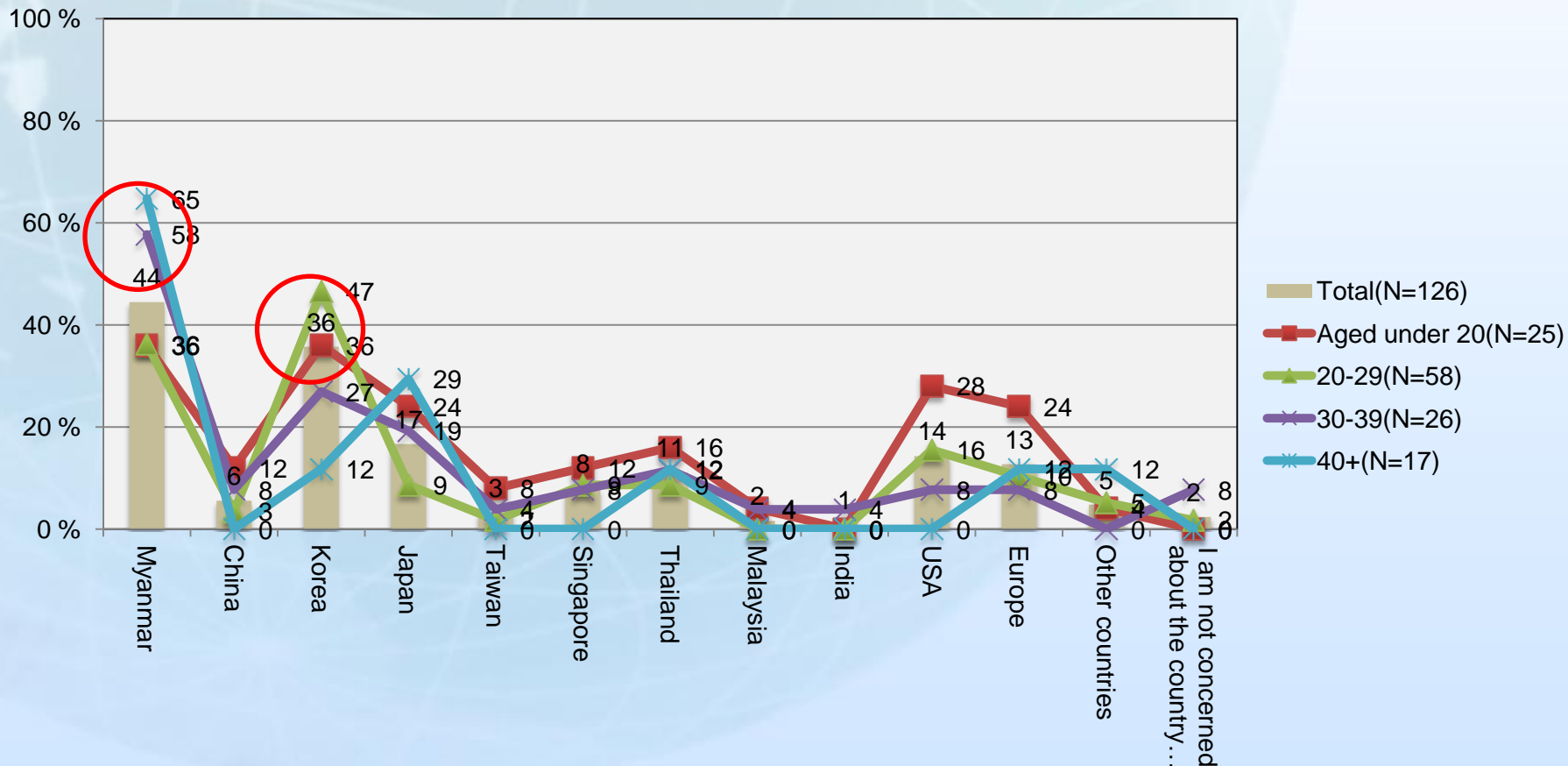
Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Fashion such as clothes (MA)



Countries of origin of goods intended to purchase: fashion (by age group)

The high age groups prefer the home country-made, the younger groups show more inclinations for Korean-made.

Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Fashion such as clothes (MA)

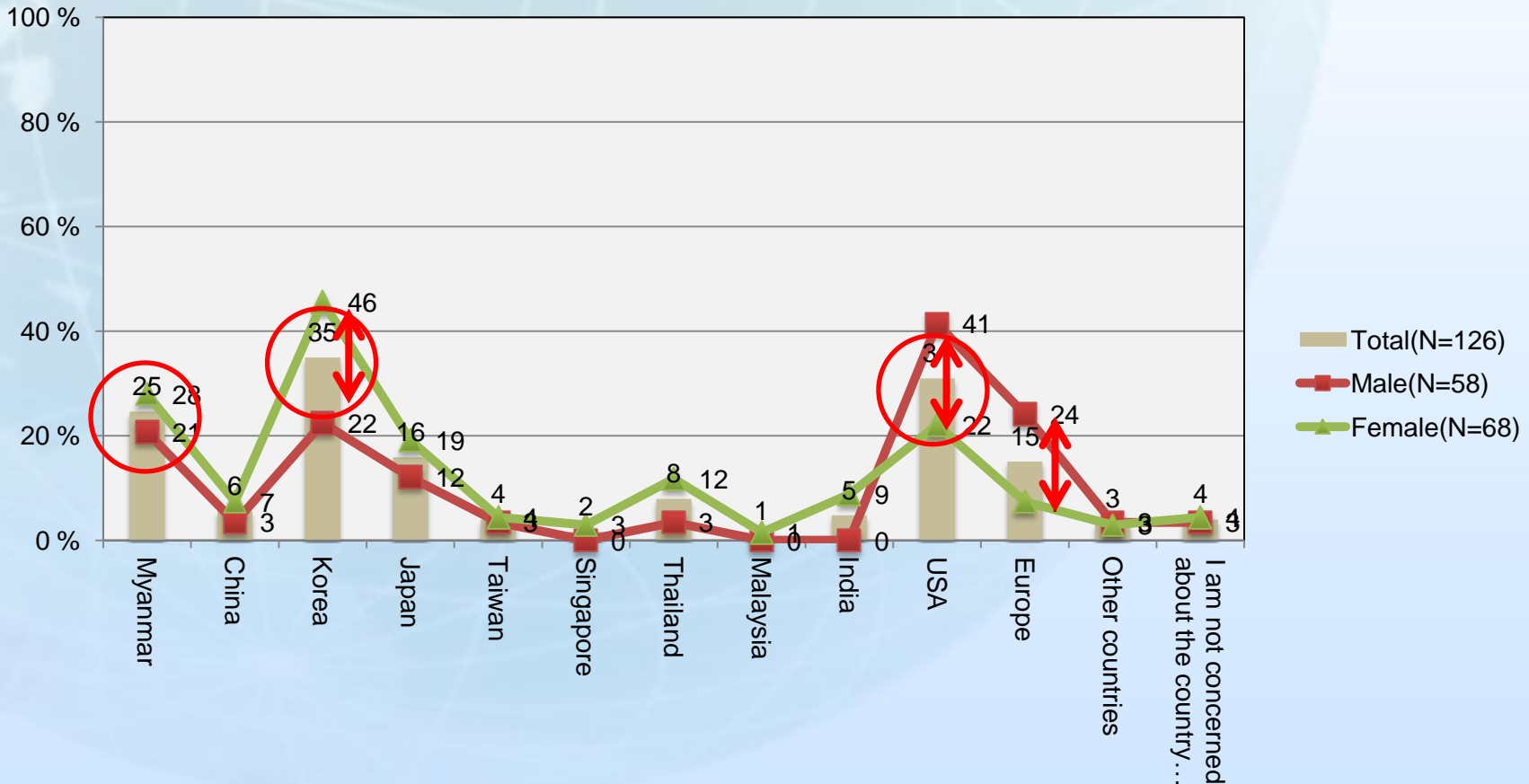


Countries of origin of goods intended to purchase: movie/TV drama (by gender)

The intention of viewing movies/TV dramas marks high for South Korea, USA and the own country.

Clear contrast between men and women: strong support for made in USA/Europe or Korea.

Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Movie/TV drama (MA)

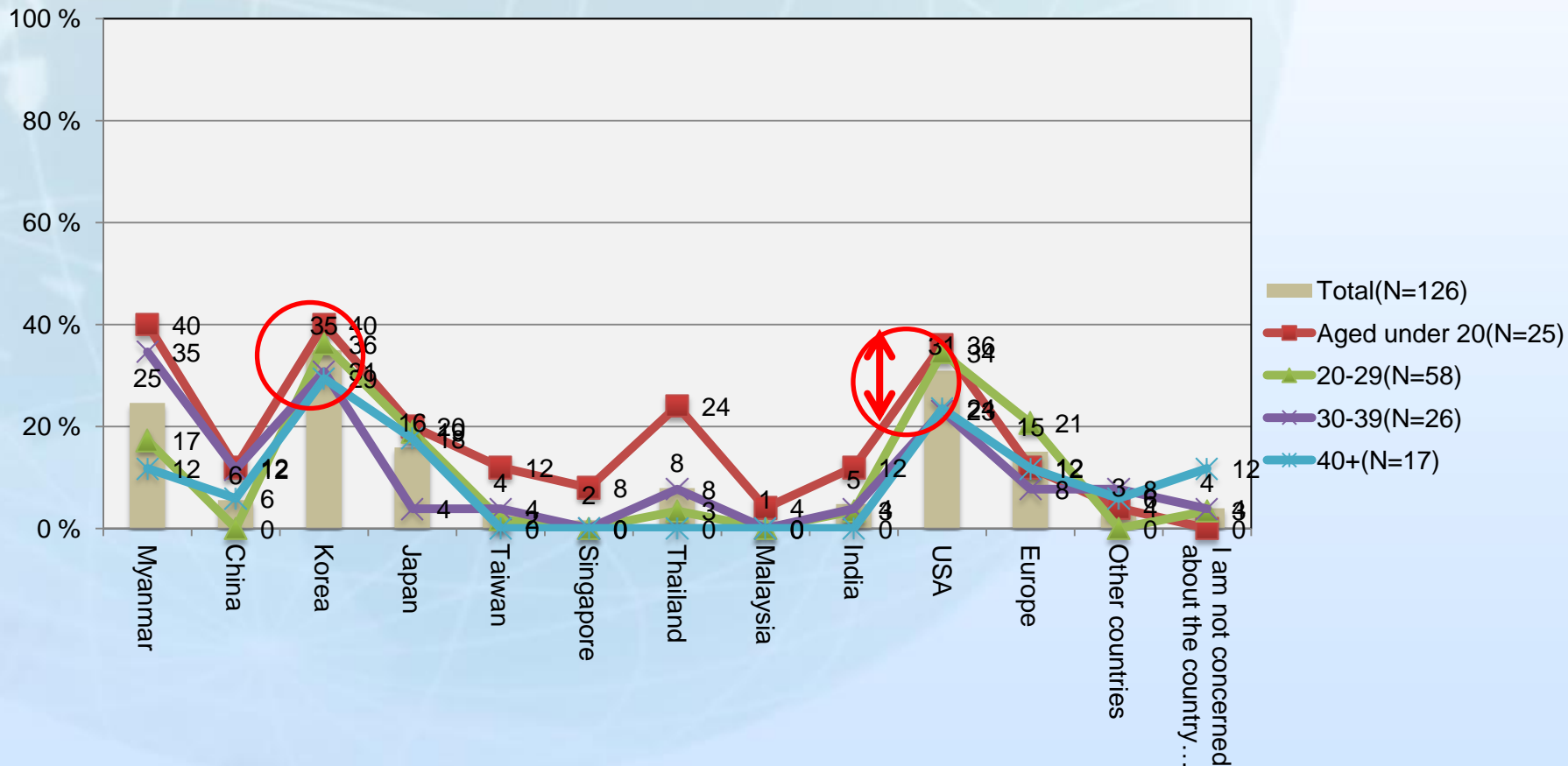


Countries of origin of goods intended to purchase: movie/TV drama (by age group)

A slight difference shows between the age groups under and of/over 30 for American-made.

For Korean-made, no big difference in the age groups.

Q Please answer the country of origin/manufacture you wish to buy/watch the products of. / Movie/TV drama (MA)

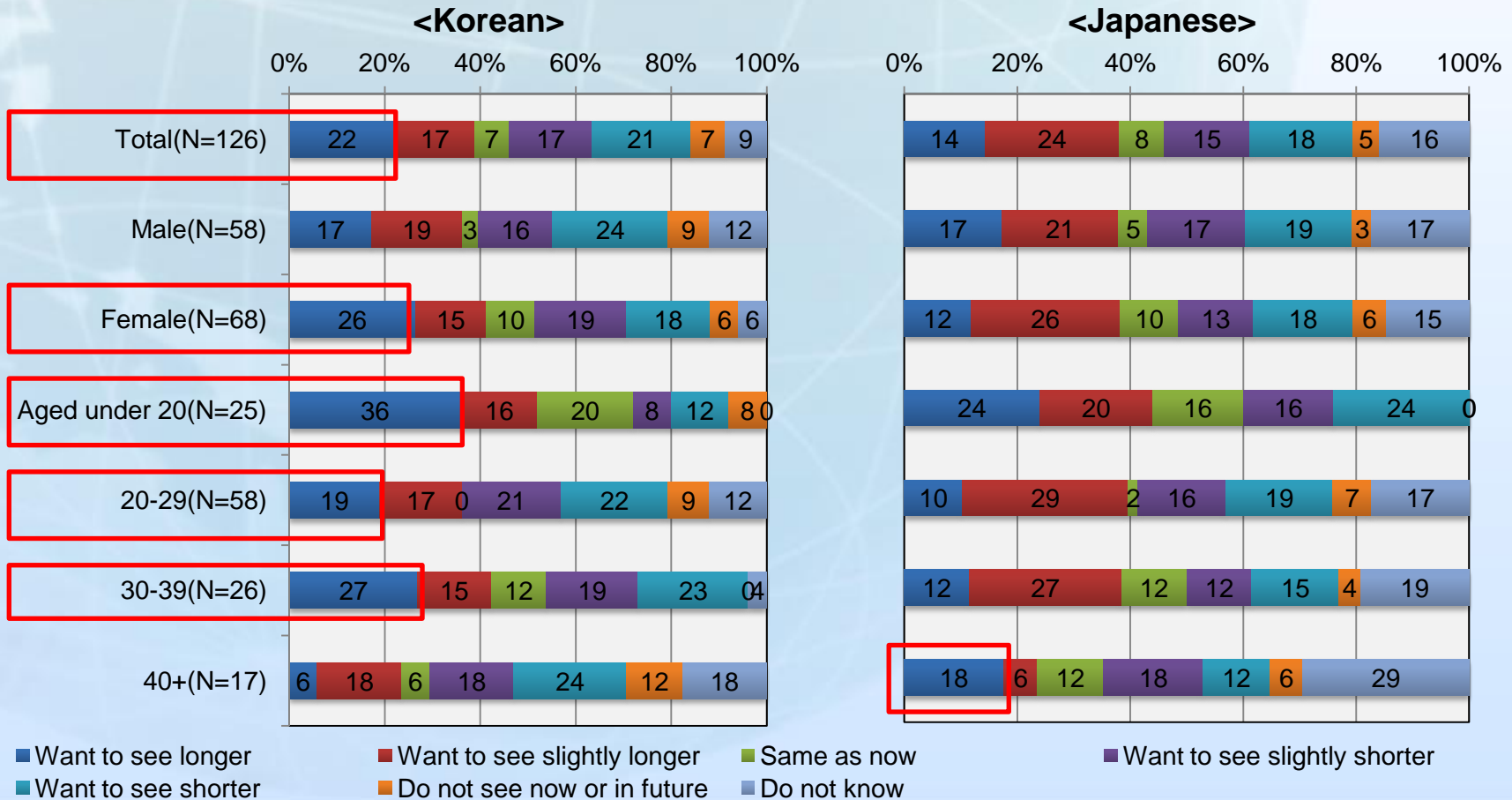


Viewing intention of movie/TV drama in future _ Korea vs. Japan

22% would like to watch Korean movies/TV dramas longer in future, whereas 14 % would like Japanese ones.

Many women and the age groups of 10s – 30s wish to see Korean ones longer in future.

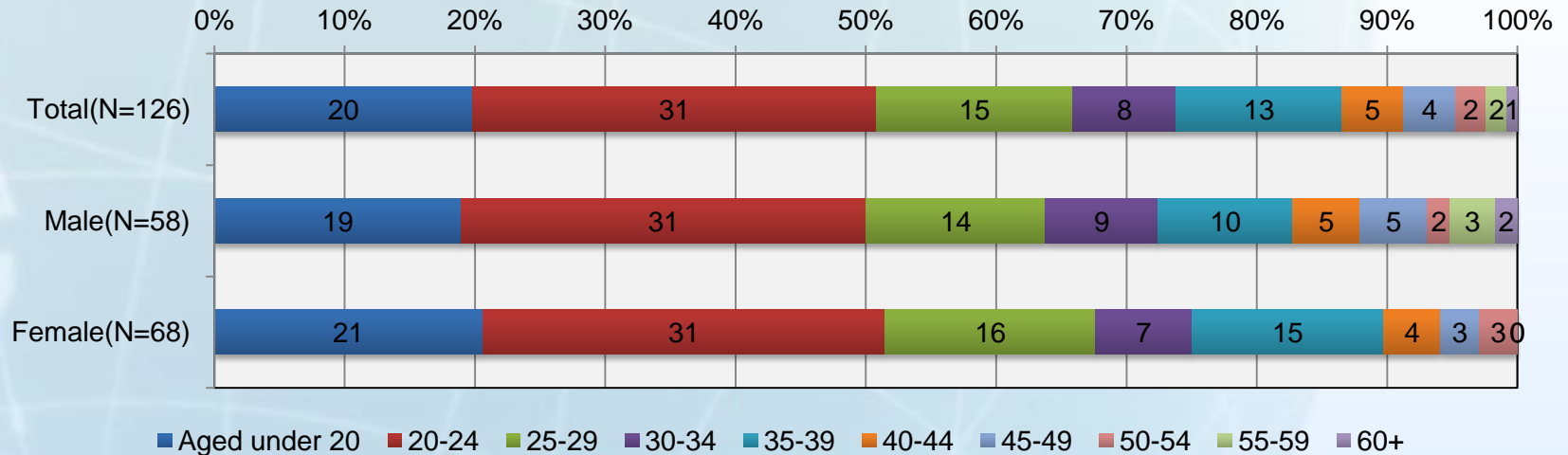
Q You have answered that you would like to purchase / watch *** movies / TV dramas. Could you tell us why? (SA)



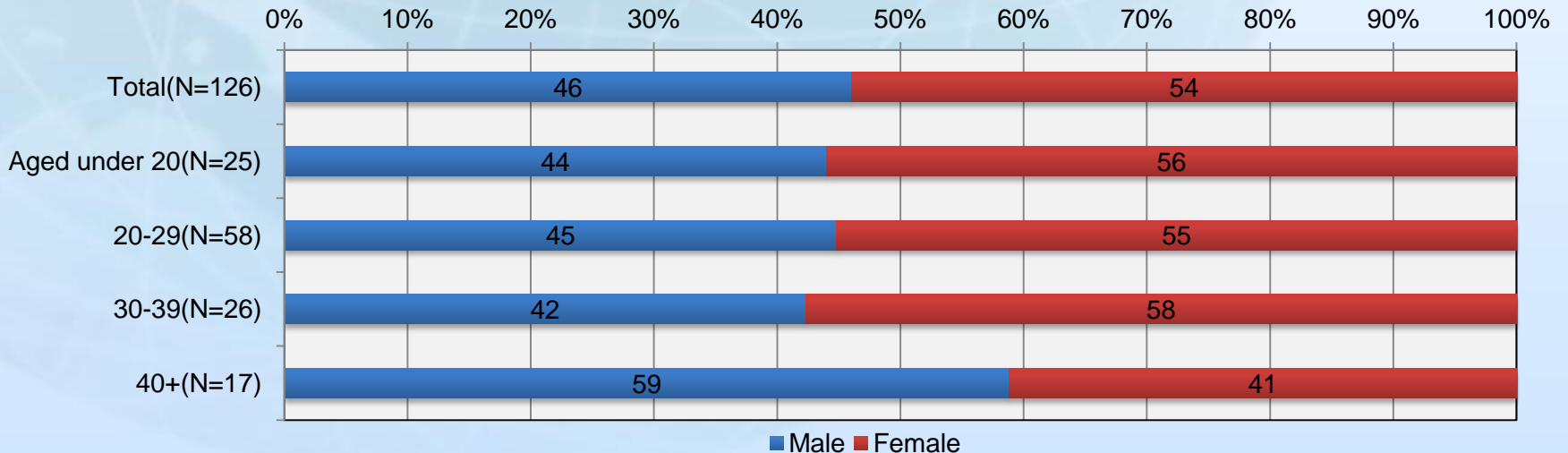
Demographic

Demo-Age and gender

F Age group (NU→SA)

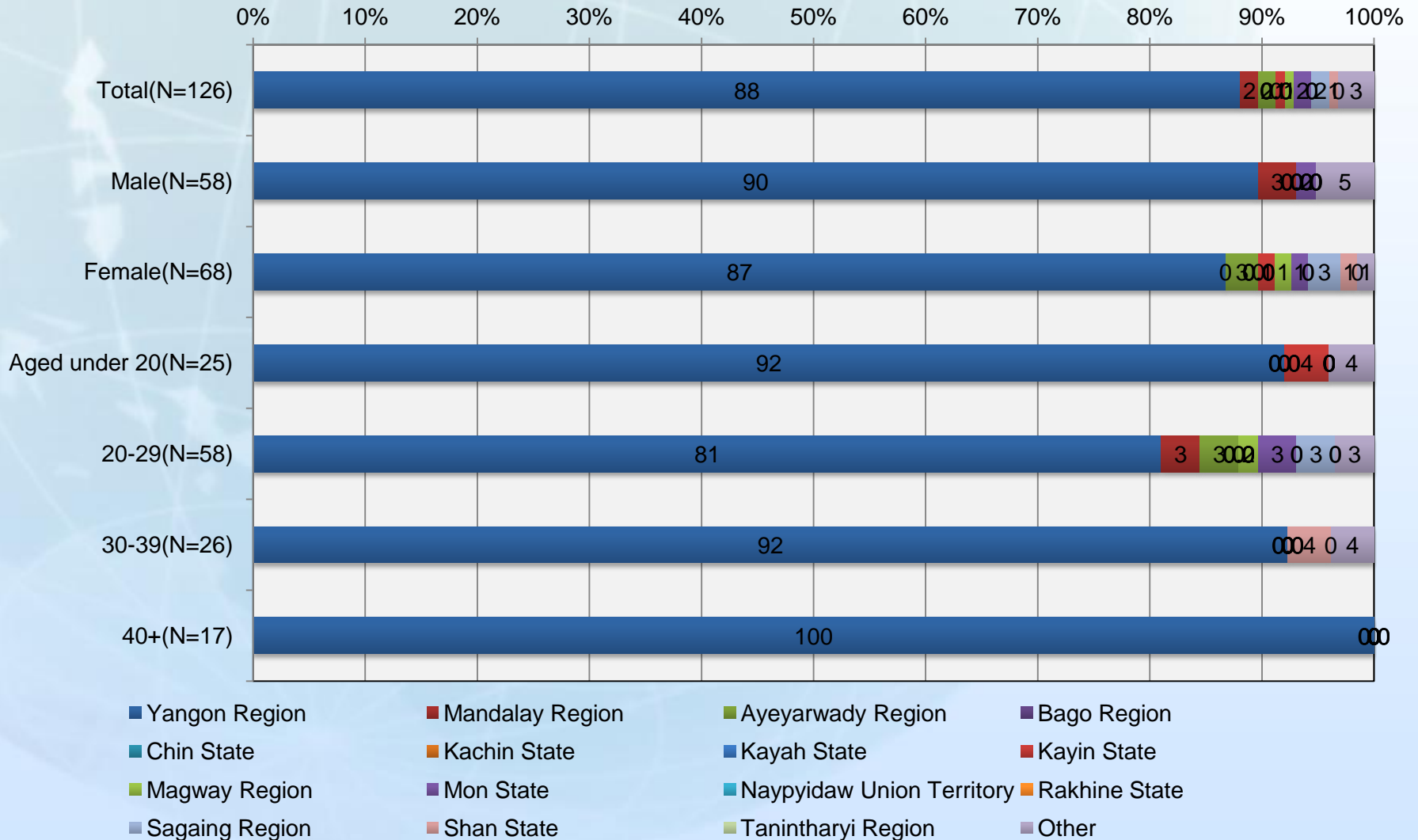


F Gender (SA)



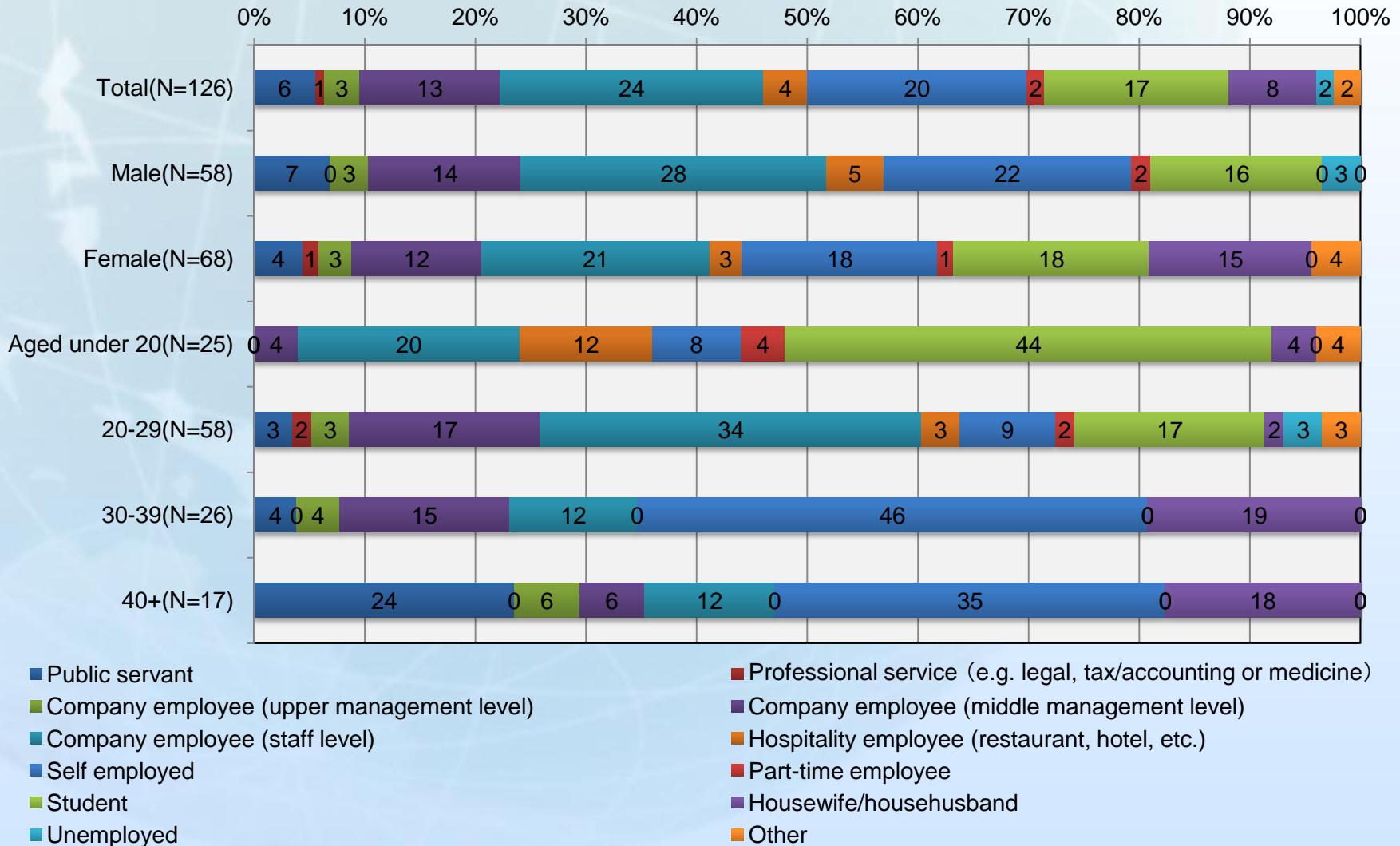
Demo-Area

F Area(SA)



Demo-Occupation

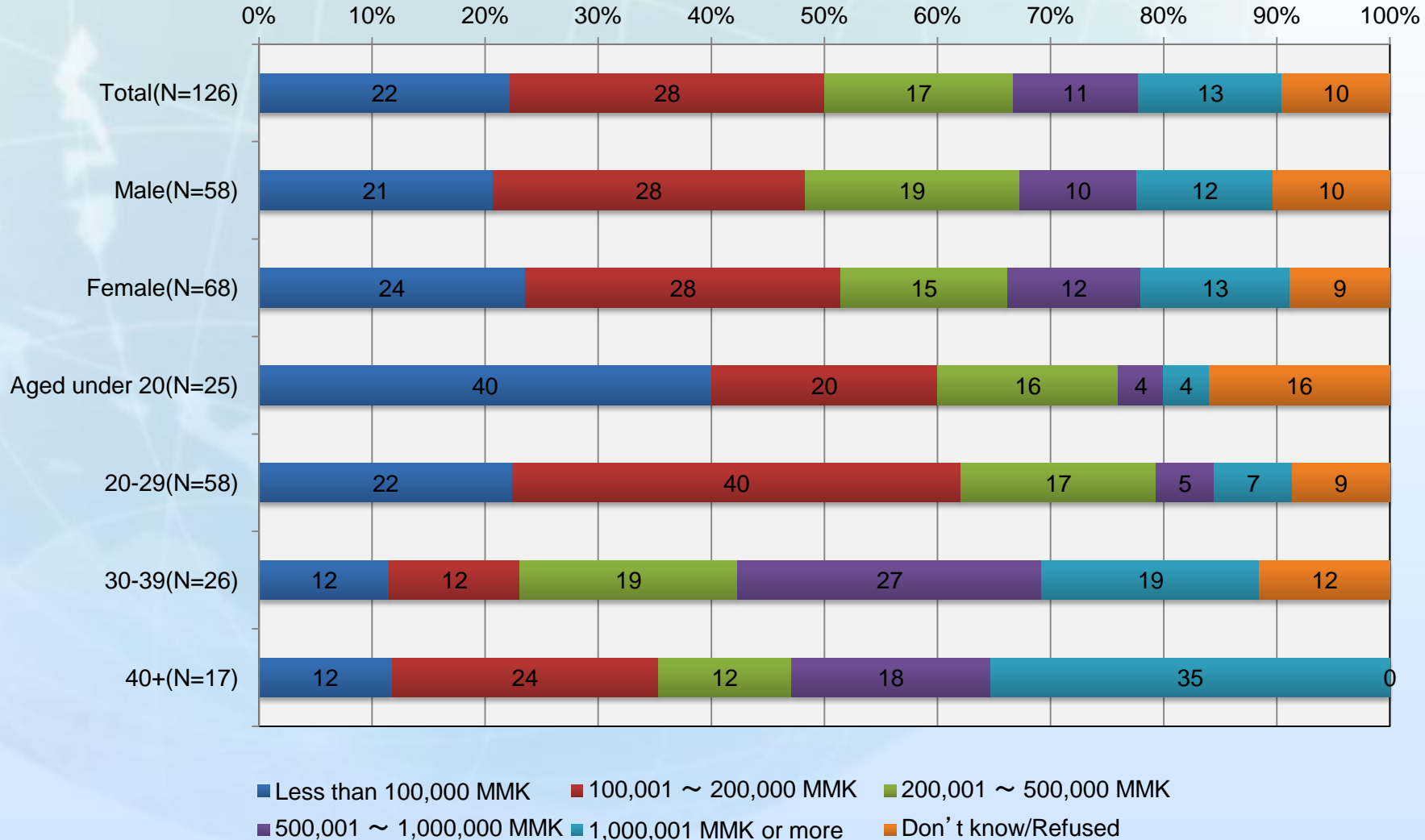
F Occupation (SA)



Demo-Personal monthly income

F Personal monthly income(SA)

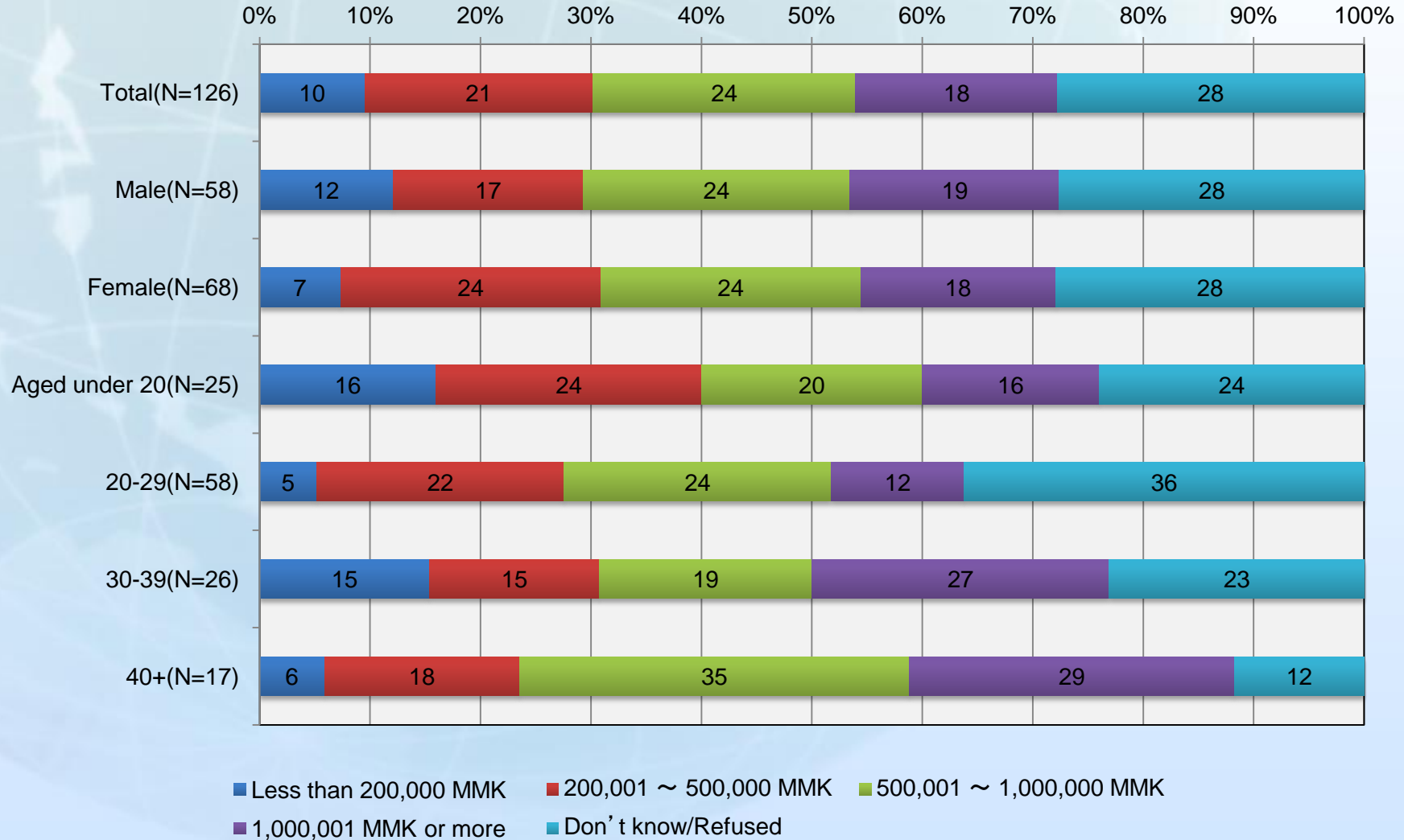
※1MMK=0.1JPY



Demo-Household monthly income

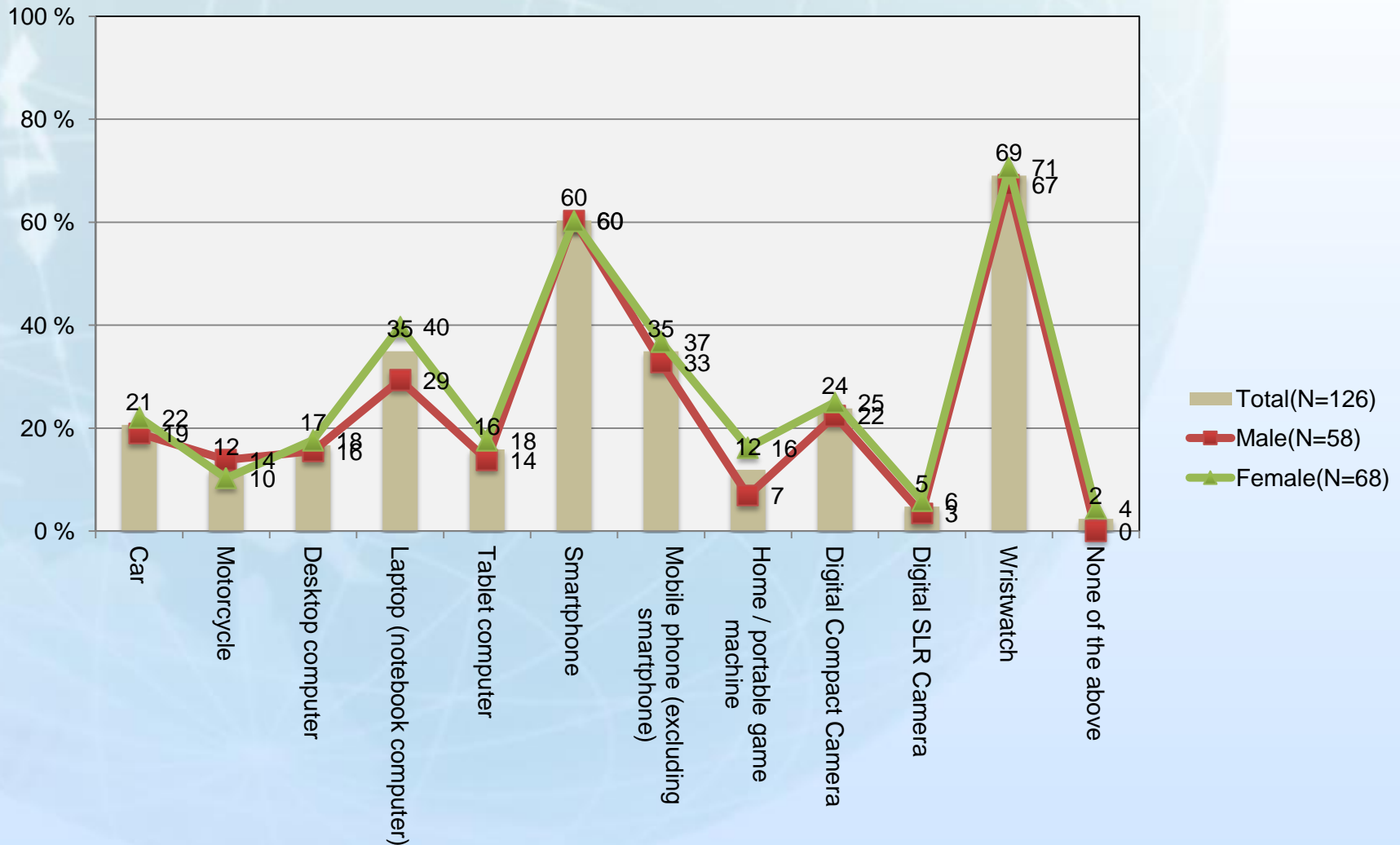
F Household monthly income(SA)

※1MMK=0.1JPY



Ownership products personal

Q Please select the products that you currently own. (MA)



Goods owned / intended to purchase – household

Q Please select the products that you or your family currently own. (MA)

Q Among the product categories below, please answer what you or your family want to buy within a year. (MA)

