



Mormon Marketing in Taiwan and Consumer Perception

20th Oct 2005

Comment [JS1]: Consumer perception of Mormon's marketing in Taiwan?

Comment [JS2]: Either Oct. or October

Prepared for:

The Mormon Religion Mission

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[Http://www.mormon.org](http://www.mormon.org)

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Prepared by:

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Term Paper

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Advised by:

James Stanworth

Introduction

Marketing is all around us. Wherever we go, we are in a market and being bombarded by marketing information from many sources including salespeople or all kinds of advertisements. By reading flyers, magazines, walking along the street full of brand signs, watching television, seeing what people wear around you and, even chatting with friends, we are at the receiving end of plenty of marketing messages from the firms. Research has shown that we receive over three thousand market messages within a day, and get seven marketing messages every second [insert reference]. As a result, we don't have choice of selecting when it comes to marketing. It is intergrated into everyone's daily life.

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Marketing is used among all industries, even for a foreign religion like the Mormons. They try all kinds of methods to do the marketing. For example, you can see the Mormon people standing somewhere outside where it is crowded to transfer their belief, compared to the local religion-Tzu-Zi doing the same thing. They have churches near the resident area which is easy for the consumer to join the activity. The above are some ways they adopt to send the marketing message. The consumers get the messages from the Mormons almost every single day.

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- Comment [J3]: Abbreviations should not be used in formal writing (e.g. won't; don't; can't)
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The difficulty with marketing as a subject is that it is not tangible, especially when it comes to the marketing of a religion. Because we cannot stock marketing as we stock products, the balance of demand and supply becomes highly important for a foreign religion to reach the expectation. Through effective marketing method, it becomes the core of a firm (here we say the Mormon), instead of the religion itself.

From a spirit-need focused believers, to a believer demanding peace and happy mind, the question is not what, but if the religion does offer the believe to go under spirit comfort.

Comment [J4]: This sentence is not at all clear. It may be better to divide it into parts. Normally your writing is clear this sentence has become complicated and confused.

Background

The research that will be conducted, is a part of the requirements in a graduate Qualitative Research Method course (QRMc). Qualitative Research Method is usually used for exploring the categories of the phenomenon which enable the public to understand the situation more. Qualitative Research Method uses the deductive method to identify the cause first and then inductive method to apply the result. Through Qualitative Research Method, the reader can not only recognize the phenomenon, but also understand the reason of why and what would happen. As a result, it can help the Mormon or the sales_force company to fix up the problem that they have.

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- Comment [J5]: Please enable the English dictionary in your computer to avoid this type of mistake.
- Deleted: catagories
- Comment [J6]: More often the other way around. Induction is used to create theory and frameworks in the *absence* of other data. This then can be deductively tested. It is important to recognise there is not a particularly clear split between induction and deducation. It is best to think of it as a spiral with one feeding of the other. See Gummesson's drawing.
- Comment [J7]: Write as one word.

With over 150 years of history the Mormon is an old religion. They have entered Taiwan over 30 years ago. You can almost see monks everywhere in the place where there are people past by, and you can see that they almost stop everyone to tell about the Mormon. By such a hard work-frequent marketing, the Mormon should have a lot of believers here in Taiwan. Through such a long time, the Mormon's effort did not make them to be an acceptable religion known by everyone, instead that people have negatives much more than positives towards the Mormon. The believe rate did not grow up and people tend to avoid the monk when people see them on the street.

Comment [J8]: Tense – simple past – they can only enter once.

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It is marketing that the religion is try to meet the needs of the believers. The believe rate goes up only when the religion can truly offer the peace or the happiness of one's spirit-what the believer wants from the religion, and the Mormon has no exception. Study on what are the needs and how to meet the need becomes religion marketing.

Comment [J9]: As I read through this paragraph the logic (the reasons) for the study are very clear. By re-writing this and adding references it can become a strong part of your thesis.

Religion marketing has seldom been researched in the past. There's no existed quantitative aspect to fellow. What is wanted in this research is to understand why the Mormon seems to be dislikeable so that this research uses interviews as methodology to dig deeply in to interviewees' thoughts. Randomly, discretely selected interviewees are chosen.

In the research the researcher would like to focus on the general idea of all interviewees' commodity. The main point of the failure and the success of a religion are concerned the most important in this research.

Objectives

1. To identify the feelings of general customers towards the Mormon religion. Explore their positive and negative feeling.
2. To analysis the cause of the different feelings that may be identified from 1. Is it because the consumer's demand doesn't meet the supply? Is it because of the cultural differences?
3. To recognize the main factor. What does the factors mean compared to the local salesforce-oriented religion-Tzu-Zi?
4. To list the main point of the success of a religion marketing in Taiwan. In particular:

Comment [J10]: What are these? The public?

Comment [J11R10]:

Comment [J12]: Is it the religion as a whole or the monks in particular or the method of marketing?

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Comment [J13]: This is already included in the first part (feelings – they can be both negative and positive).

Comment [J14]: Different... do you mean 'various' or 'range'?

Comment [J15]: Either write these as separate objectives or delete them. As a researcher you should not suggest answers.

Comment [J16]: This is not clear. The main factor of what?

Comment [J17]: Features related to successful marketing of religion in Taiwan (?)

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a. To list the main point of the success of a salesforce-oriented industry's success in Taiwan. Establish the impact that marketing has on the religion effectiveness in the long term by point out the key idea of a successful religion.

Comment [J18]: As before.
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 Formatted: Bullets and Numbering
 Comment [J19]: This is not clear.

5. May some tentative suggestions about applying the results to other industry.

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Methodology

First/Interview

Few people have done research with this agenda. It is not easy to research on the paper work only and then find some really similar concepts. Besides, the attitude towards different religion are not always the same among all people. I started with interviews to induct some common idea. The interviewees are randomly selected. The Zaltman Method was adopted. After interviewing, transcription is needed to be done.

Comment [JS20]: After carrying out a review of the literature it is difficult to find any papers with similar research agendas.

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Comment [JS21]: Note – I'd suggest in your writing to use past tense for the writing of the methods (e.g. in your paper and thesis) and present tense (generally) for the findings. That is a rough guide. Strictly speaking, this document, a proposal, would be written as if the method is happening in the future.

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Comment [JS22]: We'll discuss the coding in class.

Comment [JS23]: ...approxiam ately.... monnths

Second/Field Research

The research will be last for a long time and will be divided into 3 stages followed Grounded Theory by Zaltman.

Open Coding

- o Identify and explore organizations about Mormon, Tcih-Zi and the Christianity, then compare them and if possible learn from them.
- o Join three of the church regularly if possible for a quiet time and then learn about the rules.
- o Visit every possible place to talk to the Believers.
- o Take photos and write the notes.

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Axial Coding

- o Catalogue the data.
- o Keep the common concepts and leave the uncommon one.

Selective Coding

- o Using Xsight to analysis of the common idea.
- o Deduct the result.

- Try to explain the meaning of the result.
- Fill the commodity to different religion and see if it is fit the reality.
- Find some practical example to support.

Confidentiality

The research is carried out as part of the requirement in the Qrms Qualitative Research Method student programme. All findings and information gathered in the research will be strictly confidential, and no third party will be given access to the information. A copy of the report will be handed in to National Chang-Hua of University Education and Professor James but will not be available on public display.

Expenses

Part of direct expenses incurred during the course of this research will be charged to the **Mormon** and part will be to the NSC Graduate Student Supplements. These expenses include interview gift expenses, stationary expenses, and all the necessary expenses that is not mentioned above. If unexpected charges are occur, they will be discussed in advance.

Comment [JS24]: You should check how they refer to themselves e.g. is it 'The Moromon Church'; 'The Mormon Organisation' etc. Check their website and ask someone in charge their to confirm.

There will be no charge for the time and efforts spend by the supervisors and the researcher.

Timeline

Table 1

Month	August				September				October				November				December			January			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
<i>Interveiw</i>	x	x	x	X	x	x																	
<i>Transcription</i>							x	x	x	x	x	x	x	x									
<i>Open Coding</i>																							
<i>Acceptance of proposal</i>													x										
<i>Work begins</i>			x																				
<i>Visit the three church regularly</i>									x	x	x	x	x	x	x	x	x	x	x				
<i>Explore about the organizations</i>				X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				
<i>Travel everywhere and talk to the people</i>											x	x	x	x	x	x	x	x	x				
<i>Axial Coding</i>																							
<i>Catalogue the data</i>													x	x	x								
<i>Find the common idea</i>														x	x	x							
<i>Selective Coding</i>																							
<i>Xsight to analysis</i>													x	x	x	x	x						
<i>Deduct the result</i>																x	x	x					
<i>Explain the result</i>																	x	x	x	x			
<i>Compare the result to the reality</i>																			x	x	x		
<i>Find some other examples</i>																					x	x	x
<i>Writing of report</i>							x				x				x		x	x		x	x	x	x
<i>Submission of report</i>																							

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References

1. Ahern M. Emily and Hill Gates, *The Anthropology of Taiwan Society*.
2. Coulter H. Robin and Gerald Zaltman, *Using The Zaltman Metaphor Elicitation Technique to Understand Brand Images*
3. Coulter H. Robin, Gerald Zaltman, and Keith S. Coulter (2001), “Interpreting Consumer Perception of Advertising: An Application of the Zaltman Metaphor Elicitation Technique,” *Journal of Advertising*, Vol.30(4), PP.1-21.
4. Yang C. K., *Religion in Chinese Society*.
5. Zaltman Gerald (2003), *How customer think*, Harvard Business School Press
6. Zaltman Gerald and Robin H. Coulter, *Seeing the Voice of the Customer: Metaphor-Based Advertising Research*