

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF MARKETING MANAGEMENT**

**MARKETING MIX, CUSTOMER SATISFACTION AND
CUSTOMER LOYALTY TOWARDS SHIN SHIN BRAND**

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MMM II - 35
MMM 3rd BATCH**

JUNE, 2025

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**MARKETING MIX, CUSTOMER SATISFACTION AND
CUSTOMER LOYALTY OF SHIN SHIN PRODUCT**

**A thesis submitted to the board of examiners in partial fulfillment of the
requirement for the degree of Master of Marketing Management (MMM).**

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(2023-2025)

JUNE, 2025

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ABSTRACT

The main objective of this study is the effect of marketing mix-value elements like product, price, place, and promotion, customer satisfaction, and customer loyalty towards Shin Shin Brand in Myanmar. The research adopts a quantitative approach using a structured questionnaire based on a 5-point Likert scale. A quantitative research method was Shin Shin Brand customer and utilizing primary data collected through a structured questionnaire with sample random sampling method. The findings of this study demonstrate that the elements of the marketing mix product, price, place, and promotion influence customer satisfaction with Shin Shin Brand. Among these, product quality is the most critical factor, as customers highly value taste, quality, and overall product performance when assessing their satisfaction. Promotion also plays a key role by enhancing customer perceptions through effective advertising and engagement strategies. While price and place contribute positively, their effect is less pronounced, indicating that although affordability and product availability are important, they are secondary to product quality and promotion. The survey also shows that pleased consumers are more likely to stay loyal, buy again, and suggest the product. These findings emphasize the need for a well-rounded marketing approach to satisfy customers and ensure long-term economic success.

ACKNOWLEDGEMENTS

First and foremost, I would like to express my deepest gratitude to Prof. Dr. Tin Tin Htwe, Rector of Yangon University of Economics, and the Master of Marketing Management Program Committee for offering me the opportunity to pursue this valuable academic journey. Their dedication to academic excellence and professional growth has been a great source of inspiration.

I am especially thankful to Dr. Thynn Thynn Myint, Professor and Head of the Department of Commerce, for her strong leadership and continuous support throughout the program.

I am profoundly thankful to my supervisor, Dr. May Su Myat Htwe Aung, for her kind guidance, insightful feedback, and constant encouragement. Her valuable support has played a key role in the completion of this thesis.

I would also like to express my heartfelt thanks to all professors and lecturers from the Master of Marketing Management program at Yangon University of Economics. Their teaching and mentorship have greatly enriched my academic experience and prepared me for this research journey.

I am truly grateful to my family members for their continuous love, care, and moral support throughout my studies. Their encouragement has helped me stay strong and focused.

I also wish to thank my colleagues from Cho Cho Industry Ltd., whose understanding, support, and cooperation during this academic journey have meant a lot to me.

Finally, I would like to express my appreciation to all my classmates and friends, who have been part of this meaningful journey. Your friendship, motivation, and shared experiences have made this time both productive and memorable.

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CHAPTER I

INTRODUCTION

Marketing is an important aspect in affecting the behavior of consumers, their purchasing choices, and customer loyalty. Marketing mix- product, price, place, and promotion- is one of the oldest and basic decision-making frameworks available to marketers to achieve competitive advantages and fulfill customer need (Kotler & Keller, 2016). Customer satisfaction and loyalty are the heart of any business sustainability in the present competitive marketplace. Therefore, organizations that manage to implement the marketing mix activities successfully will be able to offer the quality service that satisfies their customers, enhance customer loyalty, and finally ensure sustainable profitability (Zeithaml, Bitner, & Gremler, 2018). This study investigates the relationships among the marketing mix, customer satisfaction, and customer loyalty towards the Shin Shin brand, focusing on Cho Cho Industry Ltd., one of the leading companies in Myanmar's food manufacturing industry.

The marketing mix, is commonly known as the 4Ps (Product, Price, Place, Promotion) and plays a critical role in developing effective marketing strategies. Product refers to the goods or services offered by a company to satisfy customer needs, and its quality, features, and branding significantly influence buying decisions (Kotler & Keller, 2016). Price involves setting a value for the product that reflects both the perceived worth and competitive positioning in the market; it directly impacts consumer perception and sales volume (Armstrong et al., 2015). Place, or distribution, encompasses the channels used to deliver the product to consumers, ensuring availability at the right time and location (Jobber, D., & Ellis-Chadwick, F. , 2019). Promotion includes all communication tools advertising, sales promotions, public relations, and digital marketing used to inform and persuade potential buyers (Belch & Belch, 2018). Customer satisfaction and loyalty are related constructs that directly affect a business's performance and long-term profitability. Customer satisfaction is defined as the extent to which a product or service fulfills or surpasses the expectation of the customer. In this sense, customer satisfaction is one of the important factors that influence the positive experiences of customers and serves as a first important predictor of customer loyalty (Kotler & Keller, 2016). The higher the

satisfaction level, the more likely are repeated purchases, positive word-of-mouth communication, and low customer switching rates (Oliver, 1999).

Conversely, customer loyalty can be defined as the recurrent preference and commitment by a customer to purchase from a specific brand or company, often in spite of the marketing efforts of competitors (Dick, A. S., & Basu, K. , 1994) Loyalty is influenced not only by satisfaction, but also by emotional ties, trust, and perceived worth. Companies that devote resources to improving customer satisfaction through quality service, communication, and responsiveness have a greater chance of creating loyal customers who constitute long-term success and sustainable competitive advantage (Reichheld & Schefter, 2000).

Shin Shin Brand is one of the leading noodle brands under Cho Cho Industry Ltd., a major player in Myanmar's food industry. The brand offers a wide variety of instant rice noodles and vermicelli products, catering to the evolving tastes and preferences of local consumers. Known for its commitment to quality, hygiene, and flavor innovation, Shin Shin Brand has earned strong brand recognition and customer trust across the country.

As part of Cho Cho Industry Ltd., Shin Shin Brand has adopted strategic marketing approaches to strengthen its presence in the highly competitive instant food market. With increasing competition and shifting consumer behaviors, the brand continuously evaluates and enhances its marketing mix to stay aligned with market trends and to build lasting customer loyalty. Shin Shin Brand remains dedicated to delivering convenience, taste, and satisfaction to households nationwide. Therefore, an evaluation of how Cho Cho Industry Ltd., is applying its marketing mix activities and in what way it impacts customer satisfaction is likely to throw light on effective marketing activities for the Myanmar food industry.

This study evaluates the influences of the marketing mix on customer satisfaction and customer loyalty of Shin Shin Brand by providing empirical evidence towards improvements to marketing activity.

1.1 Rationale of the Study

In today's dynamic and highly competitive food industry, customer preferences are rapidly evolving, particularly in the instant noodle segment. Shin Shin Brand, a prominent brand under Cho Cho Industry Ltd., has established itself as a popular choice among consumers in Myanmar due to its focus on flavor, quality, and

local appeal. However, sustaining customer satisfaction and loyalty requires continuous innovation and evaluation of marketing strategies.

Shin Shin Brand's strong market presence, increasing competition from both local and imported brands, changing consumer tastes, and economic uncertainties such as inflation and declining purchasing power present significant challenges. These factors highlight the need for a comprehensive understanding of the Shin Shin Brand's marketing mix activities specifically product, price, place, and promotion and its effects on customer satisfaction and, eventually, customer loyalty.

The product is the core element of any marketing activity, and for the Shin Shin Brand, delivering a high-quality product that meets customer expectations is essential. This study aims to examine the extent to which various attributes of the instant rice noodle product such as taste, ingredient quality, nutritional value, packaging, and product variety influence customer satisfaction. Understanding product-related preferences helps identify whether Shin Shin Product's offerings align with market needs, and whether these elements contribute to building customer loyalty in the long term. A good quality product that meets expectations instills trust and raises satisfaction; these two constructs are prime indicators of loyalty (Kotler, P., & Keller, K. L., 2016).

Price is a critical factor influencing consumer purchase decisions. This study evaluates how Shin Shin Brand's pricing strategy affects customer satisfaction and loyalty. A price that reflects perceived value, affordability, and competitiveness can enhance customer satisfaction. On the other hand, overpricing or underpricing can affect consumer perception and brand trust. This research explores whether Shin Shin Brand's pricing is considered fair and justified by customers, and how it effect their loyalty. Price also affects satisfaction; customers see fairness in pricing as an indication of value, which in turn strengthens their loyalty toward a brand. An effective place/distribution strategy ensures easy access for customers, thus removing barriers to purchase, and promoting repeat buying behavior (Jobber, D., & Ellis-Chadwick, F. , 2019).

The availability of Shin Shin Brand across various distribution channels is essential in satisfying customer needs. This component investigates how accessibility whether in supermarkets, convenience stores, or online platforms affects consumer satisfaction. Efficient distribution ensures product freshness and availability, which can lead to repeated purchases and loyalty. The study seeks to understand if Shin Shin

Brand's current distribution strategy meets the demands of its target market. For distribution (place), Cho Cho Industry ought to consider logistics improvement from collaborating with local delivery startups, investing in digital supply chain solutions, and setting up some warehouses further into rural areas to enhance reach and efficiency (Jobber, D., & Ellis-Chadwick, F. , 2019). To deal with promotion issues in the fast-evolving digital environment, the company move towards an integrated marketing communication (IMC), focusing on platform entry for emerging mediums like website while building brand communities using influencers and localized initiatives (Belch, G. E., & Belch, M. A, 2018).

Promotion helps in communicating product value and building brand awareness. The study analyzes how Shin Shin Brand promotional strategies such as advertising, social media marketing, sales promotions, and public relations affect customer perception and engagement. Effective promotion can not only boost sales but also foster emotional connections with customers, leading to greater satisfaction and long-term loyalty. This research examines whether the promotional efforts are reaching the right audience and influencing purchase behavior. Accessibility and affordability strongly influence buying behavior (Jobber, D., & Ellis-Chadwick, F. , 2019). Promotion is critical in generating awareness and stimulating demand for the product among target markets through advertising and public relations and digital media (Belch & Belch, 2018).

While Cho Cho Industry towards the quality and compliance standardizes on ISO 22000:2018, GHP certification aside from the challenges in product diversification (Cho Cho Industry Limited, n.d.). These standards would provide broader production lines in meeting the current trends toward more diverse consumer demand and the increasingly globalized taste for products; in addition, they would provide better research and innovation on continuous market changes. The economic instability in Myanmar, marked by inflation and currency fluctuations, affects consumers' purchasing power. This economic environment makes it challenging for Cho Cho Industry to maintain competitive pricing while ensuring profitability. Balancing cost structures with affordable pricing is essential to retain market share in such conditions.

The aim of this study is to examine the relationship between marketing mix activities—product, price, place, and promotion—and their effect on customer satisfaction and loyalty towards the Shin Shin Brand .By identifying which marketing

activities are most effective in driving consumer satisfaction and repeat purchasing behavior, the study seeks to provide actionable insights for Cho Cho Industry Ltd. This will enable the company to refine its marketing practices, enhance competitive positioning, and ensure sustainable growth in Myanmar's fast-moving consumer goods sector. The findings will also contribute to industry knowledge by offering a model that other local food manufacturers can adopt to improve customer retention and brand loyalty in a highly competitive market.

1.2 Objectives of the Study

The objectives of this study are:

- To identify the marketing mix activities for Shin Shin Brand.
- To analyze the effect of the marketing mix activities on customer satisfaction towards Shin Shin Brand.
- To examine the effect of customer satisfaction on customer loyalty towards Shine Shin Brand.

1.3 Scope and Method of the Study

The objective of this study is mainly to analyze the marketing mix on customer satisfaction and then towards customer loyalty of Shin Shin Brand. Quantitative research method is being used for this paper. In this study, both primary and secondary data are being used. For primary data, the researcher collect data with structured questionnaires using five-point Likert Scale, to determine an appropriate sample size for an unknown or large population, the (Cochran, 1977)method use, the simpling are 385 customers was selected using systematic sampling methods at the Shin Shin counter in City Mart, Kamayut Township. Secondary data are collected from journals, books, websites and research papers which are related to marketing mix, customer satisfaction and customer loyalty. The data are analyzed by using SPSS and then presents with descriptive, correlation and multiple regression analysis in this study. However, this study is only covered in Yangon region.

1.4 Organization of the Study

Five chapters make up this study. Chapter one covers the study's premise, objectives, scope, technique, and preliminary outline. Chapter two covers theoretical background, including definitions, related theories, ideas, past investigations, and the study's conceptual framework. Chapter three covers Cho Cho Industry Limited and Shin Shin Brand. Chapter four analyzes Shin Shin Brand's marketing mix, client happiness, and loyalty. Chapter five is conclusion, finding and discussion, suggestion and recommendation, and calls for more research.

CHAPTER II

THEORETICAL BACKGROUND

The analysis of marketing mix, customer satisfaction, and customer loyalty is deeply rooted in several established marketing and consumer behavior theories. These theories provide a framework for understanding how businesses develop strategies to attract and retain customers while maximizing their competitive advantage.

2.1 Concepts of Marketing Mix

A key marketing idea is the 4Ps framework—product, pricing, location, and promotion (Kotler, P., & Keller, K. L., 2016). Scholars have added people, process, and physical evidence to this paradigm, especially in service sectors (Bitner, 1981; Booms & Bitner, 1981). Customer views and satisfaction depend on the marketing mix. For instance, product quality and price tactics strongly affect consumer purchases and brand happiness (Zeithaml, 1988). Effective promotional strategies, such as personalized marketing campaigns and digital advertising, also contribute to enhancing customer engagement and brand awareness (Kotler et al., 2021).

The concept of marketing mix has been derived from a mid-20th-century concept that eventually became the backbone of marketing strategies. The term was first used by (Borden, 1964), who had earlier based her work on (Culliton, J. W. , , 1948)work where he referred to marketers as "mixers of ingredients." However, Borden went beyond that and focused on marketing activities that could be mixed for the purpose of influencing demand by the final consumer. However, the concept became more systematic and easier to grasp in (McCarthy, E. J., 1960) formulated the 4Ps-programme: Product, Price, Place, and Promotion-as the basis on which various elements related to marketing decision-making could be categorized and managed (McCarthy, E. J., 1960).

2.2 Marketing Mix

The main four Ps in marketing mix can be stated as product, price, place, and promotion, as defined by (McCarthy, E. J., 1960) and later, two more Ps have been added in order to extend the model especially for service-based industries (Booms & Bitner , 1981). These five Ps significantly affect customers' perceptions, satisfaction,

and loyalty. A better-balanced marketing mix permits companies to be instrumental in adding value to the customers, to differentiate themselves in competitive markets, and apply successful long-term customer engagement (Kotler & Keller, 2016).

2.2.1 Product

The product is the core offering by which an organization meets the requirements and wants of customers. Products encompass both tangible goods and services and the aspects of design, quality, branding, and packaging (Kotler et al., 2019). (Levitt, 1980) stated that customers do not purchase only products; they buy benefits and solutions. A product that is designed well and meets the expectations of customers is what satisfies customers and builds brand loyalty (Zeithaml et al., 2018).

2.2.2 Price

Price, evaluated by monetary means, affects the purchase decision and constitutes a critical dimension of the purchase mix. Pricing strategies influence customer satisfaction by affecting perceived value (Monroe, K. B. , 1990). Consumers weigh the product's price against its quality and advantages, which leads to their re-purchase decision (Kotler & Keller, 2016). Pricing alternatives like competition, discounts, promotions, and matrix pricing can attract customers, while unreasonably high prices can push them towards dissatisfaction and indifference (Zeithaml et al., 2018).

2.2.3 Place

Place or distribution indicates how a firm makes its products available to consumers. It plays a critical role in customer satisfaction as efficient distribution guarantees product accessibility and convenience (Rosenbloom, 2012). A strong distribution strategy makes them comfortable and contribute greatly to a higher level of satisfaction and loyalty (Armstrong et al., 2020).

2.2.4 Promotion

Promotion refers to all activities of marketing communications that inform, persuade, and influence consumer behavior. Some of the most notable promotional strategies include advertising, sales promotion, public relations, direct marketing, and digital marketing (Kotler et al., 2019). Well-executed promotions create awareness for

the brand, help engage new customers, and reinforce loyal customers. Studies show that well-targeted promotional campaigns improve customer engagement and satisfaction, with the result of making repeat purchases (Belch & Belch, 2018).

2.3 Customer Satisfaction

Marketing and business strategy focus on customer satisfaction, or how well a product or service fulfills or exceeds expectations. The idea originated in early 20th-century economic and psychology theories of utility and consumer behavior. Customer happiness became a key marketing performance indicator in the 1950s and 60s as marketing became more systematic. One of the first comprehensive studies was by Cardozo (1965), who found that happy consumers are more inclined to repurchase and be loyal.

Client satisfaction drives client retention, word-of-mouth advertising, and long-term profitability in modern marketing (Kotler & Keller, 2016). Businesses use surveys, online reviews, and social media to increase consumer happiness. In addition, satisfaction is increasingly connected to brand loyalty and customer lifetime value, making it a crucial CRM indicator (Zeithaml, Bitner, & Gremler, 2018). Although models and measurements evolve, the underlying principle remains corporate success depends on meeting or exceeding consumer expectations.

2.4 Customer Loyalty

Customer loyalty is a long-established concept in marketing, referring to a customer's consistent preference for and commitment to repurchasing a particular brand or product over time. By the 1980s and 1990s, customer loyalty became a central focus of strategic marketing as firms recognized its direct link to profitability. During this period, many companies introduced loyalty programs such as frequent flyer miles, retail point systems, and membership cards aimed at incentivizing repeat purchases and fostering brand attachment (Reichheld & Sasser, 1990). These programs not only rewarded customers for their loyalty but also allowed businesses to collect valuable customer data to further enhance products and services.

In recent decades, the digital age has transformed the way businesses approach customer loyalty. Online platforms, social media, and mobile applications have allowed for more personalized engagement, quick service, and community-building efforts that reinforce customer relationships. Today, loyalty is not just about repeat

purchases it encompasses emotional connection, brand advocacy, and ongoing engagement. Brands focus on delivering consistent value, excellent customer service, and positive experiences to keep customers coming back in an increasingly competitive market (Kotler & Keller, 2016).

2.5 Related Theories

The marketing mix truly presents a solid theoretical foundation regarding customer satisfaction and loyalty. This is the reason how marketing practices make a difference in shaping perceptions and behaviors of consumers, which later develop into customer retention and commitment to the brand. Some of the most important theoretical perspectives regarding the research are Marketing Mix Theory of 4Ps, Expectation-Confirmation Theory (ECT), and Relationship Marketing Theory.

2.5.1 Marketing Mix Theory

One of the basic theories in marketing is the 4Ps Marketing Mix Theory by McCarthy (1960) that relates to four critical aspects: Product, Price, Place, and Promotion, which influence consumer behavior. The marketing mix greatly influences how consumers perceive a business and their satisfaction in that the right product is given at the right price, in the right place, and promoted through the right communications (Kotler & Keller, 2016). Harnessing the marketing mix to its utmost will further enhance customer experience for Shin Shin Brand which will further increase satisfaction and loyalty.

2.5.2 Expectation-Confirmation Theory (ECT)

It is implemented that the Expectation-Confirmation Theory (ECT) explains psychological variations from customer perspectives, has its origin from the development by Oliver (1980). In such cases, customers compare initial expectations with the actual product or service performance to derive satisfaction when these vary. If the estimated experience offers or surpasses expectations, satisfaction is created and may lead to the potential for repurchase and loyalty toward the product. Contrarily, when the product underperforms, dissatisfaction results, which can increase the likelihood of churn (Oliver, 1999). In the case of Shin Shin Brand quality control and appropriate marketing activities are needed to ensure that the products meet customers' expectations, thus leading to satisfaction and loyalty.

2.5.3 Relationship Marketing Theory

Morgan and Hunt (1994) introduced the Relationship Marketing Theory, focusing on trust, commitment, and lasting relationship formation for customer loyalty. Relationship marketing differs from traditional transactional marketing and aims instead to connect with customers beyond a purchase by focusing on emotional connections and personalized interactions (Kotler et al, 2019). When brands develop strong relationships with consumers through loyalty programs, personalized marketing, and good customer service, their retention rate becomes significantly higher (Kumar & Reinartz, 2016). This theory could work to Cho Cho Industry Ltd. for greater relationship-building with customers through specific market strategies and customer engagement initiatives.

2.6 Previous Studies

The first study is Relationship of Marketing, Customer Satisfaction and Customer Loyalty: Diani Arthantri's (2021) research examines how elements of the marketing mix—product, price, place, and promotion—shape student loyalty toward three prominent instant noodle brands in Indonesia: Indomie, Sedaap, and ABC. In a market where students frequently purchase instant noodles based on affordability, taste, and convenience, this study also investigates how “variety-seeking” behavior moderates these relationships. Essentially, it explores why some marketing strategies build stronger brand loyalty and how the desire for new flavors can alter this effect.

Figure (2.1) Relationship of Marketing, Customer Satisfaction and Customer Loyalty – A Case of Vietnamese Dairy Retail Stores

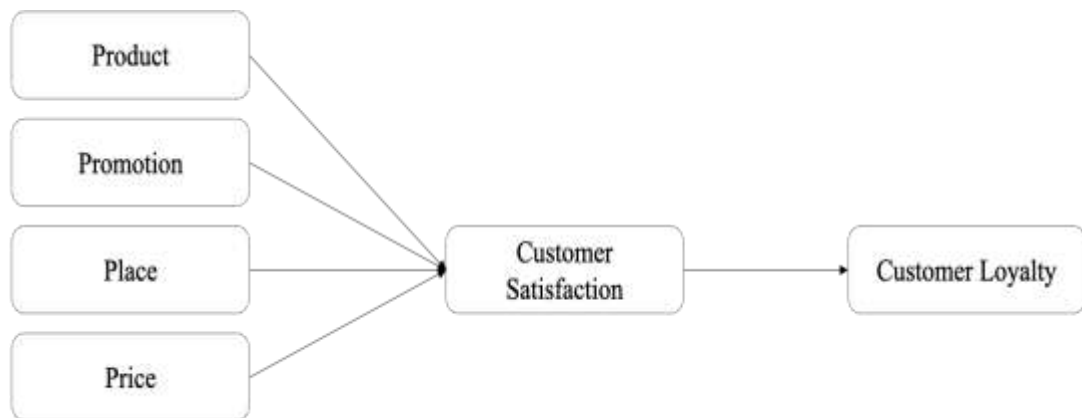


Source: Trung Minh LAM (2021)

The results demonstrate that product, price, promotion, place (distribution channel), and two additional factors impact consumer satisfaction. Customer loyalty is linearly related to satisfaction and reference group. The findings are intended to improve theoretical and managerial knowledge of the marketing mix, customer happiness, and customer loyalty, particularly in the research trade scenario.

The second research was Measuring the Critical Effect of Marketing Mix on Customer Loyalty via Customer Satisfaction in Food and Beverage Products by Suci A.S et al. (2019). This research examines how marketing mix affects customer loyalty via satisfaction in Malaysian SMEs' food and beverage goods. A 300-customer sample is employed to obtain data via questionnaire. We analyze data using path analysis and Sobel test.

Figure (2.2) Measuring the Critical Effect of Marketing Mix on Customer Loyalty through Customer Satisfaction in Food and Beverage Products



Source: SuciA.S; Arun K.T; Ali K & Jacqueline T (2019)

The study found that product, marketing, site, and pricing improve customer satisfaction for Malaysian food and beverage SMEs. Product, promotion, place, and price contribute 68.9% to consumer satisfaction, while additional variables not included in this research impact the remainder. Additionally, client happiness boosts loyalty. Product, promotion, site, and pricing increased customer loyalty for Malaysian food and beverage SMEs through customer satisfaction. Customer loyalty is 61.7% influenced by product, promotion, place, price, and satisfaction.

Fitriyah investigated The Influence of Marketing Mix on Loyalty through Customer Satisfaction at Indomie Food Stalls (Warmido) in Malang City in 2023. This study

examines how the 7P Marketing Mix (Product, Price, Promotion, Place, People, Process, Physical Evidence) affects customer satisfaction and loyalty at Indomie Food Stalls in Malang City. This is quantitative explanatory research. This research examines Marketing Mix 7P (X), Customer Satisfaction (Y), and Loyalty (Z). This research includes Warmindo customers in Malang City who have made more than one transaction and are above 17, however the quantity is unknown. Questionnaire data was collected from 351 respondents. Partial Least Square-Structural Equation Model (PLS-SEM) is used with SmartPLS 4 to analyze data.

Figure (2.3) The Influence of Marketing Mix on Loyalty through Customer Satisfaction at Indomie Food Stalls (Warmido) in Malang City



Source: Fitriyah (2023)

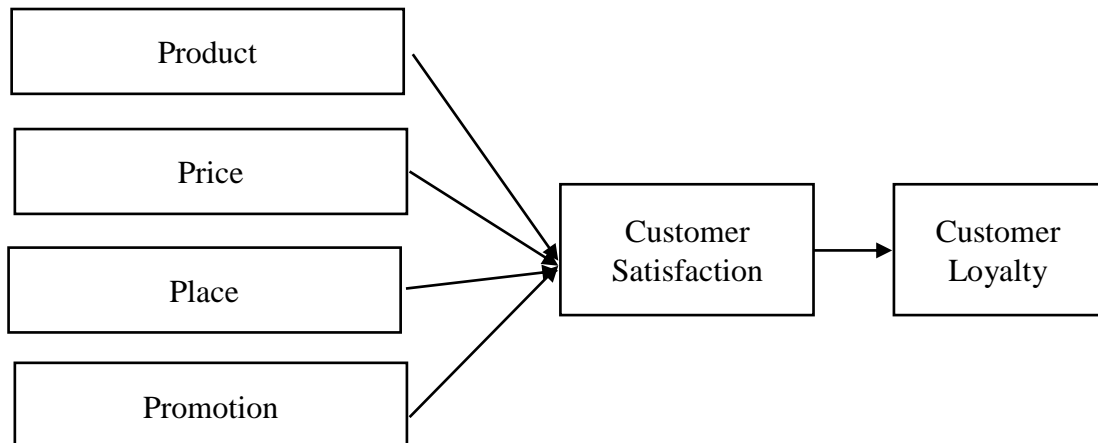
The 7P marketing mix improves consumer happiness, but geography does not, according to male-dominated study. Price and location do not affect consumer loyalty. Customer pleasure affects loyalty. Price, product, marketing, people, procedure, and look increase customer happiness and loyalty, but location does not.

Given that promotional activities emerged as the most influential marketing mix component, the authors recommend strengthening digital marketing efforts—specifically on platforms like Facebook and Instagram—to enhance consumer engagement. While product quality, pricing, and distribution should maintain high standards, the study suggests that allocating more resources to dynamic promotional campaigns will yield the greatest improvements in customer satisfaction.

2.7 Conceptual Framework of the Study

This framework illustrates the relationship between key independent variables (marketing mix factors), and dependent variables (customer satisfaction and customer loyalty) towards Shin Shin Brand.

Figure (2.4) Conceptual Framework of the Study



Source: Own Complication, 2025

This study examines how product, price, site (distribution), promotion, people, process, and physical evidence affect customer satisfaction and loyalty in SHIN SHIN. The paradigm proposes customer happiness as a mediating variable, impacted by each marketing mix component. Customer happiness may increase SHIN quick rice noodle and vermicelli loyalty.

2.8 Working Definitions

Marketing Mix

Each element of the marketing mix is carefully aligned to the company's core focus producing and distributing high-quality food products that meet the tastes, expectations, and budgets of Myanmar's diverse consumer base.

Product

The product refers to the tangible offerings of Shin Shin, including the taste, quality, packaging, nutritional value, and variety of instant rice vermicelli flavors.

Price

Price represents the amount customers are willing to pay for Shin Shin, and includes perceptions of value, affordability, and fairness in pricing relative to competitors.

Place (Distribution)

Place refers to the distribution channels through which Shin Shin is made available to customers, including supermarkets, convenience stores, wholesalers, and online platforms.

Promotion

Promotion encompasses all communication efforts used to inform, persuade, and remind consumers about Shin Shin, such as advertising, digital campaigns, social media engagement, discounts, and influencer marketing.

Customer Satisfaction

Customer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of the customer. In the case of Shin Shin, it reflects how pleased customers are with the taste, quality, price, packaging, availability, and overall consumption experience.

Customer Loyalty

Customer loyalty refers to a customer's consistent preference and repeats purchase behavior toward a particular brand over time, despite competitors' efforts to attract them. For Shin Shin, loyalty means customers continuously choose and recommend the product.

CHAPTER III

PROFILE AND MARKETING MIX, OF SHIN SHIN BRAND

This chapter focuses on the profile, mission, and vision statements of Shin Shin Brand. Additionally, it presents the organizational structure of Shin Shin Brand to provide a clear understanding of its internal operations and management hierarchy. Lastly, it highlights the promotional strategies employed by Shin Shin Brand to attract customers and strengthen its presence in the local market. This chapter aims to provide a clear understanding of how Shin Shin Brand has positioned itself in the local food industry through a combination of high-quality products and effective promotional strategies.

3.1 Company Profile of Cho Cho Industry Limited

Cho Cho Industry Limited, established in Myanmar in 2001 under the Myanmar Citizen's Investment Law, commenced operations in the same year with the primary objective of producing high-quality rice noodles and vermicelli. Since its inception, the company has maintained a clear vision to become a leading provider of traditional noodle products in Myanmar. Initially offering a single product type, Cho Cho Industry Ltd. has significantly expanded its product portfolio to encompass four main categories that align with the preferences of the Myanmar market. Owing to growing consumer demand, additional flavors are continuously being developed.

Cho Cho Industry Ltd. attributes its success to a steadfast commitment to taste and quality, which are reflected in the distinctive characteristics of each product, designed to evoke the essence of Myanmar cuisine. To ensure product excellence, Cho Cho Industry Ltd. integrates advanced production technologies from countries such as Thailand, China, Singapore, and Japan. Furthermore, the company consistently adopts modern management practices, production techniques, and quality control measures. As a result, its products have gained recognition not only within Myanmar but also in international markets, contributing to the brand's growing reputation for excellence in taste and authenticity.

Cho Cho Industry Limited has received several prestigious accolades in recognition of its contributions to the food manufacturing sector, including the

ASEAN Outstanding Engineering Achievement Award, the UMFCCI Honored Award, and the President's Honored FMCG Award in 2015.

3.2 Background of Shin Shin Brand

Shin Shin is a leading instant rice noodle and vermicelli brand owned by Cho Cho Industry Co., Ltd., a Myanmar-based company established in 2001 under the Myanmar Citizen's Investment Law. Headquartered in Hlaing Thar Yar Industrial Zone, Yangon, Cho Cho Industry operates a modern production facility to manufacture a wide range of Shin Shin products. The brand was initially launched with a single vermicelli product and has since grown into a well-recognized household name in Myanmar's instant food segment. Today, Shin Shin offers a diverse range of flavors such as Original, Tom Yum Shrimp, Chicken Kyae Oh, Spicy Hot-Pot, Mala Chicken, and Sweet & Spicy each tailored to suit local consumer preferences.

Known for its commitment to quality, hygiene, and flavor innovation, Shin Shin has built a strong reputation and loyal customer base across the country. Its products are widely distributed through modern trade channels, traditional markets, and convenience stores, supported by a strong nationwide distribution network including partners like Zarla Distribution. Shin Shin also extends its market reach internationally by exporting selected products to overseas markets, making it a proudly Myanmar-grown brand with regional presence.

Vision

Shin Shin Brand envisions becoming a leading instant rice noodle and vermicelli brand in Myanmar by delivering safe, high-quality, and affordable products that improve the daily lives of consumers. Our vision is rooted in innovation, sustainability, and a deep understanding of local customer needs. We aim to build trust and long-term relationships with our consumers by consistently maintaining product excellence and ethical business practices.

Mission

Our mission is to manufacture and distribute a wide range of reliable household and personal care items that cater to diverse lifestyles. We are committed to continuous product improvement, leveraging local expertise and modern technology. Shin Shin Product strives to promote cleanliness, health, and well-being for every

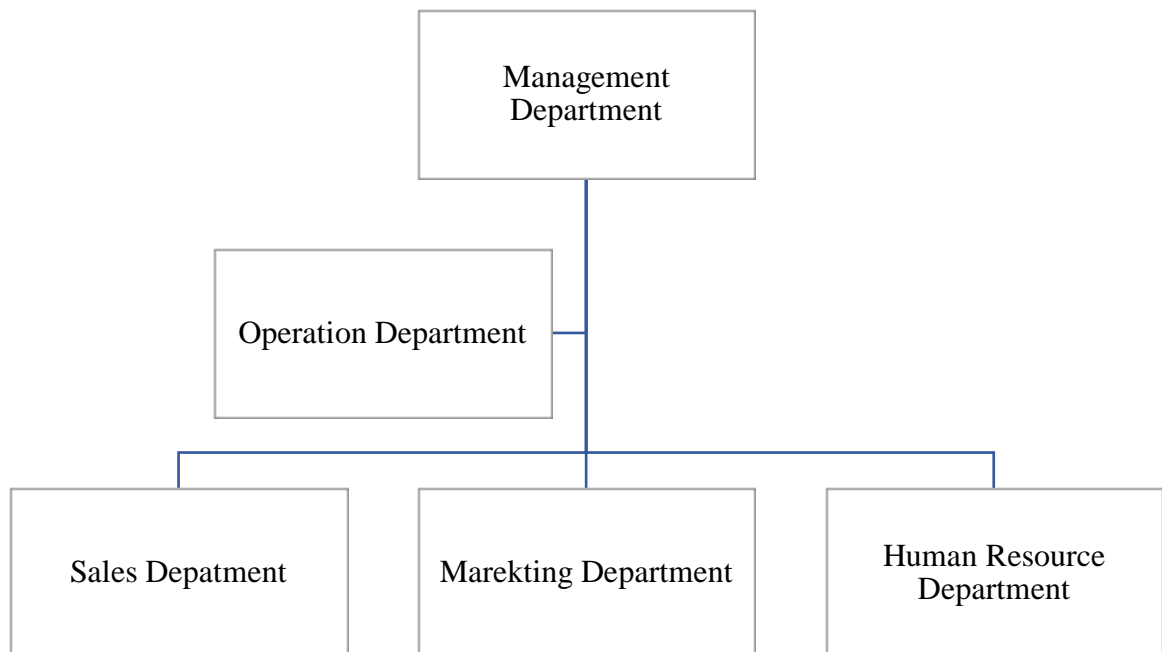
Myanmar household while creating economic opportunities through local employment and community engagement.

Objective

The core objective of Shin Shin Brand is to expand its market share in Myanmar by enhancing product availability, improving customer satisfaction, and strengthening brand recognition. We aim to achieve this through effective marketing strategies, robust distribution networks, and consistent quality assurance.

Additionally, Shin Shin Brand is dedicated to product innovation and environmental responsibility. Our objectives include launching new product lines tailored to consumer trends, reducing our environmental footprint through sustainable packaging, and contributing to community welfare through responsible corporate practices.

Figure (3.1) Organizational Structure



Source: Cho Cho Industry Ltd., 2025

The organizational chart illustrates the functional structure of the company, highlighting the major departments involved in its operations. At the top of the hierarchy is the Management Department, which plays a central role in overseeing the overall strategic direction and administrative control of the organization. This department is responsible for setting goals, making high-level decisions, and ensuring coordination among various units.

Reporting directly to the management is the Operation Department, which handles the company's day-to-day business activities. This department ensures the efficient delivery of products or services, manages resources, and supports the implementation of management's strategic plans. Below this level, the chart shows three equally important functional departments: Sales Department, Marketing Department, and Human Resource Department.

The Sales Department is responsible for driving revenue through customer engagement and sales transactions. It works closely with the Marketing Department to align its efforts with consumer demand and promotional campaigns. The Marketing Department, in turn, is tasked with promoting the company's products and building brand awareness through advertising, market research, and strategic planning. Meanwhile, the Human Resource Department focuses on employee-related functions such as recruitment, training, performance evaluation, and maintaining a positive workplace environment. This hierarchical structure supports clear lines of authority and responsibility, facilitating smooth communication and operational efficiency within the organization.

3.3 Marketing Mix Activities for Shin Shin Brand

Shin Shin Brand follows a multi-channel marketing activity aimed at increasing brand awareness, customer engagement, and long-term loyalty. The brand uses a mix of product innovation, competitive pricing, broad distribution, and integrated promotional activities to capture and retain market share in Myanmar's fast-moving consumer goods (FMCG) sector. Offline strategies such as billboard advertising, in-store sampling, and participation in local and international food exhibitions help to build strong brand visibility and consumer trust. Event sponsorships and collaboration with supermarkets further reinforce offline presence and community involvement. Simultaneously, Shin Shin leverages digital platforms—especially Facebook—for product promotions, seasonal campaigns, influencer collaborations, and interactive consumer engagement like surveys, giveaways, and recipe sharing. These online activities are often aligned with offline promotions to create a seamless brand experience. The brand also ensures its products are widely accessible through traditional markets, modern retail outlets, and online platforms. By combining affordability, flavor variety, widespread availability, and both online and offline promotions, Shin Shin's marketing strategy effectively supports customer

satisfaction, strengthens brand loyalty, and positions the brand as a leader in the instant food category in Myanmar.

Product

Shin Shin creates unique flavours and packaging to suit local tastes while ensuring sanitation and food safety. “Quality First and Quantity Second” is our workplace slogan. The organization uses Total Quality Management and continual improvement to maintain high quality standards in production. The firm processes most herbs and spices used in tastes and meticulously maintains raw material quality, sanitation, and cleanliness. These are Shin Shin goods:

Table (3.1) Product are Shin Shin brand

Flavour	Type of Noodles	Net Weight Of Packet:
Original Flavour	Instant Rice Vermicelli(Soup)	55 Grams
Tom Yum Shrimp	Instant Rice Vermicelli(Soup)	60 Grams
Spicy Fish Flavoured	Instant Rice Noodle(Soup)	56 gram (2 oz)
Chicken Kyae Oh	Instant Rice Noodle(Soup)	65gram
Super Spicy Chicken	Instant Rice Noodle(Salad)	69gram
Mala Chicken Flavor	Instant Rice Noodle(Soup)	62gram
Mala Chicken Flavor	Instant Rice Noodle(Soup)	61gram

Source: Cho Cho Industry Ltd., 2025

Price

Shin Shin adopts a competitive pricing model targeting middle-income consumers. Offline promotions include bundle deals and discounts at retail stores, city mark and during market fairs. Online, the brand offers e-commerce discounts, voucher codes, and free delivery promotions via platforms like Facebook, online food stores, and local shopping apps. Price promotions are also adjusted during festive periods to attract more buyers.

Place

Shin Shin ensures strong availability through nationwide distribution networks. Offline, the brand has a visible presence in traditional markets, mini-marts, and large supermarkets, backed by a partnership with Myanmar Zarla Distribution. Internationally, Shin Shin products are also exported to foreign markets. Online, the brand has established a presence through official social media pages and retail partnerships that allow consumers to purchase directly through digital channels.

Promotion

Shin Shin employs both offline and online tactics to build brand visibility. Offline, the brand invests in billboard advertising in high-traffic areas and sponsors local food-related events and cooking contests to build community engagement. It also participates in international exhibitions to expand brand awareness beyond Myanmar. Offline visibility is further enhanced through branded delivery vans and retail signage. Online, Shin Shin runs interactive campaigns on Facebook, Tik Tok including giveaways, product trivia, and customer reviews, to generate buzz and word-of-mouth. Collaborations with influencers and food bloggers also help boost digital reach. This balanced mix of digital and traditional promotion ensures that Shin Shin remains top-of-mind for both new and loyal customers

CHAPTER IV

ANALYSIS ON MARKETING MIX, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS SHIN SHIN BRAND

This chapter analyzes statistics on consumer satisfaction and Shin Shin Brand loyalty. This study examines how product quality, pricing, packaging, brand reputation, and service experience affect consumer loyalty behaviors including repeat purchase, brand preference, and positive word-of-mouth. The chapter begins with a demographic description of the respondents, then analyzes the variables using descriptive statistics, correlation analysis, and regression analysis.

4.1 Research Design

This study presents a quantitative research design to analyze the effect of marketing mix elements on customer satisfaction and its subsequent impact on customer loyalty towards Shin Shin Brand. The research framework is structured to test the relationships among variables using statistical methods. A structured questionnaire was designed as the primary tool for collecting data, incorporating a five-point Likert scale to measure respondents' perceptions and attitudes toward the marketing mix, satisfaction, and loyalty.

Both primary and secondary data sources are used. Primary data were gathered through face-to-face surveys using structured questionnaires distributed among customers of Shin Shin Brand. For secondary data, the researcher consulted various sources such as academic journals, books, previous research papers, and reputable websites that address topics relevant to marketing strategies, customer satisfaction, and loyalty. To determine an appropriate sample size from a large or unknown population, (Cochran, 1977) formula was applied and systematic sampling methods at the Shin Shin Counter in City Mart , Kamayut Township ,Yangon.

This method is widely used to calculate sample size with a desired level of precision, confidence, and variability. The formula is as follows:

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

n_0 = required sample size

Z = Z-value (e.g., 1.96 for 95% confidence level)

p = estimated proportion of an attribute present in the population (commonly 0.5 if unknown)

e = margin of error (e.g., 0.05)

Substituting the values:

$$n = (1.96)^2 \times 0.5 \times (1-0.5) / (0.05)^2 = 384.16$$

The minimum required sample size is approximately 385 respondents. These respondents were selected from customers residing in the Yangon Region using simple random sampling to ensure representativeness and to minimize selection bias.

Data analysis was conducted using SPSS (Statistical Package for the Social Sciences). The results are presented through descriptive statistics and multiple regression analysis, allowing the researcher to examine the strength and significance of relationships among the study variables.

4.2 Profile of Respondents

This section presents the demographic profile of the respondents who participated in the survey regarding Shin Shin Brand. Understanding the background of the respondents is essential, as it provides context for interpreting their perceptions and attitudes towards the marketing mix, customer satisfaction, and customer loyalty. The profile includes key demographic variables such as gender, age, education level, occupation, monthly income, and frequency of product usage. By analyzing these characteristics, the study aims to identify patterns and insights into how different customer segments perceive and respond to Shin Shin Brand's marketing activities. This information helps ensure that the findings are representative and relevant for strategic decision-making in targeted marketing and customer relationship management.

Table (4. 1) Demographic Profile of Respondents

No.	Statement	Statement	Respondent	Percent
			385	100%
1	Gender	Female	165	42.9
		Male	220	57.1
2	Age (years)	18–25	62	16.1
		26–35	168	43.6
		36–45	133	34.5
		46 and above	22	5.7
3	Education Level	Graduated	229	59.5
		Master	156	40.5
4	Occupation	Corporate Staff	261	67.8
		Self-employed	124	32.2
5	How often do you consume	2–3 times a week	121	31.4
		Daily	20	5.2
		Occasionally	244	63.4

Source: Survey Data, 2025

Table 4.1 presents the demographic characteristics of the 386 respondents who participated in the study on Shin Shin Brand. In terms of gender, the majority of respondents were male, accounting for 57.1%, while females made up 42.9%. The age distribution reveals that most respondents fall within the age group of 26–35 years (43.6%), followed by 36–45 years (34.5%). A smaller portion was aged 18–25 years (16.1%) and 46 and above (5.7%).

Regarding educational background, 59.5% of the respondents held a graduate degree, while 40.5% had attained a master's degree, indicating a relatively well-educated customer base. In terms of occupation, 67.8% were corporate staff, and 32.2% were self-employed, suggesting that the majority are likely to have stable incomes and structured work environments.

The frequency of product consumption shows that 63.4% of respondents used Shin Shin products occasionally, 31.4% consumed them 2–3 times a week, and only 5.2% reported daily usage. This suggests that while regular usage exists, most

customers use the products on an as-needed or situational basis. Overall, the demographic data provides useful insights into the profile of Shin Shin’s customer base, which can inform targeted marketing and product positioning strategies.

4.3 Reliability Test for Variables

In this section, the accuracy and consistency of the measurement tools used in this study, a reliability analysis was conducted on all variables measured by the Likert scale. Each construct used in the study—such as elements from the marketing mix, customer satisfaction, and customer loyalty—was evaluated to determine whether the items within each scale consistently reflected the same underlying concept.

To quantify internal consistency, Cronbach’s alpha was employed, a standard statistical technique used to measure how closely related a set of items are as a group. The resulting Cronbach’s alpha coefficients for each variable are shown in Table 4.3, and these values serve as indicators of the robustness and trustworthiness of the data collection scales used throughout the study.

Table (4.2) Reliability Test for Variables

No.	Scale	Cronbach Alpha	No. of Item
1	Product	.867	7
2	Price	.830	7
3	Place	.673	7
4	Promotion	.882	7
5	Customer Satisfaction	.890	8
6	Customer Loyalty	.830	8

Source: Survey Data, 2025

Table 4.2 presents the results of the reliability test conducted to evaluate the internal consistency of each variable measured in the study. Cronbach’s alpha values were calculated for all six scales, and the results indicate acceptable to excellent reliability across most variables. The Product scale showed a strong reliability coefficient of 0.867 across 7 items, suggesting that the items are highly consistent in measuring the same construct. Similarly, Price and Promotion scales also demonstrated high internal consistency, with Cronbach’s alpha values of 0.830 and 0.882, respectively, each comprising 7 items.

The Customer Satisfaction scale, which includes 8 items, had one of the highest reliability scores at 0.890, indicating excellent consistency and reliability of the scale in capturing satisfaction levels. The Customer Loyalty scale, also consisting of 8 items, showed good reliability with a Cronbach's alpha of 0.830. However, the Place variable yielded a relatively lower reliability coefficient of 0.673, which, although acceptable, suggests a moderate level of internal consistency and may indicate that some items under this scale could be revised or refined in future studies for improved measurement accuracy. Overall, the Cronbach's alpha values confirm that the measurement instruments used in this study are statistically reliable and suitable for further analysis.

4.4 Marketing Mix Activities on Customer Satisfaction

This section presents the mean analysis of the marketing mix activities Product, Price, Place, and Promotion in relation to customer satisfaction with Shin Shin Brand. The purpose of this analysis is to identify the overall perception and satisfaction levels of customers regarding each activities of the marketing mix.

The main goal of this research was to determine which specific factors have the most significant effect on student attitudes in the private college setting. To ensure accurate and meaningful interpretation of the quantitative data collected through Likert scale responses, the study utilized the mean score interpretation method proposed by (Best, 1977). This method provides a structured way to interpret mean values, allowing for clearer insights into respondent perceptions. As shown in Table (4.3), Best's rating scale was consumer to evaluate the mean scores of each measured variable. A survey was conducted using a systematic sampling method at the Shin Shin Counter located in City Mart, Kamayut Township, Yangon. This approach allowed the researcher to evaluate the contribution of each marketing variable to customer satisfaction and its subsequent influence on customer loyalty.

Table (4.3) Mean Rating Scale

No.	Score Range	Mean Rating
1	0 -20	Very Low
2	21- 40	Low
3	41- 60	Average
4	61-80	High
5	81-100	Very High

Source: Best, 1977

Table 4.4 presents the results of the survey data analysis, utilizing the mean rating scale as calculated by Best (1977). This established framework classifies the mean ratings and mean score levels into five distinct ranges. This classification provides a clear and standardized interpretation of the collected data, allowing for a nuanced understanding of respondent perceptions across the various survey items.

4.4.1 Respondent Perception on Product

In this subsection, the mean analysis focuses on the Product element of the marketing mix to evaluate how customers perceive the quality, features, packaging, and overall satisfaction with Shin Shin Product offerings. The product factor plays a central role in shaping customer satisfaction, as it directly reflects the company's ability to meet customer needs and expectations.

Table (4.4) Mean Value of Product

Sr No.	Product	Mean	Std. Deviation
1	Shin Shin products provide the best flavor experience when tasting them.	3.68	.658
2	The quality of Shin Shin products feels superior to other brands when experiencing them..	3.34	.860
3	The packaging design of Shin Shin Brand is visually appealing	3.41	.934
4	The nutritional value of Shin Shin Brand meets expectations	3.18	.878
5	A wide variety of flavors is available in Shin Shin Brand	3.41	.886
6	Shin Shin Brand maintains consistent freshness	3.44	.868
7	Shin Shin Brand is worth recommending based on product quality.	3.36	.587
Average Mean		3.40	

Source: Survey Data, 2025

Table 4.4 presents the mean and standard deviation scores for various product-related attributes of Shin Shin Product. The highest-rated item is "Shin Shin products provide the best flavor experience when tasting them." with a mean score of 3.68, indicating strong agreement among customers. Other aspects such as freshness (3.44) and flavor variety (3.41) also received relatively positive responses. However, attributes like nutritional value (3.18) and overall product quality (3.34) scored slightly lower, suggesting moderate satisfaction in these areas. Despite some variation, the overall average mean score is 3.40, reflecting a generally favorable perception of the product element among customers. The standard deviations indicate moderate response consistency.

4.4.2 Respondent Perception on Price

This section evaluates the Price element of the marketing mix by analyzing customer perceptions regarding the affordability, fairness, and value for money of Shin Shin Brand. Price is a critical factor influencing customer satisfaction, as it directly affects purchasing decisions and perceived product worth.

Table (4.5) Mean Value of Price

Sr No.	Price	Mean	Std. Deviation
1	The price of Shin Shin Brand is considered fair compared to similar products.	3.81	.810
2	Shin Shin Brand is found to be priced affordably.	3.82	.904
3	Customers see Shin Shin Brand as offering good value for its price.	3.83	.677
4	Discounts and promotions on Shin Shin Brand are regarded as being the best.	3.39	.921
5	The current price of Shin Shin Brand encourages making a purchase.	3.60	.659
6	Price fluctuations are influencing the decision to purchase Shin Shin Brand.	3.46	.766
7	Customers often make price comparisons with other brands before purchasing Shin Shin Brand.	3.63	.652
Average Mean		3.64	

Source: Surve Data , 2025

Table 4.5 presents the mean and standard deviation scores for various price-related attributes of Shin Shin Brand's price. The highest-rated item is "Customers see Shin Shin Brand as offering good value for its price." with a mean score of 3.83, indicating strong agreement among customers. Other aspects such as fair price (3.81) and priced affordably (3.82) also received relatively positive responses. However, attributes like Discounts and promotions of Shin Shin brand's price (3.39) and overall price influencing the decision to purchase Shin Shin Brand (3.46) scored slightly lower, suggesting moderate satisfaction in these areas. Despite some variation, the overall average mean score is 3.64, reflecting a generally favorable perception of the product element among customers. The standard deviations indicate moderate

response consistency. While many customers are encouraged to purchase based on the current price, there is slightly less enthusiasm regarding discounts and promotions, which received a comparatively lower level of agreement.

4.4.3 Respondent Perception on Place

This section examines how customers view the distribution and availability of Shin Shin Brand. Accessibility plays a crucial role in shaping customer satisfaction, as products must be conveniently available where and when customers need them. The analysis reveals that most customers agree that Shin Shin Brand is adequately distributed across a variety of retail locations.

Table (4.6) Mean Value of Place

Sr No.	Place	Mean	Std. Deviation
1	Shin Shin Brand is easily found in nearby retail locations	3.96	.809
2	Purchasing Shin Shin Brand online is convenient	3.16	.605
3	Availability of Shin Shin Brand in preferred stores is consistent.	3.63	.683
4	Online delivery services for Shin Shin Brand are reliable	2.95	.764
5	Stock shortages of Shin Shin Brand occur frequently	3.14	.824
6	Shin Shin Brand is sufficiently distributed across local areas	3.95	.885
7	Store locations offering Shin Shin Brand are accessible	3.88	.764
Average Mean		3.64	

Source: Survey Data, 2025

Table 4.6 presents the mean and standard deviation scores for various place element of marketing mix contributes of Shin Shin Product. The highest-rated item is " Shin Shin Brand is easily found in nearby retail locations " with a mean score of 3.96, indicating strong agreement among customers. Other aspects such as Online delivery services for Shin Shin Brand (3.95) and distributed across local areas (3.95)

also received relatively positive responses. However, attributes like Shin Shin Brand occur frequently (3.14) and Shin Shin Brand online is convenient (3.16) scored slightly lower, suggesting moderate satisfaction in these areas. Despite some variation, the overall average mean score is 3.64, reflecting a generally favorable perception of the place element among customers. While the average sentiment leans toward agreement, there is a slight variation in responses, suggesting that accessibility may not be consistent across all areas.

4.4.4 Respondent Perception on Promotion

The effectiveness of promotional activities is explored in this section. Promotion is essential for attracting attention, building brand awareness, and influencing purchase decisions. Customers generally responded positively to the brand’s advertising and promotional strategies, indicating that the current efforts are effective in engaging the target market.

Table (4.7) Mean Value of Promotion

Sr No.	Promotion	Mean	Std. Deviation
1	Shin Shin Brand advertisements are informative	3.44	.786
2	Promotions and discounts for Shin Shin Brand are commonly seen	3.42	.915
3	Promotional campaigns for Shin Shin Brand are engaging	3.54	.810
4	Purchase decisions are influenced by Shin Shin Brand promotions	3.42	.790
5	Marketing messages from Shin Shin Brand are clear and persuasive	3.49	.810
6	Brand image is positively shaped by Shin Shin Brand promotions	3.49	.784
7	Updates on Shin Shin Brand are followed on social media platforms	3.42	.869
Average Mean		3.45	

Source: Survey Data, 2025

Table 4.7 presents the mean and standard deviation scores for various Promotion element of marketing mix contributes of Shin Shin Brand. The highest-rated item is " Promotional campaigns for Shin Shin Brand are engaging " with a mean score of 3.54, indicating strong agreement among customers. Other aspects such as Marketing messages for Shin Shin Brand are clear and persuasive and Brand promotions scored are (3.49) received relatively positive responses. However, attributes like Updates on social media platforms and Purchase decisions influenced (3.42) and scored slightly lower, suggesting moderate satisfaction in these areas. Despite some variation, the overall average mean score is 3.45, reflecting a generally favorable perception of the place element among customers. The extent to which customers follow product updates on social media also scored moderately, indicating a reasonable level of engagement through digital platforms.

The overall likelihood of customers being loyal to Shin Shin Brand is relatively high, with an average agreement level above the midpoint. Customers generally feel that the product meets their expectations, although this perception is somewhat moderate compared to other factors. The taste and quality of the product receive positive ratings, reflecting customer satisfaction. Price perceptions indicate that consumers believe the product offers good value for money. Availability and distribution are seen as strong points, suggesting that customers find it easy to access the product. Promotional activities and advertisements are considered reasonably effective in maintaining customer interest. Many respondents indicated a high probability of continuing to purchase the product and recommending it to others.

Table (4.8) The Over All Mean Score

No.	Scale	Mean Score
1	Product	3.40
2	Price	3.65
3	Place	3.52
4	Promotion	3.45

Source: Survey Data, 2025

The overall mean score table summarizes customer perceptions across all key variables studied in this research. Among the marketing mix elements, the pricing aspect received the most favorable evaluation, indicating that customers generally find the product affordable and offering good value. This is followed by distribution,

suggesting that customers are reasonably satisfied with the accessibility and availability of the product. Promotional efforts and product features were also rated positively but with slightly lower average scores, implying that while customers are moderately satisfied in these areas, there may still be room for improvement in product attributes and communication strategies.

4.4.5 Customer Satisfaction

Customer satisfaction is a key outcome variable in this study, reflecting how well Shin Shin brand meets or exceeds customer expectations. The responses show that a majority of customers are satisfied with the product’s overall quality, value, and availability. Satisfied customers are more likely to continue purchasing the product and may share their positive experiences with others.

Table (4.9) Customer Satisfaction

Sr No.	Customer Satisfaction	Mean	Std. Deviation
1	Shin Shin Brand is purchased more frequently than competing brands	3.37	.860
2	Loyalty to Shin Shin Brand is expected to remain in the future	3.71	.769
3	Shin Shin Brand is frequently recommended to friends and family	3.54	.800
4	A premium price would be paid for Shin Shin Brand	3.21	.970
5	Switching to other noodle brands is unlikely	3.00	.779
6	Emotional connection with Shin Shin Brand is strong	2.97	1.081
7	Information about new Shin Shin Brand releases or offers is actively sought	3.58	.746
8	Participation in Shin Shin Brand loyalty programs or events is likely	3.69	.642
Average Mean		3.62	

Source: Survey Data, 2025

The analysis of the promotion element reveals a generally moderate level of agreement among respondents regarding the effectiveness of Shin Shin brand's promotional activities. Overall, the responses indicate that customers view the brand's advertising and marketing efforts as reasonably informative and engaging. However, the average mean score suggests that while promotion strategies are noticed and appreciated, there is still potential to strengthen their impact. Elements such as promotional visibility, clarity of messaging, and social media presence are viewed positively but not exceptionally. This indicates that enhancing promotional creativity, frequency, and targeting could further improve customer engagement and support stronger satisfaction and loyalty outcomes.

4.4.6 Customer Loyalty

This section focuses on the level of customer loyalty towards Shin Shin brand. The findings indicate that many customers are willing to repurchase the product and recommend it to others, reflecting a generally high level of loyalty.

Table (4.10) Customer Loyalty

Sr No.	Customer Loyalty	Mean	Std. Deviation
1	Overall Likely with Shin Shin Brand is high.	3.62	.708
2	Shin Shin Brand successfully meets expectations	3.45	.717
3	The taste and quality of Shin Shin Brand are best.	3.46	.930
4	The price paid for Shin Shin Brand reflects good value	3.75	.622
5	Availability and distribution of Shin Shin Brand are excellent .	3.84	.734
6	Promotions and advertisements of Shin Shin Brand are effective	3.54	.822
7	Continued purchase of Shin Shin Brand is highly likely	3.60	.788
8	Shin Shin Brand is likely to be recommended to others	3.73	.750
Average Mean		3.38	

Source: Survey Data, 2025

The overall likelihood of customers being loyal to Shin Shin brand T is relatively high, with an average agreement level above the midpoint. Customers generally feel that the product meets their expectations, although this perception is somewhat moderate compared to other factors. The taste and quality of the product receive positive ratings, reflecting customer satisfaction. Price perceptions indicate that consumers believe the product offers good value for money. Availability and distribution are seen as strong points, suggesting that customers find it easy to access the product. Promotional activities and advertisements are considered reasonably effective in maintaining customer interest. Many respondents indicated a high probability of continuing to purchase the product and recommending it to others. Overall, the data reflect favorable customer loyalty towards Shin Shin brand, though some aspects have room for further improvement.

4.5 Analysis on the Effect of Marketing Mix on the Customer Satisfaction

Regression analysis was used to determine how product, price, site, and promotion affect Shin Shin brand consumer satisfaction. Regression analysis examines the degree and direction of the association between independent variables (marketing mix components) and a dependent variable (consumer happiness).

Table (4.11) Analysis the effect of Marketing Mix on the Customer Satisfaction

Variable	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	VIF
	B	Std.Error	Beta			
(Constant)	1.526	.183		8.343	.000	
Product	.665***	.049	.708	13.706	.000	2.864
Price	.160***	.054	.152	2.977	.003	2.804
Place	.222***	.045	.173	4.976	.000	1.293
Promotion	.303***	.035	.358	8.569	.000	1.870
R Square	.646					
Adjusted R Square	.642***					
F Value	173.216***					

Source: Survey Data, 2025

Notes: *** significant level at 1%, ** significant level at 5%, * significant level at 10%

The model explains approximately 64.6% of the variance in customer satisfaction, as indicated by the R squared value. Additionally, the variance inflation factor (VIF) values for all variables are below 3, suggesting there is no serious multicollinearity problem in the model. The regression analysis results reveal that all four elements of the marketing mix such as product, price, place, and promotion have a statistically significant positive effect on customer satisfaction with Shin Shin Brand. The product factor has the strongest impact, with a standardized coefficient of 0.708, indicating it is the most influential variable in determining customer satisfaction. Promotion also plays a substantial role, followed by place and price, which have moderate but meaningful effects. Overall, the findings suggest that Shin Shin should prioritize improving product quality and promotion strategies to enhance customer satisfaction further.

Table (4.12) Analysis the effect of Customer Satisfaction on Customer Loyalty

Variable	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std.Error	Beta		
(Constant)	.910	.134		6.774	.000
Customer Satisfaction	.682***	.037	.690	18.651	.000
R Square	.476				
Adjusted R Square	.475***				
F Value	347.842***				

Source: Survey Data, 2025

Notes: *** significant level at 1%, ** significant level at 5%, * significant level at 10%

Customer happiness alone explains 47.6% of customer loyalty variance, according to the R square value of 0.476. The regression analysis in Table 4.12 shows that customer happiness increases Shin Shin brand loyalty. client happiness is strongly correlated with client loyalty, as shown by the standardized coefficient (Beta) of 0.690. The model is statistically valid with a F value of 347.842 and a significance level of 0.000. The findings show that customer happiness drives loyalty and that high satisfaction is essential for long-term client retention.

CHAPTER V

CONCLUSION

This chapter summarizes the key findings of the study, discusses their implications, and offers suggestions for improving Shin Shin Brand's marketing and customer relations. Additionally, it highlights areas where further research is needed to build on the current study.

5.1 Findings and Discussions

The consumer perception of this study reveal that the marketing mix activities product, price, place, and promotion—significantly influence customer satisfaction with Shin Shin Brand. Among these, product quality stands out as the most critical factor, indicating that customers prioritize the taste, quality, and overall value of the product when forming their satisfaction judgments. Promotion also plays a vital role, showing that well-designed advertising and promotional campaigns can enhance customer perceptions and engagement. Price and place also contribute positively but to a lesser degree, suggesting that while affordability and product availability matter, they are not as decisive as product quality and promotion in driving satisfaction. These results highlight the importance of balancing all marketing mix elements to meet customer expectations effectively.

The findings indicate that product-related attributes significantly influence customer satisfaction with Shin Shin Brand. Among these, the statement "Shin Shin products provide the best flavor experience when tasting them" received the highest mean score within the product category, suggesting that flavor is a key driver of customer satisfaction. This aligns with consumer expectations in the instant noodle segment, where taste is often a primary consideration in brand preference and repeat purchase behavior. The high rating reflects customers' strong approval of the brand's flavor profile and its ability to consistently meet taste expectations. Conversely, the attribute "The nutritional value of Shin Shin Brand meets expectations" received a comparatively lower mean score, indicating moderate satisfaction in this area. While customers may not prioritize nutritional value as highly as flavor in this product category, the results suggest an opportunity for improvement. Enhancing the nutritional content or clearly communicating health benefits could further strengthen

product perception and appeal to more health-conscious consumers. Overall, these findings emphasize that while flavor remains the cornerstone of product satisfaction, nutritional value is an area where strategic improvements could contribute to broader customer approval.

The study findings reveal that customer perceptions of price play an important role in shaping satisfaction with Shin Shin Brand. The statement “Customers see Shin Shin Brand as offering good value for its price” received the highest mean score among the price-related attributes, indicating that customers perceive the brand as reasonably priced relative to the quality it offers. This positive perception of value suggests that the brand has successfully positioned itself as an affordable yet high-quality option in the market, which likely contributes to customer retention and brand loyalty. In contrast, the statement “Discounts and promotions on Shin Shin Brand are regarded as being the best” received a relatively lower mean score. This indicates that while the base price is seen as fair, customers may not be equally satisfied with the frequency, visibility, or attractiveness of the brand’s promotional pricing strategies. These findings highlight that perceived value is a strength of Shin Shin Brand’s pricing strategy, while discount-related promotions may require further development to match customer expectations. Enhancing promotional campaigns could improve the perceived competitiveness of the brand, especially in price-sensitive market segments.

The study findings indicate that distribution and accessibility, encompassed in the place element of the marketing mix, have a moderate but meaningful impact on customer satisfaction with Shin Shin Brand. Customers generally perceive the brand as being readily available in nearby retail locations, with a high mean score reflecting convenience and accessibility in physical stores. This widespread presence likely supports brand visibility and purchase frequency, enhancing overall satisfaction. However, the study also reveals that online availability and delivery services received comparatively lower ratings, suggesting that the brand’s digital distribution channels may not yet fully meet consumer expectations. The relatively lower scores for online convenience and delivery reliability highlight potential areas for improvement, particularly as e-commerce and online grocery shopping continue to grow in importance. Additionally, occasional stock shortages noted by respondents point to supply chain challenges that could undermine customer loyalty if unaddressed. Overall, while Shin Shin Brand benefits from strong physical retail presence,

optimizing online distribution and ensuring consistent product availability could further strengthen its market position and customer satisfaction.

The findings reveal that promotional activities play a significant role in shaping customer perceptions of Shin Shin Brand. The statement “Promotional campaigns for Shin Shin Brand are engaging” received a relatively high mean score, indicating that customers find the brand’s marketing efforts appealing and effective in capturing their attention. Engaging campaigns contribute to increased brand awareness and customer interest, which can drive purchase intentions and foster stronger emotional connections with the brand. Additionally, the attribute “Promotions and discounts for Shin Shin Brand are commonly seen” was also positively rated, suggesting that customers frequently encounter promotional offers, which likely enhance perceived value and encourage trial or repeat purchases. However, while promotions are visible and engaging, it is essential for Shin Shin Brand to maintain a balance between promotional frequency and quality to avoid customer fatigue or diminishing returns. Overall, the results emphasize that well-executed promotional strategies are vital for sustaining customer engagement and supporting the brand’s competitive positioning in the market.

The study also shows a substantial positive correlation between customer happiness and loyalty. Customers who are satisfied with Shin Shin Brand are more inclined to buy again and suggest it. This supports the premise that consumer happiness drives brand loyalty and commercial success.

5.2 Suggestions and Recommendations

Based on the findings, Shin Shin Brand should prioritize maintaining and improving product quality, as it is the most influential factor in customer satisfaction. Regular quality control, product innovation, and attention to customer feedback can help ensure the product consistently meets or exceeds expectations. Promotion efforts should be enhanced through targeted campaigns that effectively communicate the unique benefits of Shin Shin Brand. Utilizing digital marketing platforms alongside traditional media could increase reach and engagement, particularly among younger consumers. Improving distribution channels to ensure product availability in more locations will further enhance customer convenience and satisfaction. Competitive pricing strategies should be maintained to balance affordability with perceived value.

To bolster engagement and reinforce brand equity, Shin Shin Brand should adopt an integrated marketing communications (IMC) strategy that synergizes digital platforms with traditional media outlets. Furthermore, creating emotional touchpoints and community-building initiatives—such as virtual brand communities—can strengthen relational ties, fostering reciprocity and loyalty through social exchange dynamics. To operationalize this, Shin Shin should invest in employee training focused on emotional intelligence, proactive service recovery, and brand storytelling—thus humanizing consumer interactions and reinforcing positive brand experiences across all touchpoints.

Additionally, Shin Shin Brand should implement a systematic customer feedback mechanism to monitor satisfaction continuously and address any emerging issues promptly. Training employees to provide excellent customer service will also strengthen the overall customer experience.

5.3 Needs for Further Research

This study offers useful insights, but future research should examine other aspects that affect consumer happiness and loyalty. Future research should include brand image, perceived value, and after-sales service, which may strongly affect consumer loyalty. Furthermore, digital marketing efforts including social media engagement, influencer endorsements, and online reviews could be examined to assess their role in shaping customer perceptions and trust. Exploring these factors would contribute to a broader and more integrated model of customer decision-making in the context of fast-moving consumer goods like Shin Shin noodles. Moreover, extending the research to encompass diverse geographic regions and a wider range of demographic groups—such as rural versus urban consumers or different income and education levels—would enhance the external validity of the findings. Conducting longitudinal studies could also provide valuable insights into how customer satisfaction and loyalty evolve over time, particularly in response to changes in marketing strategies or external events. For example, examining the impact of brand image, customer service quality, and digital engagement would offer a more holistic understanding. Research could also expand to include different geographical areas or demographic groups to increase the generalizability of the findings. Longitudinal studies tracking customer attitudes over time would be beneficial to observe changes and trends in satisfaction and loyalty.

Finally, investigating the role of external factors such as competitor strategies, economic conditions, and cultural influences could provide a more comprehensive picture of the market dynamics affecting Shin Shin Brand.

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APPENDIX

The marketing mix (4Ps), customer satisfaction, and customer loyalty toward SHIN SHIN Brand, along with demographic factors. The format uses a 5-point Likert scale (Strongly Disagree to Strongly Agree) for measurement.

Section A: Demographic Information

(Please tick ✓ the most appropriate answer)

1. Gender

- Male
- Female

2. Age Group

- Under 18
- 18–25
- 26–35
- 36–45
- 46 and above

3. Education Level

- Under Graduated
- Graduated
- Master
- PhD

4. Occupation

- Student
- Self-employed
- Government Staff
- Corporate Staff
- Unemployed

5. How often do you consume SHIN SHIN Brand?

- Daily
- 2–3 times a week
- Once a week
- Occasionally

Section B ; The marketing mix (4Ps), customer satisfaction, and customer loyalty toward SHIN SHIN Brand

Please indicate your agreement with the following statements.

(1 = Strongly Disagree, 5 = Strongly Agree)

1. Product

No	Questions	1	2	3	4	5
1	Shin Shin products provide the best flavor experience when tasting them.					
2	The quality of Shin Shin products feels superior to other brands when experiencing them.					
3	The packaging design of Shin Shin Brand is visually appealing					
4	The nutritional value of Shin Shin Brand meets expectations					
5	A wide variety of flavors is available in Shin Shin Brand					
6	Shin Shin Brand maintains consistent freshness					
7	Shin Shin Brand is worth recommending based on product quality.					

2. Price

No	Questions	1	2	3	4	5
1	The price of Shin Shin Brand is considered fair compared to similar products.					
2	Shin Shin Brand is found to be priced affordably.					
3	Customers see Shin Shin Brand as offering good value for its price.					
4	Discounts and promotions on Shin Shin Brand are regarded as being the best.					
5	The current price of Shin Shin Brand encourages making a purchase.					
6	Price fluctuations are influencing the decision to purchase Shin Shin Brand.					
7	Customers often make price comparisons with other brands before purchasing Shin Shin Brand.					

3. Place (Distribution)

No	Questions	1	2	3	4	5
1	Shin Shin Brand is easily found in nearby retail locations					
2	Purchasing Shin Shin Brand online is convenient					
3	Availability of Shin Shin Brand in preferred stores is consistent.					
4	Online delivery services for Shin Shin Brand are reliable					
5	Stock shortages of Shin Shin Brand occur frequently					
6	Shin Shin Brand is sufficiently distributed across local areas					
7	Store locations offering Shin Shin Brand are accessible					

4. Promotion

No	Questions	1	2	3	4	5
1	Shin Shin Brand advertisements are informative					
2	Promotions and discounts for Shin Shin Brand are commonly seen					
3	Promotional campaigns for Shin Shin Brand are engaging					
4	Purchase decisions are influenced by Shin Shin Brand promotions					
5	Marketing messages from Shin Shin Brand are clear and persuasive					
6	Brand image is positively shaped by Shin Shin Brand promotions					
7	Updates on Shin Shin Brand are followed on social media platforms					

Section C: Customer Loyalty (Dependent Variable)

Please indicate your agreement with the following statements.

No	Questions	1	2	3	4	5
1	Shin Shin Brand is purchased more frequently than competing brands					
2	Loyalty to Shin Shin Brand is expected to remain in the future					
3	Shin Shin Brand is frequently recommended to friends and family					
4	A premium price would be paid for Shin Shin Brand					
5	Switching to other noodle brands is unlikely					
6	Emotional connection with Shin Shin Brand is strong					
7	Information about new Shin Shin Brand releases or offers is actively sought					
8	Participation in Shin Shin Brand loyalty programs or events is likely					

2. Customer Loyalty

No	Questions	1	2	3	4	5
1	Overall Likely with Shin Shin Brand is high.					
2	Shin Shin Brand successfully meets expectations					
3	The taste and quality of Shin Shin Brand are best.					
4	The price paid for Shin Shin Brand reflects good value					
5	Availability and distribution of Shin Shin Brand are excellent .					
6	Promotions and advertisements of Shin Shin Brand are effective					
7	Continued purchase of Shin Shin Brand is highly likely					
8	Shin Shin Brand is likely to be recommended to others					

APPENDIX

Section A: Demographic Information

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	165	42.9	42.9	42.9
	Male	220	57.1	57.1	100.0
	Total	385	100.0	100.0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18–25	62	16.1	16.1	16.1
	26–35	168	43.6	43.6	59.7
	36–45	133	34.5	34.5	94.3
	46 and above	22	5.7	5.7	100.0
	Total	385	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduated	229	59.5	59.5	59.5
	Master	156	40.5	40.5	100.0
	Total	385	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Corporate Staff	261	67.8	67.8	67.8
	Self-employed	124	32.2	32.2	100.0
	Total	385	100.0	100.0	

How often do you consume SHIN SHIN PRODUCT?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2–3 times a week	121	31.4	31.4	31.4
	Daily	20	5.2	5.2	36.6
	Occasionally	244	63.4	63.4	100.0
	Total	385	100.0	100.0	

Descriptive Statistics

	N	Mean	Std. Deviation
The taste of SHIN SHIN PRODUCT are best.	385	3.68	.658
The quality of SHIN SHIN PRODUCT is superior to other brands.	385	3.34	.860
The packaging design of SHIN SHIN PRODUCT is visually appealing	385	3.41	.934
The nutritional value of SHIN SHIN PRODUCT meets expectations	385	3.18	.878
A wide variety of flavors is available in SHIN SHIN PRODUCT	385	3.41	.886
SHIN SHIN PRODUCT maintains consistent freshness	385	3.44	.868
SHIN SHIN PRODUCT is worth recommending based on product quality.	385	3.36	.587
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
The price of SHIN SHIN PRODUCT is fair compared to similar products.	385	3.81	.810
SHIN SHIN PRODUCT is priced affordably	385	3.82	.904
SHIN SHIN PRODUCT offers good value for its price	385	3.83	.677
Discounts and promotions on SHIN SHIN PRODUCT are best.	385	3.39	.921
The current price of SHIN SHIN PRODUCT encourages purchase	385	3.60	.659
Price fluctuations influence the decision to purchase SHIN SHIN PRODUCT	385	3.46	.766
Price comparisons with other brands are frequently made before purchasing SHIN SHIN PRODUCT	385	3.63	.652
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
SHIN SHIN PRODUCT is easily found in nearby retail locations	385	3.96	.809
Purchasing SHIN SHIN PRODUCT online is convenient	385	3.16	.605
Availability of SHIN SHIN PRODUCT in preferred stores is consistent.	385	3.63	.683
Online delivery services for SHIN SHIN PRODUCT are reliable	385	2.95	.764
Stock shortages of SHIN SHIN PRODUCT occur frequently	385	3.14	.824
SHIN SHIN PRODUCT is sufficiently distributed across local areas	385	3.95	.885
Store locations offering SHIN SHIN PRODUCT are accessible	385	3.88	.764
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
SHIN SHIN PRODUCT advertisements are informative	385	3.44	.786
Promotions and discounts for SHIN SHIN PRODUCT are commonly seen	385	3.42	.915
Promotional campaigns for SHIN SHIN PRODUCT are engaging	385	3.54	.810
Purchase decisions are influenced by SHIN SHIN PRODUCT promotions	385	3.42	.790
Marketing messages from SHIN SHIN PRODUCT are clear and persuasive	385	3.49	.810
Brand image is positively shaped by SHIN SHIN PRODUCT promotions	385	3.49	.784
Updates on SHIN SHIN PRODUCT are followed on social media platforms	385	3.42	.869
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
SHIN SHIN PRODUCT is purchased more frequently than competing brands	385	3.37	.860
Loyalty to SHIN SHIN PRODUCT is expected to remain in the future	385	3.71	.769
SHIN SHIN PRODUCT is frequently recommended to friends and family	385	3.54	.800
A premium price would be paid for SHIN SHIN PRODUCT	385	3.21	.970
Switching to other noodle brands is unlikely	385	3.00	.779
Emotional connection with SHIN SHIN PRODUCT is strong	385	2.97	1.081
Information about new SHIN SHIN PRODUCT releases or offers is actively sought	385	3.58	.746
Participation in SHIN SHIN PRODUCT loyalty programs or events is likely	385	3.69	.642
Valid N (listwise)	385		

Reliability Statistics

Cronbach's	
Alpha	N of Items
.867	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.830	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.673	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.882	7

Reliability Statistics

Cronbach's Alpha	N of Items
.830	8

Reliability Statistics

Cronbach's Alpha	N of Items
.890	8

Descriptive Statistics

	N	Mean	Std. Deviation
CL8	0		
TP	385	3.4030	.61118
TPR	385	3.6494	.54669
TPL	385	3.5239	.44556
TPO1	385	3.4586	.63075
TCS	385	3.6250	.57389
TCL	385	3.3838	.56772
Valid N (listwise)	0		

Descriptive Statistics

	Mean	Std. Deviation	N
CL8	.	.	0
TP	3.4030	.61118	385
TPR	3.6494	.54669	385
TPL	3.5239	.44556	385
TCS	3.6250	.57389	385
TCL	3.3838	.56772	385

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.804 ^a	.646	.642	.34334	.646	173.216	4	380	.000	2.074

a. Predictors: (Constant), TPO, TPL, TPR, TP

b. Dependent Variable: TCS

Model		Unstandardized Coefficients		Standardized	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Coefficients Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.526	.183		8.343	.000					
	TP	.665	.049	.708	13.706	.000	.741	.575	.418	.349	2.864
	TPR	.160	.054	.152	2.977	.003	.586	.151	.091	.357	2.804
	TPL	.222	.045	.173	4.976	.000	.135	.247	.152	.773	1.293
	TPO	.303	.035	.358	8.569	.000	.654	.402	.262	.535	1.870

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		Sig. F Change
1	.690 ^a	.476	.475	.41152	.476	347.842	1	383	.000	1.179

a. Predictors: (Constant), TCS

b. Dependent Variable: TCL

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.910	.134		6.774	.000
	TCS	.682	.037	.690	18.651	.000