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MARKETING ACTIVITIES AND CUSTOMER SATISFACTION OF
OPPO SMARTPHONE USERS AT INGOs IN RAKHINE STATE

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ABSTRACT

This study examines the effect of marketing activities elements on customer satisfaction among OPPO smartphone users employed in international non-governmental organizations (INGOs) in Rakhine State. The main objectives are to examine which marketing activities influence customer satisfaction and to study the relationship between the marketing activities and customer satisfaction within this specific demographic context. To achieve these objectives, both descriptive statistics, correlation analysis and regression analysis methods are applied. Primary data were collected through an online survey, using structured questionnaires distributed to 125 respondents selected via a simple random sampling method from INGO employees in Rakhine State. The study specifically investigates the influence of the marketing activities which are product, price, place, promotion and after-sale service, on customer satisfaction. The findings reveal that among the marketing activities variables, promotion, price and after-sale services have statistically significant and positive effects on customer satisfaction, with promotion emerging as the most influential factor. After-sale service emphasizes its critical role in shaping the overall customer experience. In contrast, the effects of product and place were found to be statistically insignificant, suggesting that these factors may be less impactful in the studied context. The study concludes that marketing strategies focused on creative promotional campaigns, competitive pricing, and robust after-sale support are essential for enhancing customer satisfaction and fostering brand loyalty, particularly in emerging markets. Academically, the study contributes to existing literature by reinforcing the relevance of the 4Ps marketing mix framework and highlighting the growing importance of post-purchase service quality in developing economies. It offers practical insights for OPPO and other smartphone brands aiming to strengthen their market position and improve customer engagement.

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LIST OF ABBREVIATIONS

INGOs	-	International Non-Governmental Organizations
EHS	-	Environment, Health, and Safety
VIF	-	Variance Inflation Factor

CHAPTER I

INTRODUCTION

Nowadays, the communication services are critical for the daily life in the modern society. Many people have recognized the vital role of the information technology and telecommunications in modern economy. The culture of telecommunications has evolved rapidly, shifting from traditional phone calls and text messages to internet-based communication facilitated by smartphones. The mobile services industry has expanded significantly worldwide, with products evolving from the tin-can telephone and early keypad models to the advanced smartphones which people use today. This evolution has introduced various forms of mobile communication, including voice, messaging, data transfer, and internet access, allowing users to connect easily through a wide range of mobile devices. Mobile communication is crucial for people across all social classes. It provides an alternative for users in both urban and rural areas, particularly in countries like Myanmar.

The rapid spread of mobile services can be attributed to factors such as growing affordability, ease of use, reduced prices and sizes of mobile phones, and increased power and range. These advancements have given mobile service industries the ability to offer a broad range of products that cater to diverse consumer needs. Historically, brands such as Apple, Nokia, Samsung, Motorola, BlackBerry, and Sony Ericsson dominated the mobile market before the advent of smartphones. However, in 2007, Apple revolutionized the industry with the introduction of the iPhone, marking the beginning of the smartphone era. Apple and Samsung held the majority of the global smartphone market share from 2007 to 2020. China's mobile service industry has been steadily maturing due to advancements in communications technology. Chinese mobile brands such as Huawei, OPPO, VIVO, and Xiaomi have rapidly emerged since the early 2010s. In recent years, Chinese brands such as Xiaomi, OPPO, and Vivo have made substantial gains, particularly in like Asia, while Apple and Samsung still retain a significant share of the market.

Consumers now choose smartphones based on various factors, including brand and operating system preferences, which has led the mobile industry to develop products and services tailored to these demands. The success of the mobile industry services largely depends on the quality of the services provided, with customer

satisfaction serving as a critical determinant. Failure to meet customer satisfaction can result in customer attrition, while fulfilling these expectations encourages repeat business and long-term loyalty. Therefore, companies that focus on maintaining high-quality products and services are better positioned to compete and dominate the market, as the quality of offerings directly influences customer satisfaction and shapes consumer experiences and perceptions.

1.1 Rationale of the study

At present, people use smartphones for a variety of purposes, extending beyond communication to include functions such as managing information, scheduling appointments, recording video and audio, and accessing news and information via the internet. Among the numerous brands in the competitive mobile phone industry, the OPPO brand has gained considerable popularity due to its innovative features, affordability, and targeted marketing strategies. OPPO is a leading global manufacturer and innovator of intelligent devices, ranking among the top five smartphone brands worldwide. Established in 2004, the company provides its customers with premium products and services across more than 40 countries and regions. The first OPPO mobile phone, featuring a unique smiley face design, was released in 2008. OPPO's global footprint began in 2009 with its expansion into Thailand. In 2013, the company launched the OPPO N series, the world's first smartphone with a rotating camera, and introduced ColorOS, marking the beginning of its integrated software-hardware-service business model. In 2016, OPPO was listed among the top four brands globally in terms of market share. OPPO must focus on three key pillars: compliance, innovation, and customer satisfaction, to strategically support and oversee corporate operations, ensuring long-term success. The year 2023 marks the 15th anniversary of OPPO's entry into the international market. Currently, OPPO products and services are available in over 60 countries.

The mobile phone service market is becoming increasingly saturated in Myanmar. In the Myanmar smartphone market, many brands have worked to enhance their brand value in order to distinguish from competitors. The five leading brands in the market are Xiaomi, Apple, OPPO, Samsung and Vivo. Among these, OPPO has also achieved significant success as one of the top brands in Myanmar. As OPPO smartphones incorporate more functions and new features, users enjoy utilizing these capabilities. Consumers often choose smartphones based on their individual needs and

preferences, with various factors influencing their purchasing decisions, such as brand loyalty, physical appearance, price and operating system preferences. OPPO smartphones are particularly favored by consumers in Myanmar who prioritize advanced features, affordability, and a user-friendly experience. OPPO smartphones are also equipped with powerful, long-lasting batteries that offer great value for money. This makes OPPO devices highly reliable, allowing users, especially young people, to capture photos, play games, chat with friends, or enjoy their favorite content without frequent battery concerns.

Although OPPO smartphones have continued to grow in brand awareness and market share, they still face strong competition within the mobile industry. Customers' beliefs about a brand can influence various aspects of their behavior, including purchase intention. This study aims to explore the relationship between the marketing activities strategies implemented by OPPO and the level of customer satisfaction among its users within the INGO community in Rakhine State. The marketing activities, which includes product, price, place, promotion and after-sale service plays a critical role in shaping consumer perceptions and influencing purchasing decisions. Understanding how OPPO's marketing strategies align with customer expectations and needs in this specific context is essential to evaluating the effectiveness of the brand's approach in a competitive market. Customer satisfaction, particularly in the smartphone industry, is a critical determinant of brand loyalty and repeat business. As OPPO seeks to maintain and expand its market share in the region, it is vital to assess how the brand's marketing efforts are perceived by users, and how these perceptions influence their overall satisfaction and continued use of the product. By focusing on INGO employees, who often represent a more tech-savvy and diverse demographic, the study will provide unique insights into how OPPO's offerings meet the demands of a distinct customer segment.

1.2 Problem Statement

Smartphones have rapidly evolved in terms of functionality, design, and user expectations, reflecting the widespread adoption of high-tech products worldwide. Today's consumers are presented with numerous smartphone brands, each offering varied features and pricing strategies to appeal to different market segments. In this highly competitive environment, OPPO has established itself as a recognizable brand.

However, it continues to face significant challenges in maintaining customer satisfaction and sustaining growth in market share.

One of the key challenges stems from the effectiveness of OPPO's marketing activities, specifically, how it manages the core components of product, price, place, promotion, and after-sales service. Issues such as inconsistent service quality, limited-service accessibility in rural regions, unclear promotional messaging, insufficient differentiation from competing brands, and gaps in meeting user expectations with product features can all contribute to customer dissatisfaction. These factors can undermine consumer trust, reduce repeat purchases, and weaken brand loyalty.

In Myanmar smartphone market, where brands like Xiaomi, Samsung, Vivo, and Apple are aggressively competing, OPPO must continuously refine its marketing strategies to retain customers and grow its user base. Inadequate alignment between OPPO's marketing activities and customer expectations may result in reduced satisfaction, even though the product is technologically competitive. Therefore, this study seeks to evaluate the impact of OPPO's marketing activities, including product features, pricing strategies, distribution accessibility, promotional effectiveness, and after-sales service, on customer satisfaction. Focusing on OPPO smartphone users employed in international non-governmental organizations (INGOs) in Rakhine State, the research aims to explore how these marketing activities influence consumer satisfaction levels in a real-world, professional user segment.

1.3 Research Questions

The following research questions are described to point out the effect of marketing activities on customer satisfaction among OPPO smartphone users.

1. What is the level of marketing activities of OPPO smartphones among smartphone users at INGOs in Rakhine State?
2. How do marketing activities influence customer satisfaction among OPPO smartphone users at INGOs in Rakhine State?

1.4 Objectives of the Study

The main objective of the study is to analyse the marketing activities influencing on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State. The specific objectives are as follows:

1. to examine the levels of marketing activities that influence customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.
2. to study the effects of the marketing activities on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.

1.5 Hypotheses of the Study

This study analyzes the effects of the marketing activities on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State. The hypotheses are as follows:

- H₁: The product has a significant effect on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.
- H₂: The price has a significant effect on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.
- H₃: The place has a significant effect on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.
- H₄: The promotion has a significant effect on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.
- H₅: The after-sales service has a significant effect on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.

1.6 Method of Study

This study utilizes both primary and secondary data sources. Primary data were collected from 125 respondents, calculated using the formula of Taro Yamane (1967) for determining sample size. A simple random sampling method was applied to ensure equal selection probability among respondents. Data collection was conducted through a structured questionnaire, designed using a 7-point Likert scale, to measure the level of customer satisfaction and perceptions of marketing activities. Secondary data were obtained from a comprehensive review of relevant literature, including textbooks, academic publications, thesis papers, research articles, organizational reports, and

online sources. For data analysis, the study applied several statistical techniques, including reliability analysis, descriptive statistics, correlation analysis, and multiple linear regression. These methods were used to evaluate the relationship between OPPO's marketing activities and customer satisfaction.

1.7 Scope and Limitation of the Study

This study focuses on analyzing the impact of OPPO's marketing activities on customer satisfaction among employees of international non-governmental organizations (INGOs) in Rakhine State. The research is specifically limited to OPPO smartphone users working at INGOs, and it does not include customers from the general population or other professional sectors. By narrowing the scope to INGO staff, the study aims to understand how OPPO's marketing activities affect a relatively tech-aware and professionally diverse consumer segment. The scope of the study is defined by several key parameters. It considers five core marketing activities; namely product, price, place, promotion, and after-sales service, as the independent variables. Customer satisfaction is treated as the dependent variable. The research uses a cross-sectional approach, collecting data during May 2025 from respondents who are actively employed at the time of data collection.

1.8 Background of OPPO Smartphone

OPPO was registered in 2001 and officially established in 2004. Since its inception, the company has evolved into a global leader in the design, manufacturing, and innovation of intelligent devices. As of 2023, OPPO ranks among the top five smartphone brands worldwide. The company has developed an extensive global infrastructure, including nine smart manufacturing centers, six research institutes, four R&D centers, and a global design center based in London. With over 36,000 employees, OPPO maintains a robust international presence, with manufacturing facilities in China, India, Indonesia, Bangladesh, and Algeria (OPPO, 2023).

OPPO has made substantial investments in research and development (R&D), leading to significant innovations in various technological fields, including mobile communications, fast charging, imaging, health technology, artificial intelligence (AI), and augmented/virtual reality (AR/VR). By the end of 2023, OPPO held patents in more than 40 countries and regions. According to the World Intellectual Property Organization (WIPO), OPPO ranked ninth globally in the number of Patent

Cooperation Treaty (PCT) applications filed in 2023, marking its fifth consecutive year in the top ten (OPPO, 2023).

OPPO delivers innovative products and services to customers across the globe by leveraging its strong technological capabilities. As of 2023, the company had amassed over 600 million users of its smartphones and ColorOS operating system. OPPO's products are distributed through more than 260,000 retail outlets in over 60 countries. The brand has also built strategic partnerships with over 80 mobile network operators, including more than 40 involved in 5G technology. Additionally, OPPO supports its global customer base through a network of over 3,100 service centers worldwide (OPPO, 2023).

As part of its strategy in the "Internet of Experience" era, OPPO is focused on developing a comprehensive suite of smart devices; such as wearables and tablets, designed to provide users with a seamless and intelligent digital lifestyle. Through continuous innovation and the introduction of concept products, OPPO aims to redefine the future of consumer technology and enhance product experiences for diverse user needs (OPPO, 2023).

OPPO focuses on innovative, youth-oriented smartphones with standout features such as advanced selfie cameras and fast charging technology to differentiate itself in a competitive market. OPPO adopts a penetration pricing strategy for the smartphones by offering feature-rich devices at competitive prices to catch market share. Moreover, OPPO digital products are marketed as premium products to gain market share in the North America. OPPO distributes their products globally through a mix of experience stores and strong e-commerce channels, its regional presence and leveraging online platforms to efficiently reach diverse markets. OPPO employs a geo-localized, celebrity-driven promotion strategy modified to regional markets, using high-profile sponsorships and brand ambassadors to build global recognition. OPPO emphasizes exceptional after-sale service through rigorous quality inspections, staff training, and customer-centric initiatives such as instant repairs and unified service standards to enhance satisfaction and build strong brand loyalty (OPPO, 2023).

OPPO focus on innovation, branding, sustainability, strategic media presence, and celebrity endorsements. The company emphasize to environmental responsibility by the leading of the EHS (Environment, Health, and Safety) team, which monitors energy consumption, reduces greenhouse gas emissions, and promotes sustainable practices. These efforts are increasingly integrated into brand image to attract environmentally conscious consumers. In addition to corporate responsibility, OPPO leverages traditional and digital

marketing channels to promote its' products. The company actively advertises its innovative features through television programs, LED billboards, and social media platforms including Facebook, Twitter, Instagram, and YouTube. These platforms serve as key points to engage consumers and highlight OPPO's design, camera, and performance innovations. To strengthen local market connections, OPPO appoints celebrities and public figures as brand ambassadors in key regions, including its home market in China. These endorsements enhance brand visibility and create emotional power with target audiences. Moreover, OPPO enters sponsorship agreements with high-profile events and positioning itself as an official partner and aligning with global sports, entertainment, and lifestyle movements (Bhasin, 2024).

OPPO also promotes a strong talent development culture internally. Its qualifications management system attaches employee advancement to skills and performance that encouraged innovation and customer service excellence. Ongoing data protection training and awareness campaigns further reinforce the brand's commitment to consumer privacy and trust (OPPO, 2020)

1.8.1 Vision, Mission and Core Value of OPPO

OPPO's vision is to "strive to be a sustainable company that contributes positively to a better world". Its mission, "Technology for Mankind, Kindness for the World," reflects a deep commitment to creating meaningful and user-centered technological experiences that benefit global communities (OPPO, 2020).

The core value of OPPO has always been embodied in the concept of BenFen, which emphasizes a strong commitment to creating exceptional products that genuinely delight users. In the face of external pressures and inducements, OPPO remains resolute in its belief that maintaining composure and staying focused on fundamental principles is essential. This approach allows the company to make informed and sound judgments, ultimately ensuring long-term health and sustainability for the enterprise (OPPO, 2020).

1.8.2 Marketing Activities of OPPO

OPPO focuses heavily on product innovation, offering smartphones with cutting-edge features such as AI-enhanced cameras, long-lasting batteries, fast-changing technology (VOOC), sleek designs, and Color OS, which its customized Android interface. The brand consistently updates its product lines to meet changing customer preferences, targeting tech-savvy users who value both performance and

aesthetics. OPPO adopts a value-based pricing strategy to appeal to a wide range of customers, especially in developing markets. It offers competitive prices across various product segments; from budget-friendly models to premium devices; while ensuring quality and functionality. This pricing approach has helped OPPO gain a strong foothold in price-sensitive regions like Southeast Asia. OPPO has developed a strong global distribution network. Its smartphones are available in over 60 countries through more than 260,000 retail outlets. OPPO invests significantly in promotional campaigns, combining traditional advertising with digital marketing and social media engagement. The brand is known for sponsoring major events and collaborating with celebrities, influencers, and sports organizations to boost brand recognition and emotional connection with younger consumers. To maintain customer loyalty, OPPO has built a strong after-sales support system, including over 3,100 service centers worldwide. OPPO has positioned itself as a competitive brand that emphasizes innovation, accessibility, customer engagement, and support.

1.9 Organization of the Study

This paper is organized into five chapters. Chapter One introduces the study, presenting the rationale, problem statement, research questions, objectives, hypotheses, research methods, scope and limitations, background of the organization (OPPO), and the structure of the thesis. Chapter Two reviews relevant literature, including theoretical foundations and previous studies related to marketing activities and customer satisfaction. Chapter Three describes the research methodology employed in this study. Chapter Four presents the results and analysis of the data. It examines how various marketing activities influence customer satisfaction and explores the relationship between those variables among OPPO smartphone users in INGOs in Rakhine State. Finally, Chapter Five concludes the study by findings and discussion, suggestions and recommendations, implications of the study and needs for further studies.

CHAPTER II

LITERATURE REVIEW

The chapter reviews relevant theoretical and empirical literature related to marketing activities and customer satisfaction. It provides foundational concepts necessary to understand the relationship between marketing strategies and consumer satisfaction in the smartphone industry. It also presents the conceptual framework developed for this study, which links marketing activities to customer satisfaction in the context of OPPO smartphone users working at INGOs in Rakhine State.

2.1 Concept of Marketing

Marketing is evolving from a practical art into a recognized profession grounded in theoretical principles. It must transition toward becoming an applied science, where understanding foundational concepts is essential for effective practice. Historically, marketing and production were often viewed as being in conflict. However, marketing is both a managerial approach and an operational function. Marketing begins with understanding the market and the consumer, acknowledging that in a competitive, consumer-driven economy, businesses must deliver superior value either better products at the same price or comparable products at a lower cost. Marketing centers on creating mutually beneficial exchanges, driven by the producer's goal to better understand and fulfill customer needs (Baker, 1976).

Marketing activities play a crucial role in accelerating cash flow and contributing to a firm's long-term financial objectives, particularly the creation of shareholder value. Although marketing strategies are often not framed in financial terms, they are vital in developing sustainable competitive advantages that lead to returns exceeding investor expectations. Marketing activities such as product development, pricing strategies, distribution (place), performance monitoring, and after-sale services must be treated as strategic investments. Traditional control systems, often misaligned with modern competitive environments, fall short in managing these functions effectively. Moreover, the dynamic nature of markets means that a company's success is influenced not only by its own marketing spend but also by the actions of its competitors. Marketing control must go beyond expense tracking and incorporate targeted, non-financial metrics that connect marketing

activities directly to the organization's strategic goals. The challenge lies in integrating marketing and financial perspectives to ensure marketing expenditures deliver measurable value (Baker, 1976).

McCarthy originally organized marketing activities into four main categories, widely known as the 4Ps: product, price, place, and promotion. These elements became the foundational tools of the marketing mix. However, there are too many marketing practices. Modern marketing now emphasizes a broader set of processes aimed at generating customer insights, innovative offerings, and engaging consumer experiences. It encompasses not only the traditional 4Ps but also a wide array of consumer-facing initiatives that may fall outside the classic framework. This reflects a shift toward a more holistic and integrated approach to marketing activities.

Marketers utilize marketing mix to elicit the desired responses from their target markets for their business. Marketing mix refers to the set of marketing tools used by firm to pursue its marketing objectives. According to McCarthy, marketing mix is classified into four key components known as 4Ps: product, price, place, and promotion. Marketing mix decisions must influence both trade channels and final consumers. A firm can adjust its price, workforce, and advertising costs in the short term while it can develop new products and enhance distribution channels in the long term. According to Robert Lauterborn, the 4Ps of the marketing mix correspond to the 4Cs from the customer's perspective. The relationship between them is as follows: Product corresponds to Customer Solution, Price corresponds to Customer Cost, Place corresponds to Convenience, and Promotion corresponds to Communication. Firms aim to meet customer needs efficiently, conveniently, and through effective communication (Kotler, 2000).

The marketing mix is a core framework in both marketing theory and practice. However, the lack of a clear objective complicates the effective design of an optimal marketing mix. While firms aim to maximize customer satisfaction or market share, these goals can lead to financial losses if they are not balanced with financial sustainability. In many cases, firms may focus on meeting customer desires for lower prices, more features, and enhanced customer support. These elements may satisfy customers in the short term, but they fail to generate sufficient cash flow to cover capital costs. Alternatively, a profit-driven approach may yield short-term gains but harm long-term market share and company value. In private-sector firms, the most effective objective of the marketing mix is the maximization of shareholder value, as it emphasizes long-term financial success rather than immediate profits. Marketing

professionals can enhance their influence and ensure that their contributions are strategically relevant by aligning marketing strategies with shareholder value. Value-based marketing integrates financial goals with operational marketing decisions by ensuring that the marketing mix not only meets customer needs but also promotes long-term success (Baker, 2003).

2.1.1 Product

A product is an offering designed to satisfy customer needs and wants, encompassing a wide range of goods, services, experiences, events, people, places, properties, organizations, information, and ideas. The way a product is perceived by customers significantly influences its success. In marketing, a strong brand image, which is associated with quality, trust, and reputation, helps differentiate a product from competitors (Kotler, 2000).

According to the Product Concept, consumers favor products that offer superior quality, innovative features, and high performance. As a result, companies often emphasize quality improvements and technological advancements in product development. However, focusing only on internal design, without considering customer input, can lead to misalignment with market expectations. Therefore, integrating customer feedback into product design and performance evaluation is essential for long-term success (Kotler, 2000).

In large organizations that manage multiple brands, product and brand management plays a central role in marketing. Product managers are responsible for strategic planning, coordinating advertising, evaluating customer satisfaction, and adapting products based on consumer needs and market trends. Effective product management helps create a competitive advantage by positioning the brand in the customer's mind as the most desirable choice (Kotler, 2000).

From the marketing mix perspective, the 'Product' element includes key features such as design, technology, functionality, safety, quality, packaging, branding, and warranties (Mir & Sadaba, 2022). These factors directly influence customer satisfaction, especially in highly competitive industries like smartphones. In this study, OPPO's products are examined by these features; product design, product quality, functionality, battery safety and camera quality. Evaluating how users perceive these features provides insights into the effectiveness of OPPO's product strategy and its impact on overall customer satisfaction.

2.1.2 Price

Price is a key component of the marketing mix, directly influencing a company's revenue and shaping consumer perceptions of value. In today's highly competitive and information-rich marketplace, customers often perceive minimal differences between product brands. With easy access to product comparisons online, modern consumers are less brand-loyal and more inclined to assess the value they receive for the price they pay (Kotler, 2000). As a result, price becomes a central factor in purchase decisions and a critical determinant of customer satisfaction. To remain competitive, many firms focus on offering consistently needed products at affordable prices to attract and retain loyal customers. However, effective pricing is more than simply undercutting competitors which it requires aligning with broader marketing goals and the perceived quality of the product. A common strategic error is pricing products based solely on production costs or in isolation from other elements of the marketing mix. Instead, pricing should be responsive to customer demand, market trends, and competitive actions. Adjustments to price must be integrated with brand positioning, promotional strategies, and perceived value.

According to Kotler (2000), firms must consider six steps in the pricing process: identifying pricing objectives, estimating demand, calculating costs, analyzing competitor prices, choosing a pricing method, and determining the final price. Typically, price and demand are inversely related which higher prices may suppress demand unless the value proposition is strong. Therefore, marketers must carefully evaluate how the price communicates the value and quality of the product. In addition to its financial function, price also communicates quality. Customers often associate higher prices with higher quality, and vice versa. Thus, pricing decisions must reflect not only cost considerations but also brand image, product performance, and consumer expectations.

Price refers to the amount of money that customers are willing to pay for a product or service. It plays a significant role in fostering customer satisfaction by reflecting the perceived value of the product. Each of the pricing methods requires careful consideration of the target market, competitive landscape, and customer expectations to ensure alignment with broader business objectives and customer satisfaction goals (Mir & Sadaba, 2022).

In this study, the relationship between OPPO's pricing strategy and customer satisfaction is explored by evaluating how users perceive the fairness, competitiveness, and value of OPPO smartphone prices. Customer perception on OPPO's price is measured by user-friendly price, reasonable value, cost-effectiveness alternative, value for money, competitive pricing and price-quality alignment. By analyzing responses to

these items, the study provides insight into how price influences customers' perceived value and loyalty toward the OPPO brand.

2.1.3 Place

In marketing, the concept of place refers to the process and strategies by which products or services are delivered to customers. Traditionally, it signifies the physical location where buyers and sellers meet to exchange goods. In the modern context, it encompasses the entire distribution system; including both physical and digital channels, that ensures the right products are available to the right customers, at the right time and location (Kotler, 2000).

Effective distribution is vital to enhancing customer satisfaction. It not only determines the convenience of product access but also influences the overall perception of the brand. A robust place strategy involves managing intermediaries such as wholesalers, retailers, and agents, as well as leveraging direct-to-consumer models through company-owned stores, online platforms, and mobile applications (Whalley, 2010). Firms must carefully select and manage these channels to ensure that products are readily accessible to their target markets, while also maintaining cost efficiency.

Place also refers to the methods and channels through which a product or service reaches the consumer. Firms must carefully consider their distribution channels, physical points of sale, and online sales platforms when determining the most effective way to reach their target market. For instance, firms that operate small retail outlets or provide services to local communities typically function at the final stage of the distribution chain, supplying products or services directly to customers. The P of Place includes several key components, such as special offers, endorsements, advertising, user trials, direct mail, leaflets or posters, gifts, competitions, and joint ventures, all of which help shape the customer's experience and facilitate the final exchange (Mir & Sadaba, 2022).

In this study, the effectiveness of OPPO's place strategy is evaluated by measuring how conveniently its smartphones and related accessories can be accessed by customers. Availability, convenience, and information access are central themes in understanding the impact of distribution on customer satisfaction.

2.1.4 Promotion

Promotion is a key component of the marketing mix that involves all communication activities used to inform, persuade, and remind potential customers about a product or service. It plays a crucial role in building brand awareness, generating interest, and driving customer purchasing decisions. As Kotler (2000) explains, while advertising provides a reason to buy, sales promotion gives consumers an incentive to act; typically, through time-sensitive and value-enhancing offers.

Sales promotion includes a range of short-term incentive tools that target different audiences. For consumers, these might include discounts, free gifts, contests, and bundled offers. For trade partners, tools may involve special allowances, promotional support, and free stock. For internal sales teams, promotions can include contests, bonuses, and recognition programs. Each promotional activity is aimed at either attracting new customers, increasing purchase volume, or encouraging repeat purchases. Effective promotion strategies are tailored to suit the needs of specific market segments. For example, promotions targeted at price-sensitive or brand-switching consumers may focus on discounts and bundles. In contrast, brand-loyal customers might respond better to exclusive offers or loyalty rewards. Additionally, seasonal campaigns like New Year or holiday sales can significantly impact short-term sales volume and long-term brand perception (Kotler, 2000).

Promotion is not limited to sales offers; it also encompasses advertising, media outreach, and communication strategies that reinforce the brand's image. Promotion involves various pricing strategies such as skimming, penetration pricing, and psychological pricing, each designed to create value perception and appeal to targeted customer segments (Mir & Sadaba, 2022). Furthermore, consistent communication through media advertisements, sponsorships, and product literature strengthens brand positioning and shapes consumer attitudes (Baker, 2003).

Promotional strategies are a key driver of market penetration. These features which are regular discounts, media-driven brand visibility, bundled accessories, seasonal promotions, timely promotional updates, effective promotional influence and satisfactory promotion frequency, are evaluate to assess the effectiveness of OPPO's promotional efforts on customer satisfaction. The promotions not only drive short-term sales but also enhance long-term customer satisfaction by reinforcing the perceived value of the product and the responsiveness of the brand.

2.1.5 After-Sale Service

According to K. Smith, after-sale service plays a critical role in how customers evaluate their purchase experience. Post-purchase perceptions of value are shaped not only by the product itself but also by the support provided by the seller during and after the transaction. Key factors influencing customer satisfaction include the company's reputation, reliability, brand image, product performance, warranty coverage, the professionalism of distribution partners, and the overall quality of post-sale services.

After-sales service is a crucial component of marketing activities that focuses on delivering continued value to customers after a purchase has been made. It involves providing technical support, resolving issues, offering maintenance, and ensuring customer satisfaction well beyond the point of sale. When marketing, sales, and customer support teams collaborate seamlessly, delivering a consistent and satisfying after-sales experience becomes much more effective.

After-sales service encompasses several key elements that contribute to long-term customer satisfaction and brand loyalty. Providing usage assistance helps customers effectively operate products or services, especially when installation or configuration is needed, through support like walkthroughs or troubleshooting guidance. Assurance measures such as warranties, guarantees, or exchange policies reinforce customer confidence in the brand's reliability. Access to responsive support across various online and offline channels, including self-service options and 24/7 help, ensures timely issue resolution. Additionally, rewarding loyal customers through exclusive deals, upgrades, or loyalty programs adds emotional value and strengthens relationships. Educating customers with resources like tutorials, webinars, or explainer videos further enhances their ability to benefit from their purchase. Collectively, these efforts reflect a brand's commitment to ongoing customer care and can serve as a strong differentiator in a competitive market (Tyagi, 2024).

2.1.6 Stimulus Theory

The Stimulus theory offers a foundational framework for understanding consumer behavior by categorizing the interaction between external marketing activities, internal psychological processes, and resulting behavioral outcomes. In the traditional model, the Stimulus refers to marketing inputs such as advertising, packaging, promotions, product design, and corporate reputation (Jocoby, 2002). It has been criticized for lacking nuance in capturing overlapping phenomena. For instance,

cultural values, reference groups, and situational context are treated as external stimuli but may operate as integral parts of the organism's psychological framework once internalized (Hoyer & MacInnis, 1997). Moreover, constructs like customer satisfaction, brand perception, or product involvement often act both as outcomes and inputs in future decision.

Modern interpretations attempt to address these limitations by incorporating feedback loops, Venn diagrams, or topographic models that better reflect the overlapping and evolving nature of stimuli and internal processing (Jacoby & Szybillo, 1994). While the model offers a useful starting point, further adaptations are needed to fully reflect the dynamic, multicultural, and ethically sensitive consumer environment.

2.2 Customer Satisfaction

Customer satisfaction is widely regarded as one of the most critical indicators analyzed by businesses, as it plays a vital role in supporting a brand's positioning and long-term success (Manzano, 2021). It is also considered a significant intangible asset for a company, influencing customer loyalty, retention, and advocacy. Customer satisfaction is commonly measured as the gap between customer expectations and their perceived experience (Rivalda et al., 2024).

One major approach used by firms to boost customer satisfaction is relationship marketing. This strategy emphasizes building lasting, trust-based connections with customers rather than focusing solely on short-term transactions (Baker, 2003). Relationship marketing ensures that companies remain responsive to customer needs, which fosters loyalty and increases repeat purchases. Satisfied customers are more likely to make repeat purchases, recommend products and services to others, and provide positive feedback, all of which contribute to the brand's success.

A fundamental factor influencing customer satisfaction is product quality. The quality of a product or service plays a pivotal role in creating positive customer experiences and fostering long-term loyalty. Product quality directly reflects customer expectations and can serve as a critical determinant of customer satisfaction. To build trust and loyalty, companies must maintain high standards of quality, ensuring their offerings consistently meet or exceed customer expectations. In addition to product quality, actively listening to customer complaints and feedback and implementing targeted solutions to improve products is equally important (Sani & Febrian, 2023).

Customer satisfaction is also a critical input for refining business strategies. If a product or service fails to meet customer expectations, customers may switch to competitors, leading to revenue loss and potential market share decline. Conversely, achieving high levels of customer satisfaction increases the likelihood of repeat purchases, fostering customer retention and, ultimately, driving revenue growth. This, in turn, enhances the firm's competitiveness in the market and supports long-term business success (Saidani & Sudiarditha, 2019).

The marketing mix and service quality are fundamental factors that influence customer satisfaction and loyalty. Effective marketing strategies, coupled with superior service quality, contribute to positive customer experiences, fostering repeat business and encouraging customer recommendations. Firms must continuously optimize their marketing efforts and service delivery to maintain customer satisfaction and sustain long-term success (Hawari, 2024).

Customer satisfaction serves as a measure of the alignment between a product or service and customer expectations, making it a critical differentiator in competitive markets. It is widely considered a fundamental component of business strategy. To achieve customer satisfaction, businesses must follow four essential steps: understanding the customer, creating value for the customer, effectively communicating that value, and facilitating the purchasing process for the customer (Ling, 2007).

Several factors that impact customer satisfaction are directly relevant to OPPO's marketing activities. These include product design and performance, promotional and advertising effectiveness, availability and convenience, clarity of product information, after-sales service, variety and pricing. Customer satisfaction is not the result of a single factor but a cumulative effect of all the marketing activities undertaken by a company. Product features, pricing strategies, promotional efforts, distribution channels, and after-sale service with user expectations is essential for maintaining and enhancing satisfaction in a highly competitive market.

2.3 Previous Study

The marketing mix is a fundamental concept in modern marketing, and, involves various factors that can influence consumer perceptions. It represents a model for implementing marketing strategies, incorporating key elements that collectively drive the success of marketing efforts. There are numerous tools within the marketing mix framework. According to Professor E. Jerome McCarthy, the "Marketing Mix Variables" are categorized into the 4 Ps: Product, Price, Place and Promotion. These 4 Ps represent the tactical and controllable factors that can be adjusted according to different products and target markets. This classification has gained widespread recognition and is widely adopted in marketing practice globally (Tikoo, n.d).

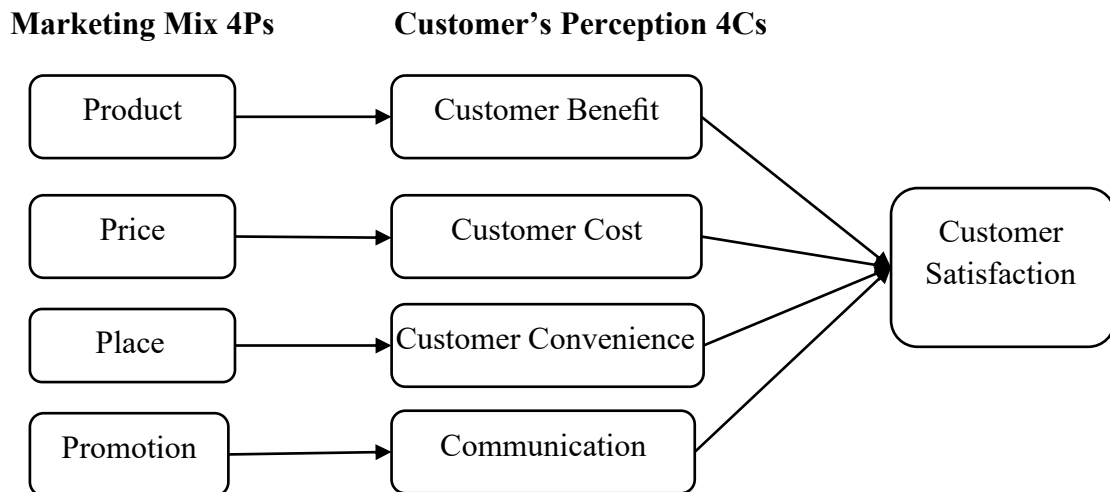
The marketing mix elements (Product, Price, Place, and Promotion) influence the customer experience and decision-making process through various strategic decisions as shown in table 2.1.

Table 2.1 Marketing Mix Elements (4Ps)

Product Decisions	Price Decisions	Place Decisions	Promotion Decisions
Brand name	Pricing strategy	Distribution	Advertising Sales promotion Personal selling PR/publicity Promotional budget
Functionality	Suggested retail price	channels	
Styling	Wholesale price	Market coverage	
Quality	Various discounts	- intensive	
Safety	Seasonal pricing	- selective	
Packaging	Bundling	- exclusive	
Repairs & support	Price flexibility	Inventory	
Warranty Accessories and Services	Price discrimination	Warehousing	
		Order processing Transportation	

Sources: Neha Tikoo

According to Robert Lauterborn, the marketing mix classification focuses on the customer's point of view by encompassing the following elements: (1) Customer Benefit, (2) Customer Cost, (3) Customer Convenience, and (4) Communication. The traditional 4Ps (Product, Price, Place, and Promotion) correspond to the customer-oriented 4Cs framework, with each element influencing the customer's experience and satisfaction. The relationship between the marketing mix (4Ps), the customer's perspective (4Cs), and customer satisfaction is illustrated in the following framework, figure 2.1.



Sources: Neha Tikoo

Figure 2.1 Marketing Mix, Customer's Perception and Customer Satisfaction

In the marketing mix, the product or service is considered the most crucial element. The product is directly linked to meeting the needs and wants of the target market. Customers purchase products primarily because they are perceived as the means to fulfill their specific needs and desires. Pricing decisions are typically made in consultation with marketing management. Price is the only variable in the marketing mix that can be adjusted quickly. Pricing elements such as dealer price, retail price, discounts, allowances, and credit terms directly influence the development of marketing strategies because price plays a crucial role in shaping the perceived value that customers associate with a product. Price can serve as an indicator of quality for some product by helping to establish the product's image in the market. Decisions regarding distribution channels focus on ensuring that the product is available in sufficient quantities at locations where customers typically shop to meet their needs. Depending on the nature of the product, marketing management determines whether to implement an exclusive, selective, or intensive distribution network, while also selecting appropriate dealers or wholesalers. The correct choice of these factors can provide a company with a competitive advantage. Promotion is a key element of the marketing program, focused on effectively and efficiently communicating the decisions of the marketing strategy. Its goal is to positively influence target customers' perceptions and facilitate an exchange between the marketer and the customer, thereby satisfying the objectives of both the customers and the company. Marketing mix coherence refers to how effectively the different elements of the mix align to achieve the desired impact. Marketing mix dynamics, on the other hand, focuses on how the mix must be adapted

to accommodate changes in the business environment, shifts in company resources, and the various stages of the product life cycle (Tikoo, n.d).

This study presents three prior investigations to establish the conceptual framework for the current study. The first study conducted by Yunli Mei (2014), examined the relationships between demographics and customer satisfaction, the marketing mix and customer satisfaction, service quality and customer satisfaction, and customer satisfaction and customer loyalty. The second study conducted by Natanan Engphaiboon (2015), investigated customer satisfaction on 4P's of marketing mix. The third study, carried out by Kirubel Wube Adera (2018), analyzed the marketing mix and customer satisfaction towards the purchasing of products. The following paragraphs provide a summary of the analysis and findings.

The study conducted by Yunli Mei (2014) focused on the marketing mix, service quality, customer satisfaction, and customer loyalty. The research employed both quantitative and qualitative methods. The researchers presented the conceptual framework for their study in Figure 2.2.



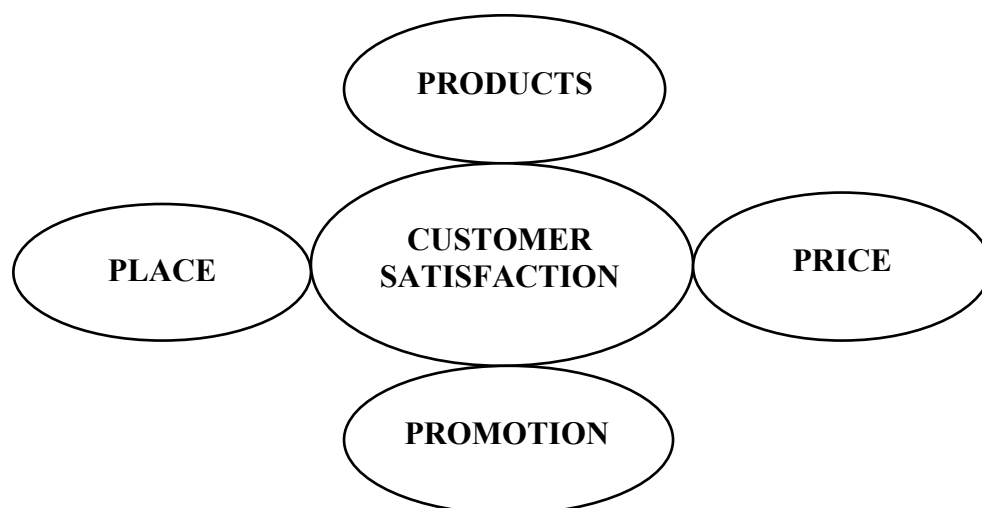
Sources: Yunli Mei (2014)

Figure 2.2 Conceptual Framework between Marketing Mix, Service Quality, Customer Satisfaction and Customer Loyalty in the Smart Phone Market

The objectives of the study are to examine the relationships between demographics and customer satisfaction, the marketing mix and customer satisfaction, service quality and customer satisfaction, and customer satisfaction and customer loyalty. Customer satisfaction is assessed across six dimensions: overall satisfaction with product location,

product quality, product price, staff service, purchase environment, and promotional activities. The findings of the study indicate that overall satisfaction with product location, product quality, product price, staff service, purchase environment, and promotional activities can all influence customer loyalty. A total of 400 questionnaires were distributed in an online survey. The research design employed a quantitative approach, specifically a survey, focusing on how service quality and customer satisfaction affect customer loyalty. Descriptive statistics were used to summarize the basic features of the data, while inferential statistics tested the hypotheses. ANOVA and Pearson Product-Moment Correlation Coefficient were employed for the research. The study found that demographic factors including gender, age, education, and income, influence customer satisfaction and loyalty in different ways. The research also identifies that price, people, and processes all have an impact on customer satisfaction. Moreover, the five factors of service quality, namely reliability, assurance, tangibles, empathy, and responsiveness, were found to influence customer satisfaction. In conclusion, the study demonstrates that both the marketing mix and service quality are significantly related to customer satisfaction and customer loyalty.

The study conducted by Natanan Engphaiboon (2015) focuses on customer satisfaction and the 4Ps of the marketing mix: product, place, price, and promotion. The current study will involve two research strategies: phenomenological research and narrative research. The researchers presented the conceptual framework of the 4Ps marketing mix and customer satisfaction in Figure 2.3.

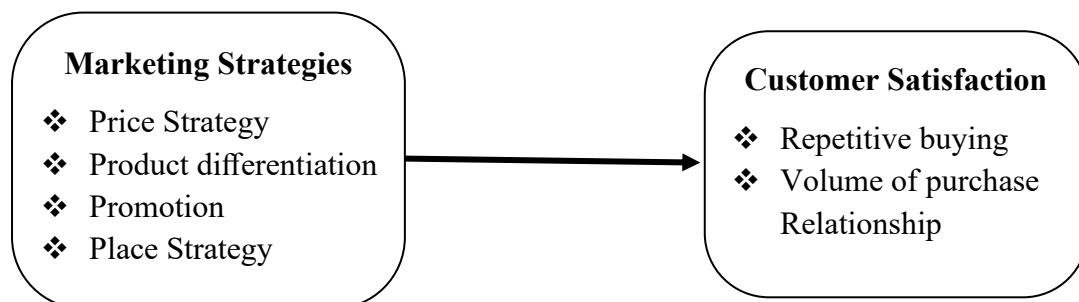


Sources: Natanan Engphaiboon (2015)

Figure 2.3 The conceptual framework of 4P's marketing mix and customer satisfaction

The main objective of the study is to examine customer satisfaction within the phone service industry in Thailand in terms of the 4Ps of the marketing mix. The study found that mobile phone service providers aiming to increase customer satisfaction and market share should focus on developing all four factors specially product quality as the primary priority. The research employed a qualitative approach, utilizing in-depth interviews conducted in the Bangkok area with 25 Thai respondents of working age. The results suggest that customer decision-making is influenced by price, promotion, place, and the product itself. Therefore, customer satisfaction is significantly affected when customers are pleased with the services provided by the firm.

The study conducted by Kirubel Wube Adera (2018) focuses on the relationship between customer satisfaction and the international marketing mix model, the four Ps. The study employed quantitative research to examine the impact of the marketing mix on customer satisfaction. The research presents a conceptual framework that describes the relationship between the latent variables of marketing strategies, organizational profitability, and consumer satisfaction in Figure 2.4.



Sources: Kirubel Wube Adera (2018)

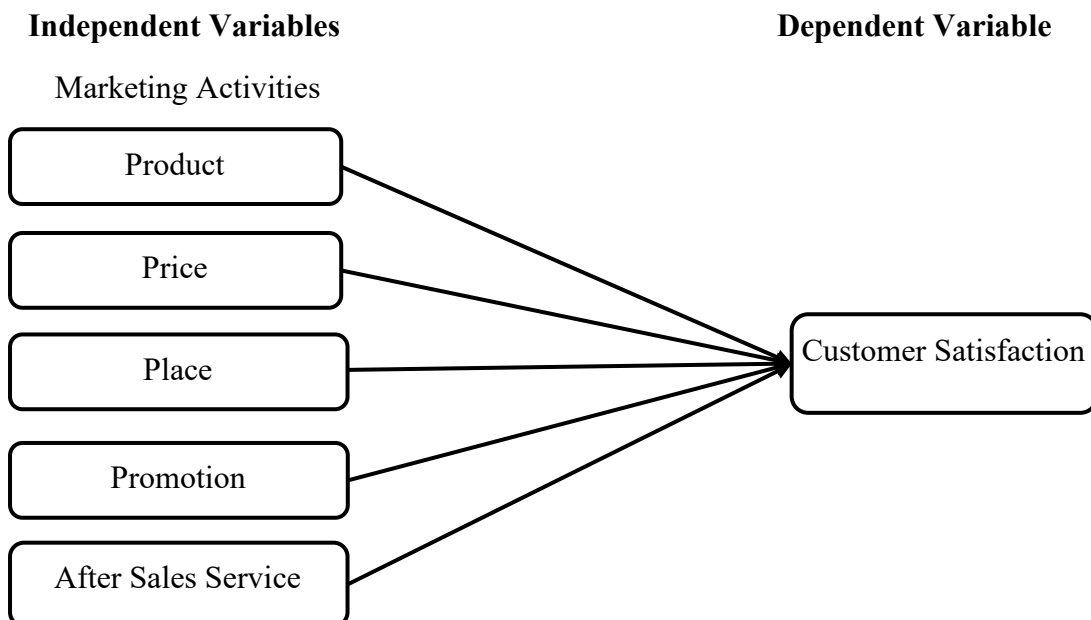
Figure 2.4 The conceptual framework of marketing strategy

The general objective of the study was to assess modern wholesaling in the FMCG industry and its impact on retailers in Addis Ababa, considering the effects of marketing strategy, operational performance, and customer service. Specific objectives included assessing which marketing strategy most influences customer satisfaction, examining the impact of customer satisfaction on organizational/operational performance, and evaluating the magnitude of correlation coefficients between these related variables. The study obtained responses from 150 respondents selected using a random probability sampling method and employed STATA version 13 to tabulate and analyze the valid responses. The results of the study revealed a relationship between the marketing mix and customer satisfaction. The study found that the 4Ps of the

marketing mix have a significant impact, but when analyzed individually, only the price variable was found to significantly affect customer satisfaction.

2.5 Conceptual Framework of the Study

The conceptual framework for this study has been developed by integrating relevant theories, concepts, and previous empirical findings. It is adapted from the work of Kirubel Wube Adera (2018), which examined the relationship between marketing strategies and consumer satisfaction. This framework has been modified to suit the current research context of OPPO smartphone users in Myanmar. In this study, customer satisfaction is considered the dependent variable, while the independent variables consist of five core marketing activities: product, price, place, promotion, and after-sales service. These variables are derived from the traditional marketing mix model (4Ps), with the inclusion of after-sales service as an essential post-purchase factor that directly influences customer satisfaction. The conceptual framework of the study is shown in Figure 2.5.



Source: Own Compilation based on previous studies, 2025

Figure 2.5 The conceptual framework of the study

The study primarily focused on examining the relationship between the marketing activities and customer satisfaction. The definitions of these variables are as follows:

Product represents the goods or services offered by a firm, encompassing attributes such as quality, performance, design, functionality, durability, packaging, and

brand image. A well-designed product that meets customer needs is essential to driving satisfaction.

Price refers to the amount customers are willing to pay for a product. It includes perceptions of fairness, affordability, value for money, and competitiveness in comparison to other brands. Price plays a significant role in influencing consumer decision-making and satisfaction.

Place refers to the distribution strategies and channels through which the product is made accessible to consumers. This includes retail outlets, online platforms, and mobile stores. Convenience and availability are key factors affecting satisfaction.

Promotion includes all communication strategies used to inform, persuade, and remind customers about a product. It covers advertising, sales promotions, social media campaigns, sponsorships, and influencer marketing. Effective promotion can enhance customer awareness and purchase intent.

After-sales service refers to the support provided after a product is purchased, including warranty coverage, repair services, technical assistance, and responsiveness to customer inquiries. High-quality after-sales service builds trust, encourages loyalty, and reinforces customer satisfaction.

Customer satisfaction defined as the level of contentment customers feel as a result of their overall experience with a product or service. It reflects how well the product and related services meet or exceed customer expectations, influencing future purchase intentions and brand loyalty.

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research methodology employed to investigate the influence of marketing activities; product, price, place, promotion, and after-sales service, on customer satisfaction with OPPO smartphones in Myanmar. The purpose of this chapter is to explain the overall approach adopted for conducting the study, including the research design, population and sampling techniques, data collection methods, research instruments, and methods of data analysis.

3.1 Research Design

A research design serves as the framework for conducting a study specifying the procedures necessary for gathering the required information. This study adopts a mixed-methods approach, combining both quantitative and limited qualitative data collection methods. Quantitative data were collected using structured questionnaires and analyzed statistically to identify relationships between variables. Additionally, qualitative insights were collected through open-ended survey questions to provide deeper context.

3.1.1 Research Framework

The theoretical framework of this study is based on the marketing activities which are product, price, place, promotion and after-sales services as independent variables, while Customer Satisfaction is the dependent variable. This framework examines how each marketing element and the moderating variable influence customer satisfaction and indirectly affect customer loyalty. Statistical tools like correlation and regression analysis are used to determine the strength and nature of these relationships. Potential confounding variables such as demographics and market conditions are controlled.

3.1.2 Data Collection

This study utilizes both primary and secondary data. Primary data which relevant to the objectives were collected from 125 respondents, selected from a pool of 180 OPPO smartphone users, who are part of 610 individuals working at INGOs in

Rakhine State. The respondents were selected using a sampling approach, ensuring they represented a cross-section of the population of OPPO smartphone users within INGOs in the region.

To collect primary data, a total of 125 structured questionnaires were distributed as part of an online survey. The survey was designed to gather quantitative data on the influence of the marketing activities (product, price, place, promotion and after-sale services) on customer satisfaction among OPPO smartphone users. The structured questionnaire facilitated the collection of specific, measurable data that could be analyzed statistically. Data collection took place in March 2025, and only employees who were actively employed during this period were eligible to participate as respondents.

Secondary data were gathered through a comprehensive literature review. Sources for secondary data included textbooks, research articles, thesis papers, reports, journals, and online resources that provided background and contextual information related to the study. This secondary data helped to inform the theoretical framework of the research and supported the primary data findings.

By combining both primary and secondary data, this study ensures a well-rounded approach to analyzing the marketing activities its impact on customer satisfaction. The combination of quantitative primary data and qualitative secondary data allows for a thorough understanding of the research problem offering both statistical insights and contextual understanding.

3.2 Sampling Design

This study aims to identify which elements of the marketing activities influence customer satisfaction and to examine the relationship between the marketing activities and customer satisfaction among OPPO smartphone users working in International Non-Governmental Organizations (INGOs) in Rakhine State. To achieve these objectives, both primary and secondary data were utilized. The target population for this research consists of approximately 180 OPPO smartphone users employed in INGOs in Rakhine State. To determine the sample size, the formula recommended by Taro Yamane (1967) for random sampling is applied as follows:

$$n = \frac{N}{1+Ne^2}$$

Where:

n = Number of samples

N = Population of sample

e = Margin of error (5% or 0.05 at a 95% confidence level)

Calculation for the sample size is as follows:

$$n = \frac{180}{1+180(0.05)^2} = \frac{180}{1+0.45} = \frac{180}{1.45} = 124.14$$

Therefore, the sample size for the study is 125 respondents.

The number of samples, 125 OPPO smartphone users, were randomly selected. This approach ensures that each individual in the population had an equal chance of being selected.

3.3 Questionnaire Design

The survey questionnaire for this study is structured into three distinct sections. The first section collects demographic information from the respondents, including variables such as age, gender, education level, and their income. This information helps contextualize the respondents' profiles and allows for segmentation in data analysis. The second section focuses on the respondents' perceptions of the marketing activities of OPPO smartphones. The marketing activities (product, price, place, and promotion and after-sale service) are explored in this section. Each of these elements is measured to assess how they influence the respondents' experiences and opinions regarding OPPO smartphones. The final section measures the level of satisfaction of the respondents concerning their experiences with OPPO smartphones. This section is designed to capture the overall satisfaction of the participants.

To measure participants' perceptions, a seven-point Likert scale is employed, ranging from 1 (strongly disagree) to 7 (strongly agree). In this study, the independent variables are the marketing activities (product, price, place, promotion and after-sale service) while the dependent variable is customer satisfaction. By structuring the questionnaire in this way, the survey ensures that data on both the influencing factors (marketing activities) and the outcome (customer satisfaction) are comprehensively captured.

The following table 3.1 presents the sources of the questionnaire items used in this study. Each item was adapted from established literature to ensure reliability and

validity in measuring the variables related to OPPO's marketing activities and customer satisfaction.

Table 3.1 The Sources of the Questionnaire Items

Sr	Variable	Item	Sources
1	Product	Unique product design, trusted quality, functionality, battery, camera quality	Ahmed & Yongyuan (2023), Adera (2018), Kotler & Keller (2012)
2	Price	Price suitability, value for price, competitiveness, price-quality relation	Ahmed et al. (2023), Alexander & Nurbasari (2022), Kotler (2000)
3	Place	Availability in stores, ease of purchase, accessibility of info, accessory availability	MBA Skool Team (2023), OPPO (2023), Sridevi & Ol (2020)
4	Promotion	Discounts, advertising, sales promotions, campaign effectiveness, info timeliness	Ahmed et al. (2023), Rivalda et al. (2024), MBA Skool Team (2023)
5	After-Sale Service	Warranty, prompt service, guidance, support responsiveness, repair & replacement	Tyagi (2024), OPPO (2020), Sumiati et al. (2016), Hawari (2024)
6	Customer Satisfaction	Satisfaction with marketing activities, product performance, info clarity, availability	Adera (2018), Hawari (2024), Kanchana (2020), Wube Adera (2018)

Sources: Origin of questionnaire items

3.4 Data Analysis

The data collected were analyzed using SPSS version 27.0. Several statistical methods were applied to ensure validity and insight into the relationships between the marketing mix and customer satisfaction.

3.4.1 Reliability Analysis

The primary method employed for analysis was Reliability Analysis which assesses the reliability and stability of the questionnaire. Specifically, Cronbach's Alpha (α) was used to evaluate the reliability of the instrument and to assess the dimensions of the study, particularly the marketing activities and customer satisfaction. According to George and Mallery (2003), the interpretation of Cronbach's Alpha values is as follows: a value above 0.9 indicates excellent reliability, a value between 0.9 and 0.8 indicates good reliability, a value between 0.8 and 0.7 indicates acceptable reliability, and a value below 0.7 suggests low reliability. In this study, Cronbach's Alpha was chosen as the method for evaluating reliability, as it is particularly effective for analyzing the internal consistency of data collected using the Likert scale measurement.

3.4.2 Correlation Analysis

Descriptive statistics were used to summarize and describe the basic features of the data. This provided simple summaries about the sample and its key measures, offering an initial understanding of the dataset. And then, correlation analysis was used to examine the relationships between the variables, identifying the strength and nature of their interconnections.

Pearson correlations indicate the relationship between two variables as well as the direction of that relationship. The study of how variables are correlated is called correlation analysis. A correlation coefficient (r) is a way to put a value to the relationship. Correlation coefficients have a value of between -1 and 1. The closer (r) is to +1 or -1, the more closely the two variables are related. If (r) is positive, it means that as one variable gets larger the other gets larger. If (r) is negative, it means that as one gets larger, the other gets smaller (often called and inverse correlation).

Correlation coefficient ranges from -1.0 to 1.0. As the correlation coefficient values goes toward 0, the relationship between the two variables will be weaker. The direction of the relationship is indicated by the sign of the coefficient, a (+) sign

indicates a positive relationship and a (-) sign indicates a negative relationship. If the value is positive, it means that as one variable gets larger, the other gets larger. If the value is negative, it means that as one variable gets larger, the other gets smaller. Correlation value must be between -1 and +1 (Cronbach, 1951).

Correlation coefficients whose magnitudes are between 0.7 and 0.9 indicate variables which can be considered highly correlated. Correlation coefficients whose magnitudes are between 0.50 and 0.70 indicate variables which can be considered moderately correlated.

In this study, correlation analysis is applied to measure the strength of the relationships between marketing activities and customer satisfaction. Correlation analysis was performed to identify the strength and direction of relationships between the independent variables (marketing activities) and the dependent variable (customer satisfaction). This helps determine whether and how strongly pairs of variables are related.

3.4.3 Multiple Regression Analysis

Multiple regression analysis builds upon simple linear regression by incorporating two or more independent variables to better explain variability in the dependent variable, Y . By including additional predictors (X_1, X_2, X_3, \dots), the model can improve both explanatory power and predictive accuracy. Regression analysis helps to determine which variables are statistically significant and which are not. A key objective in constructing regression models is developing a model that is both efficient and interpretable by including only the most relevant predictors. Interpretation of coefficients is also important. A positive estimated coefficient indicates that as the corresponding predictor increases, the expected value of Y increases, holding other variables constant. Conversely, a negative coefficient suggests an inverse relationship. Multiple regression analysis requires careful interpretation beyond simply improving statistical fit. A low R^2 in a simple regression model may not imply that there is no relationship between X and Y . It might instead signal that important variables have been omitted, leading to model misspecification. Such omissions can introduce bias and reduce the reliability of the results.

The theoretical basis of multiple regression assumes a linear relationship between the response variable Y and k predictors. This relationship is expressed in the population regression model as:

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \varepsilon$$

Here, ε represents the random error term, capturing influences not included in the model. The coefficients ($\beta_0, \beta_1, \dots, \beta_k$) are unknown parameters, each indicating the expected change in Y due to a one-unit change in the corresponding predictor, with all other predictors held constant. The error term ε is assumed to follow a normal distribution with a mean of zero and constant variance: $\varepsilon \sim N(0, \sigma^2)$. Under these assumptions, the Ordinary Least Squares (OLS) estimation method provides unbiased, consistent, and efficient estimates of the regression coefficients.

In practice, regression coefficients are estimated using statistical software (such as Excel, MegaStat, SPSS, or R), as the mathematical derivation involves complex matrix algebra. The estimated coefficients are typically represented by (b_0, b_1, \dots, b_k), and the predicted value of Y is denoted as:

$$\hat{y} = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 \dots + b_k X_k$$

Where;

\hat{y} = Customer Satisfaction,

b_0 = Constant (Intercept),

b_1, b_2, \dots, b_5 = Regression coefficient

x_1 = Product,

x_2 = Price,

x_3 = Place,

x_4 = Promotion,

x_5 = After-sale service,

This equation provides the model's estimated response based on given predictor values.

CHAPTER IV
ANALYSIS OF MARKETING ACTIVITIES AND
CUSTOMER SATISFACTION OF OPPO SMART PHONE USERS
AT INGOS IN RAKHINE STATE

This chapter presents the analysis and interpretation of the data collected from OPPO smartphone users employed at INGOs in Rakhine State. The analysis begins with a summary of the demographic profile of respondents, followed by reliability testing of the research variables. It explores the respondents' perceptions of the marketing activities and their satisfaction with OPPO smartphones. Correlation and multiple regression analyses are conducted to identify the strength and significance of the relationships between the marketing activities and customer satisfaction.

4.1 Demographic Factors of Respondents

To analyze the marketing mix and customer satisfaction of OPPO smart phone users at INGOs in Rakhine State, a survey was conducted with a total of 125 respondents. This section provides an overview of the respondents' demographics, including their gender, age, education level, monthly income and length of OPPO smart phone usage. These demographic details offer valuable context for understanding the responses and are summarized in Table 4.1.

Table 4.1 Demographic Factors of Respondents

Sr. No.	Particulars	Number of Respondents	Percentage
1	Gender		
(a)	Male	78	62.4
(b)	Female	47	37.6
	Total	125	100.0
2	Age (year)		
(a)	Under 25	13	10.4
(b)	25 -35	71	56.8
(c)	36-45	36	28.8
(d)	Over 45	5	4.0
	Total	125	100.0
3	Education		
(a)	Under Graduate	4	3.2
(b)	Bachelor Degree	111	88.8
(c)	Master Degree	10	8.0
	Total	125	100.0
4	Monthly Income (MMK)		
(a)	500,000 and below	28	22.4
(b)	500,000 to 1,500,000	64	51.2
(c)	1,500,000 to 2,500,000	16	12.8
(d)	2,500,000 and above	17	13.6
	Total	125	100.0
5	Length of OPPO Smart Phone Usage (Years)		
(a)	Under 3	25	20.0
(b)	3 – 6	54	43.2
(c)	6 – 9	33	26.4
(d)	Over 9	13	10.4
	Total	125	100.0

Source: Survey Data (2025)

A total of 125 respondents participated in the survey, providing a diverse set of demographic data that serves as a foundation for analyzing the marketing activities and

customer satisfaction of OPPO smartphone users at international non-governmental organizations (INGOs) in Rakhine State.

Out of the 125 respondents, 62.4% (78 individuals) were male, while 37.6% (47 individuals) were female. This indicates that male users constitute a majority of OPPO smartphone users among the surveyed group. This disparity could be attributed to gender differences in technological adoption patterns and preferences, as well as the possibility that more male employees in INGOs may hold roles that demand higher engagement with smartphones for communication, data collection, or fieldwork. Moreover, cultural and social dynamics in the region may also influence access to and usage of smartphones. The primary reasons for using OPPO smartphones among respondents include playing video games, using social media platforms, and taking photographs. These activities reflect a demand for strong multimedia capabilities, including high-resolution cameras, long battery life, and efficient processors, which the feature of OPPO has strategically positioned itself. This trend also suggests a user base that values entertainment, connectivity, and content creation in their smartphone usage.

The age distribution of respondents reveals that 10.4% (13 respondents) were under 25 years old, 56.8% (71 respondents) were between 25 and 35 years old, 28.8% (36 respondents) were between 36 and 45 years old, and 4.0% (5 respondents) were over 45 years old. The largest age group, 25–35 years, represents over half of the sample. This cohort typically consists of young professionals who are technologically savvy, have disposable income, and rely on smartphones for both professional and personal purposes. Their preferences and expectations regarding smartphone performance, reliability, and features likely influence purchasing decisions and overall satisfaction with the brand.

In terms of educational background, 88.8% of respondents (111 individuals) held a bachelor's degree, 8.0% (10 respondents) possessed a master's degree, and 3.2% (4 respondents) were undergraduates. The data shows that the vast majority of users are well-educated, which may correlate with more informed and critical consumer behavior. Highly educated users tend to have a greater appreciation for advanced features, software usability, and the value proposition of the product. This educated customer base may also be more responsive to OPPO's marketing strategies that highlight technological innovation, design, and performance.

Regarding monthly income distribution, 22.4% of respondents (28 individuals) reported earning 500,000 MMK or less, 51.2% (64 respondents) earned between 500,001 MMK and 1,500,000 MMK, 12.8% (16 respondents) earned between 1,500,001 MMK and

2,500,000 MMK, and 13.6% (17 respondents) earned over 2,500,000 MMK. This indicates that OPPO smartphones are used by a broad range of income groups, with the majority falling into the middle-income category. The appeal to both middle- and upper-income users suggests that OPPO has positioned its products to offer value across different pricing segments, combining affordability with high-end features. This pricing strategy may enhance customer satisfaction by delivering quality performance at a reasonable cost.

The respondents' duration of OPPO smartphone usage indicates that 20.0% (25 respondents) have used the brand for less than three years, 43.2% (54 respondents) for three to six years, 26.4% (33 respondents) for six to nine years, and 10.4% (13 respondents) for more than nine years. Notably, a substantial majority (80.0%) have used OPPO smartphones for over three years, reflecting a high degree of brand loyalty and customer retention. This extended duration of use may suggest overall customer satisfaction, consistent product performance, and a strong brand image. Additionally, it highlights the effectiveness of OPPO's after-sales service, the durability of its devices, and the brand's commitment to continuous product improvement, which contribute to sustained customer engagement.

The demographic insights gathered from OPPO smartphone users working in international non-governmental organizations (INGOs) in Rakhine State reveal a predominantly male, highly educated, and middle-income user base, primarily concentrated in the 25–35 age group. Their patterns of smartphone usage and demonstrated brand loyalty suggest that OPPO has effectively addressed the expectations of this market segment through a strategically designed marketing mix focused on affordability, performance, and user experience. These data provide a valuable foundation for further analysis of how the marketing mix influences customer satisfaction within this specific context.

4.2 Analysis on Reliability of the Variables

Reliability refers to the degree to which a measurement consistently reflects the concept it is intended to capture. In this study, reliability was assessed using Cronbach's Alpha (α), a widely recognized statistical tool for evaluating internal consistency. Internal consistency indicates how well the items in a set are positively correlated to one another, reflecting the extent to which they measure the same underlying construct. Before proceeding to correlation and regression analyses, it is essential to evaluate the internal consistency of the measurement items. Reliability analysis was thus conducted for each construct in the study. Table 4.2 presents the Cronbach's Alpha values for each of the factors under investigation.

Table 4.2 Reliability Analysis of the variables

Sr. No.	Factor	No. of Items	Cronbach's Alpha
1	Product	5	0.868
2	Price	6	0.944
3	Place	6	0.938
4	Promotion	7	0.925
5	After-sales service	7	0.936
6	Customer satisfaction	7	0.953

Source: Survey Data (2025)

The Product factor, comprising five items, recorded a Cronbach's Alpha of 0.868, indicating a good level of internal consistency. The Price factor, with six items, demonstrated an Alpha of 0.944, which falls within the "excellent" category, suggesting a high level of reliability in measuring pricing perceptions. Similarly, the Place construct, also consisting of six items, yielded a Cronbach's Alpha of 0.938, again indicating excellent internal consistency. The Promotion factor, measured with seven items, showed a Cronbach's Alpha of 0.925, confirming strong internal consistency within the set of items. The After-sale Service factor, which includes seven items, returned a Cronbach's Alpha of 0.936, reflecting excellent reliability. Lastly, the Customer Satisfaction factor, based on seven items, yielded the highest reliability score at 0.953, affirming that the items strongly and consistently measure user satisfaction with OPPO smartphones. In summary, all variables in the study achieved Cronbach's Alpha values above the commonly accepted threshold of 0.70, with most falling in the "excellent" range (above 0.90). These results affirm the internal consistency and reliability of the measurement instruments used in the study. Hence, the questionnaire items are considered suitable for further statistical analysis, including correlation and regression.

4.3 Respondents Perception on Marketing Activities and Customer Satisfaction of OPPO Smart Phone Users

In this study, product, price, place, promotion and after-sale services are identified as the key marketing activities that potentially influence customer satisfaction among OPPO smartphone users. These dimensions were used to assess the effectiveness of OPPO's marketing strategies from the perspective of the users. To collect relevant data, a structured questionnaire was administered to the respondents. Each section of the questionnaire was specifically designed to measure perceptions related to one of the marketing activities. The items within each section focused on respondents' experiences and evaluations of OPPO smartphones in terms of product quality, pricing strategies, availability and distribution channels, promotional efforts, and after-sale services.

Before proceeding to more advanced statistical analyses, descriptive statistics were used to summarize and interpret the basic features of the collected data. Descriptive analysis involved calculating mean values and standard deviations for each set of items under the respective marketing activities and customer satisfaction. This preliminary analysis provided insights into the general trends and variability in respondents' perceptions, thereby establishing a foundational understanding of the relationship between marketing activities and customer satisfaction. These results serve as an initial step in understanding the effectiveness of OPPO's marketing approach and its impact on user satisfaction, particularly within the context of INGO employees in Rakhine State.

4.3.1 Customer Perception on Product

Table 4.3 presents the respondents' perceptions of the product aspect of the OPPO smartphone, which is one of the five components of the marketing activities. This section includes five statements designed to evaluate customer opinions regarding product design, quality, functionality, battery life, and camera performance.

Table 4.3 Customer Perception on Product

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	The product design of OPPO Smartphone is very unique.	4.62	1.383
2	The quality of OPPO Smartphone products can be trusted.	4.80	1.344
3	The functionality of OPPO Smartphone is better than other brands.	4.38	1.452
4	The battery of OPPO Smartphone is safe and long-lasting.	4.82	1.234
5	The camera quality of the OPPO smartphone meets your expectations.	4.91	1.581
	Overall Mean	4.71	

Source: Survey Data (2025)

The overall mean score for the product dimension is 4.71, indicating a high level of agreement among respondents regarding the quality and appeal of OPPO smartphones. Among the five items, the highest mean value (4.91) corresponds to customer satisfaction with the camera quality, suggesting that this feature is particularly well-received by users. On the other hand, the item related to functionality compared to other brands received the lowest mean score (4.38), though this still reflects a generally favorable perception. These results imply that customers consider OPPO smartphones to be well-designed, high-quality, and reliable, with particular appreciation for their camera performance and battery longevity. Therefore, OPPO smartphones are positively perceived in terms of product design, quality, and key features. These product-related attributes appear to play a significant role in shaping customer satisfaction, indicating that product excellence is a critical driver of brand preference among users in the study area.

4.3.2 Customer Perception on Price

Customer perception regarding the price of OPPO smartphones is summarized in Table 4.4. This section evaluates respondents' opinions on pricing appropriateness, affordability, perceived value, and market competitiveness. A total of six items were included to assess the pricing dimension of OPPO's marketing mix.

Table 4.4 Customer Perception on Price

Sr. No.	Descriptions	Mean	Standard Deviation
1	The price of OPPO Smartphone is suitable for users.	5.06	1.413
2	The value of OPPO Smartphone is acceptable for the price.	4.98	1.270
3	The price of OPPO Smartphone is attractive compared to other brands even the quality is the same.	4.70	1.369
4	The price of the OPPO smartphone offers good value for money.	4.74	1.343
5	The pricing of OPPO smartphones is competitive in the market.	4.96	1.382
6	The price of the OPPO smartphone reflects its quality and features.	5.00	1.344
	Overall Mean	4.91	

Source: Survey Data (2025)

The overall mean score for the price dimension is 4.91, indicating a strong level of agreement among respondents regarding the affordability and value of OPPO smartphones. The highest mean value (5.06) is associated with the perception that OPPO smartphones are available at suitable prices, suggesting that customers perceive the brand as offering accessible pricing. Furthermore, respondents showed consistent agreement with statements related to value for money, market competitiveness, and price-quality alignment. The item with the lowest mean score (4.74), concerning the attractiveness of OPPO's pricing compared to other brands, still reflects a favorable evaluation. Therefore, customers perceive OPPO smartphones as fairly priced, competitively positioned, and offering good value relative to their features and quality. These positive perceptions of price likely contribute significantly to overall customer satisfaction and purchasing decisions.

4.3.3 Customer Perception on Place

Customer perceptions regarding the place element of OPPO's marketing mix are presented in Table 4.5. This dimension evaluates the respondents' experiences with purchasing OPPO smartphones, including ease of access to sales points, availability of information, delivery-related factors, and the accessibility of related accessories.

Table 4.5 Customer Perception on Place

Sr. No.	Descriptions	Mean	Standard Deviation
1	There are many places to buy OPPO Smartphone.	5.45	1.335
2	OPPO smartphones can be conveniently purchased through physical stores.	5.40	1.362
3	Information about OPPO smartphones is easily accessible on the official website.	5.26	1.476
4	It is easy to purchase related items for the OPPO smartphone, such as earphones and chargers.	5.00	1.519
5	OPPO smartphones are readily available in nearby mobile shop.	5.38	1.452
6	The availability of OPPO smartphones match with the needed factors of local users.	5.07	1.339
	Overall Mean	5.26	

Source: Survey Data, 2025

The overall mean score for the place dimension is 5.26, indicating a high level of customer agreement regarding the ease of access and availability of OPPO smartphones. The highest mean value (5.45) corresponds to the perception that there are many locations where OPPO smartphones can be purchased. This suggests that widespread availability is a key factor influencing customer satisfaction and purchase decisions. The lowest mean score (5.00) relates to the ease of purchasing related items such as earphones and chargers. While still reflecting a favorable perception, this item indicates a relatively lower level of satisfaction compared to other place-related aspects. Overall, the findings demonstrate that customers generally agree that OPPO smartphones are widely accessible, convenient to purchase, and that product information is easily obtainable, particularly via the official website. These factors collectively enhance the customer experience and support positive perceptions of the OPPO brand in terms of product availability and purchasing convenience.

4.3.4 Customer Perception on Promotion

Customer perceptions regarding the promotion aspect of OPPO's marketing mix are summarized in Table 4.6. This dimension evaluates respondents' views on promotional activities such as discount offers, seasonal promotions, advertising efforts, product bundling, and the influence of promotional campaigns on purchase behavior.

Table 4.6 Customer Perception on Promotion

Sr. No.	Descriptions	Mean	Standard Deviation
1	OPPO offers discounts on its products regularly.	4.53	1.457
2	OPPO Smartphones frequently increase brand exposure through media advertisements.	5.27	1.352
3	OPPO Smart phone offers related accessories when purchasing their product.	5.05	1.480
4	OPPO offers seasonal sales promotions, such as for New Year, Christmas, Valentine’s Day, etc.	5.10	1.445
5	OPPO provides timely information to consumer about promotion.	4.78	1.446
6	OPPO’s promotional campaigns effectively influence your purchase decisions.	4.58	1.404
7	The frequency of OPPO’s promotional offers meets your expectations.	4.57	1.455
	Overall Mean	4.84	

Source: Survey Data (2025)

The overall mean score for the promotion dimension is 4.84, indicating a generally positive perception among respondents toward OPPO's promotional activities. The highest mean value (5.27) corresponds to the statement that media advertisements significantly enhance brand exposure, suggesting that OPPO's marketing communication through media is highly effective in reaching and influencing customers. Conversely, the item with the lowest mean score (4.53) pertains to regular discount offers, indicating that while discounts are appreciated, they may have a relatively moderate impact on customer purchasing decisions compared to other promotional tools. Therefore, the customers respond favorably to OPPO's promotional efforts, particularly media advertisements, seasonal promotions, and value-added offers such as accessories. These promotional strategies appear to positively shape customer perceptions and influence purchase behavior, reinforcing the role of well-structured promotional campaigns in enhancing customer satisfaction.

4.3.5 Customer Perception on After-Sale Service

Customer perceptions regarding the after-sale service aspect of OPPO's marketing mix are presented in Table 4.7. The results indicate a generally favorable customer attitude toward the quality and effectiveness of OPPO's after-sales service.

Table 4.7 Customer Perception on After-Sale Service

Sr. No.	Descriptions	Mean	Standard Deviation
1	OPPO Smartphone have guaranteed after-sales service about one year or six months.	5.04	1.445
2	The after-sales service provided promptly and efficiently.	4.76	1.422
3	OPPO offers clear and helpful guidance for resolving issues with smartphones.	4.70	1.320
4	The customer support team at OPPO is easy to contact and responsive.	4.59	1.380
5	providing adequate warranty coverage for its smartphones.	4.61	1.402
6	OPPO's after-sales service meets your expectations for quality and reliability.	4.70	1.414
7	OPPO provides satisfactory repair and replacement services for faulty smartphones.	4.54	1.428
	Overall Mean	4.71	

Source: Survey Data (2025)

The overall mean score of 4.7 supports the conclusion that OPPO's after-sales service is well-regarded by customers, particularly in terms of coverage, responsiveness, and clarity of support. The highest mean score (5.04) reflects customer satisfaction with OPPO's guaranteed after-sales service period typically six months to one year, indicating strong awareness and approval of the warranty terms. The next highest perception score (4.76) was attributed to the promptness and efficiency of the service, suggesting that customers value quick resolutions to post-purchase issues.

4.3.6 Customer Perception on Satisfactions

Customer perceptions related to satisfaction, which is an essential element of OPPO's marketing mix, are summarized in Table 4.8.

Table 4.8 Customer Perception on Satisfactions

Sr. No.	Descriptions	Mean	Standard Deviation
1	I am highly satisfied with the promotional and advertising activities of OPPO smartphones.	4.73	1.285
2	Overall, I am satisfied with the purchasing and using experience for OPPO smartphones.	5.03	1.263
3	I am satisfied with the design and aesthetic appeal of the OPPO smartphone.	5.01	1.329
4	The information provided by OPPO about their products is clear and helpful. In addition, I am satisfied on after sale-service.	4.85	1.332
5	I am satisfied with the performance and speed of the OPPO smartphone.	4.98	1.382
6	I am satisfied with the variety of models available in the price range of the OPPO smartphone.	5.06	1.354
7	I am satisfied with the availability of OPPO accessories in the local mobile shop.	5.14	1.348
	Overall Mean	4.97	

Source: Survey Data (2025)

The analysis reveals that customer satisfaction with various aspects of OPPO smartphones is generally high, as indicated by an overall mean score of 4.97 on a 7-point Likert scale. The highest-rated statement, with a mean score (5.06) indicates strong satisfaction with the availability of OPPO accessories in local mobile shops. This suggests that ease of access to complementary products enhances the overall user experience. In conclusion, the data reflects a strong overall satisfaction among OPPO smartphone users, with particular appreciation for product variety, accessory availability, and overall usability. These results underscore the importance of a balanced marketing mix in driving customer contentment and brand loyalty.

Based on the above tale, it is evident that customers generally hold positive perceptions toward various elements of OPPO's marketing activities. Each component which is product, price, place, promotion, after-sales service, and customer satisfaction, has received favorable evaluations, reflecting a well-rounded

and customer-oriented marketing strategy. Customers expressed strong satisfaction with product quality, especially in terms of performance, design, and innovation. Pricing strategies were perceived as fair and competitive, suggesting that OPPO is effectively meeting consumer expectations in terms of value for money. The availability and accessibility of OPPO smartphones through various distribution channels were also viewed positively, indicating a successful placement strategy. While promotional activities were generally well-received, they scored slightly lower compared to other elements, pointing to potential areas for enhancement in brand communication and advertising effectiveness. The after-sales service component was rated favorably, particularly regarding warranty coverage and customer support responsiveness.

Customer satisfaction was notably high, especially in relation to product variety, local accessory availability, and the overall usage experience. This indicates that OPPO's integrated marketing efforts are effectively contributing to a strong brand image and customer loyalty. The study suggests that OPPO has successfully implemented a comprehensive marketing mix that resonates with its target audience. Continued efforts to refine promotional strategies and enhance service delivery could further strengthen customer perceptions and support sustained market growth.

4.4 Relationship between Marketing Activities and Customer Satisfaction

Correlation analysis is a statistical method used to examine the strength and direction of a linear relationship between two variables. A positive correlation coefficient indicates that as one variable increases, the other also tends to increase, while a negative correlation suggests an inverse relationship. In this study, correlation analysis was applied to assess the relationship between elements of the marketing activities which is product, price, place, promotion and after-sale service (independent variables), and customer satisfaction (dependent variable). Table 4.9 presents the Pearson correlation coefficients and p-values for each of the primary marketing activities variables in relation to customer satisfaction.

Table 4.9 Relationship between Marketing Activities and Customer Satisfaction

Sr. No.	Variables	Pearson Correlation Coefficient	P-value
1	Product	.738**	0.000
2	Price	.803**	0.000
3	Place	.724**	0.000
4	Promotion	.836**	0.000
5	After sale-service	.828**	0.000

Source: Survey Data (2025)

Note: Correlation is significant at the 0.01 level (2-tailed).

The results indicate that marketing activities, encompassing the four marketing mix elements (Product, Price, Place, and Promotion) along with After-Sale Service, have a strong and statistically significant positive relationship with Customer Satisfaction. Among these variables, promotion shows the highest correlation with customer satisfaction ($r = 0.836$), followed by after-sale service ($r = 0.828$), price ($r = 0.803$), Product ($r = 0.738$), and Place ($r = 0.724$). All p-values are less than 0.01, confirming statistical significance at the 1% level.

These findings highlight the importance of both strategic marketing efforts and effective after-sales support in shaping positive customer experiences. Moreover, the study reveals that Customer Satisfaction is positively correlated with Customer Loyalty, reinforcing the notion that satisfied customers; particularly those who value service quality, are more likely to stay loyal to the brand.

4.5 Analysis on the Effect of Marketing Activities on Customer Satisfaction

Multiple regression analysis is used to examine the effect of marketing mix activities (product, price, place, promotion and after-sale services) on customer satisfaction as well as the effect of customer satisfaction on customer loyalty. Regression analysis is a technique for determining the statistical relationship between two or more variables where a change in a dependent variable is associated with, and depends on, a change in one or more independent variable. In order to find out the effect of marketing activities on customer satisfaction of OPPO smart phone, multiple linear regression model is used to analyze the findings of survey collected from 125 respondents. Regression analysis is done in SPSS software in order to find out the

effects of marketing mix activities (product, price, place, promotion and after-sale service) on customer satisfaction.

In this analysis, product, price, place, promotion and after-sale service are regarded as independent variables and Customer Satisfaction as the dependent variable. Table 4.10 shows the effects of marketing activities on customer satisfaction of OPPO smart phone.

Table 4.10 Multiple Regression Analysis of Marketing Activities on Customer Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	b	Std. Error	B			
(Constant)	.496	.240		2.067	.041	
Product	.024	.089	.023	.269	.788	3.949
Price	.303***	.098	.309	3.074	.003	5.357
Place	-.019	.077	-.020	-.244	.808	3.477
Promotion	.397***	.100	.403	3.958	.000	5.503
After-sale service	.225**	.097	.228	2.327	.022	5.108
R						0.881
R Square						0.776
Adjusted R Square						0.767
F Value						82.466***

Source: Survey Data (2025)

Note; *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Dependent Variable: Customer Satisfaction

The regression analysis reveals that two marketing variables, promotion and price, are statistically significant at the 1% level, based on their standardized coefficients (b values) and p-values. Promotion (b = 0.403, p = 0.000) is the strongest and most influential predictor. This finding indicates that OPPO's promotional strategies such as advertising, discount activities, and brand communication play a critical role in shaping customer satisfaction among INGO employees in Rakhine State. A promotion likely enhances brand awareness and perceived value, directly boosting satisfaction. Price (b = 0.309, p = 0.003) also demonstrates a strong positive relationship with customer satisfaction. The significance of this variable suggests that OPPO's

pricing strategies are perceived as competitive and fair, reinforcing customer perceptions of value for money and affordability.

One variable, after-sale service, is statistically significant at the 5% level. After-sale service ($b = 0.228$, $p = 0.022$) positively influences customer satisfaction. This result highlights the importance of post-purchase support services, such as warranties, technical assistance, and responsive customer care. Customers who receive reliable service after purchasing OPPO smartphones tend to express higher satisfaction, indicating that after-sale engagement is a key driver of loyalty and trust.

Two variables, product and place, are not statistically significant. Product ($b = 0.023$, $p = 0.788$) shows a very small positive coefficient, indicating a weak relationship with customer satisfaction. The non-significance suggests that the product features of OPPO smartphones are not major influencers of satisfaction in this context. The product meets basic expectations, but it does not deliver customer perceptions. Place ($b = -0.020$, $p = 0.808$) has a negative and non-significant relationship with customer satisfaction. This indicates that availability or distribution of OPPO smartphones does not substantially affect how customers rate their satisfaction. A possible reason is that access to the product is already consistent and widespread, making it a less critical factor in determining satisfaction levels.

The regression analysis demonstrates a strong positive relationship between OPPO's marketing activities; namely product, price, place, promotion, and after-sale service, and customer satisfaction among INGO employees in Rakhine State. $R = 0.881$ and $R^2 = 0.776$ indicate that 77.6% of the variation in customer satisfaction explained the combined effects of the five predictors. The Adjusted $R^2 = 0.767$ confirms the model's explanatory power even after adjusting for the number of independent variables. The F-statistic = 82.466 ($p < 0.01$) demonstrates that the overall regression model is highly significant and reliable. All VIF values indicate that multicollinearity is not a concern, and the independent variables are not correlated with each other.

The histogram of the standardized residuals for the dependent variable, customer satisfaction, indicates that the residuals are approximately normally distributed. The distribution forms a symmetric, bell-shaped curve centered around zero, and the observed frequencies closely align with the overlaid normal distribution curve. This visual evidence supports the assumption of normality in the regression model. Furthermore, the residuals display a relatively consistent spread across the predicted values, supporting the assumption of homoscedasticity. These observations confirm that the regression model

satisfies both the normality and homoscedasticity assumptions, reinforcing the reliability and validity of the analysis results (Appendix B, Figure - Histogram).

Additionally, the P-P plot of standardized residuals further supports these findings. The residuals associated with the most significant predictors; promotion, price, and after-sale service, appear to be normally distributed and evenly dispersed around the diagonal line. This indicates that both the normality and homoscedasticity assumptions are met for these variables. Given that these three variables were statistically significant in the regression model, their compliance with the assumptions adds further confidence to the findings. Therefore, the key independent variables in the model meet the necessary assumptions for multiple regression analysis, confirming the robustness of the model's predictive validity (Appendix B, Figure - Normal P-P Plot).

The scatterplot of standardized predicted values offers valuable insight into whether the assumptions of normality and homoscedasticity are satisfied for the independent variables; namely, product, price, place, promotion, and after-sale service. The residuals are randomly dispersed and symmetrically clustered around zero, with no evident patterns, suggesting that the residuals approximate a normal distribution. Additionally, the residuals maintain a relatively uniform spread across all predicted values, indicating that the assumption of homoscedasticity is also upheld. These observations confirm that the assumptions necessary for valid multiple regression analysis are satisfied for the significant predictors in the model. As a result, the reliability and validity of the regression findings are further supported (Appendix B, Figure - Scatterplot).

The regression analysis confirms that promotion, price, and after-sale service are the most important predictors of customer satisfaction among INGO employees in Rakhine State. These variables are statistically significant and comply with all regression assumptions, reinforcing their influence. Product and place are not statistically significant, suggesting they are less critical to satisfaction in this specific context. OPPO should focus on strengthening its promotional strategies, maintaining competitive pricing, and enhancing after-sale services to maximize customer satisfaction. Although product and place do not significantly impact satisfaction in this study, improvements in product innovation and distribution effectiveness may help ensure that all elements of the marketing activities contribute more effectively to a positive customer experience.

4.6 Hypotheses Results

According to the hypothesis testing, the study investigates the influence of the marketing activities which are product, price, place, promotion and after-sale service, on customer satisfaction of OPPO smartphone user at INGOs in Rakhine State. The table 4.11 summarizes the alignment between Research Questions, Research Objectives, Hypotheses, and Key Findings.

Table 4.11 Hypotheses Testing Result

Research Questions	Research Objectives	Hypothesis	Findings
How do marketing activities influence customer satisfaction among OPPO smartphone users at INGOs in Rakhine State?	To study the effects of the marketing activities on customer satisfaction among OPPO smartphone users at INGOs in Rakhine State.	H1: Product has a significant effect on customer satisfaction	Not significant (B = 0.024, p = 0.788)
		H2: Price has a significant effect on customer satisfaction.	Significant and positive (B = 0.303, p = 0.003)
		H3: Place has a significant effect on customer satisfaction.	Not significant (B = -0.019, p = 0.808)
		H4: Promotion has a significant effect on customer satisfaction.	Significant and strongest impact (B = 0.397, p = 0.000)
		H5: After-sales service has a significant effect on customer satisfaction.	Significant and positive (B = 0.225, p = 0.022)

Source: Survey Data (2025)

The results indicate that among the five marketing activities, promotion has the strongest and most statistically significant effect on customer satisfaction, highlighting the importance of advertising, communication, and branding efforts in shaping positive consumer perceptions. Price also demonstrates a significant positive impact, suggesting that customers perceive OPPO smartphones as offering good value for money.

Similarly, after-sales service significantly contributes to customer satisfaction, emphasizing the importance of customer support and service quality after the purchase. On the other hand, product and place do not show statistically significant effects in this context. This implies that while users may find the product features and distribution acceptable, these factors alone do not substantially influence their overall satisfaction levels.

Therefore, the study confirms that strategic focus on promotion, competitive price and strong after-sales service are critical drivers of customer satisfaction for OPPO in the INGO sector in Rakhine State. Product development and distribution strategies may still be relevant but require further enhancement to create stronger satisfaction outcomes.

CHAPTER V

CONCLUSION

This chapter presents the conclusion of the study by summarizing the key findings, discussions, and offering practical suggestions based on the results. The structure of the chapter is organized into four sections: findings and discussion, suggestions and recommendations, implications of the study, and the need for further study.

5.1 Findings and Discussions

This study is based on primary data collected from 125 respondents selected randomly. An analysis of the demographic profile revealed that the majority of respondents hold graduate-level qualifications and possess a stable income, indicating a sample group with adequate purchasing power and product awareness. Respondents evaluated OPPO's marketing activities; product, price, place, promotion, and after-sale service, through structured questionnaire items, with their perceptions providing valuable insights into OPPO's performance in the Rakhine State market.

Among all marketing activities, promotion had the strongest positive impact on customer satisfaction, indicating its central role in influencing customer perceptions. Respondents expressed high satisfaction with promotional and advertising activities, including frequent media advertisements, seasonal sales, and the timely delivery of promotional information, which consistently received high ratings. These findings suggest that OPPO's promotional strategies; particularly advertising and sales campaigns, are not only visible but also persuasive in fostering consumer trust and brand loyalty. Price was also a significant predictor at the 1% level, indicating that affordability and value for money are key drivers of satisfaction. Respondents were satisfied with the variety of OPPO models available at different price range. The perceived value, competitive pricing, and alignment between quality and cost confirm that OPPO's pricing strategy is well-received, contributing to customers' sense that they are receiving fair value for their investment. After-sale service demonstrated a statistically significant influence at the 5% level. Items related to warranty coverage, service responsiveness, and issue resolution highlight the importance of reliable customer support in sustaining satisfaction after the purchase. These findings suggest

that OPPO's commitment to after-sales service is positively perceived and contributes to building long-term customer loyalty.

while distribution channels function effectively, they are not a major factor influencing satisfaction due to their consistent performance across the region.

While the product variable showed a positive but statistically non-significant effect, respondents generally reported moderate satisfaction with product attributes. Product items addressing design, aesthetics, performance, speed, and overall experience reflected favorable views. Product quality, camera performance, and battery life also received moderately positive responses. The lack of statistical significance may indicate that while the product meets functional expectations, it does not strongly differentiate OPPO from competitors in terms of enhancing satisfaction. The place variable had a negative and statistically non-significant effect. However, responses to place-related items suggest that product accessibility and availability are adequate. Respondents expressed satisfaction with the availability of OPPO accessories in local shops, the ease of purchasing in physical stores, and the general availability of smartphones in nearby outlets. The lack of statistical influence may indicate that they do not significantly influence customer satisfaction due to their consistent and expected performance although the distribution channels are effective.

Open-ended responses further support the quantitative findings. Many respondents praised OPPO's battery life, camera performance, and user-friendliness, reinforcing the moderately positive perception of the product. Respondents expressed appreciation for discounts and promotional campaigns, underlining the strength of OPPO's promotional activities. However, some concerns were raised about limited RAM and storage capacity, occasional software glitches, and the need for improved SIM slot flexibility, highlighting potential areas for product enhancement. Additionally, a few respondents pointed out inconsistencies in pricing across locations, indicating the need for more standardized pricing strategies to prevent confusion or dissatisfaction.

The study finds that promotion, price, and after-sale service are the most influential components of OPPO's marketing activities in driving customer satisfaction among INGO employees in Rakhine State. While product and place are not statistically significant in this context, they still contribute positively to the overall customer experience. Therefore, OPPO should continue to invest in strong promotional strategies, maintain competitive and consistent pricing, and improve after-sale services,

while also considering enhancements in product features and distribution strategy to further increase customer satisfaction.

5.2 Suggestions and Recommendations

According to the empirical findings and respondents' feedback, the several recommendations are proposed to enhance OPPO's customer satisfaction and marketing effectiveness.

Since promotion was found to have the most significant and positive influence on customer satisfaction, OPPO should continue prioritizing investment in promotional activities. Respondents expressed high satisfaction with elements such as regular discounts, frequent media advertisements, attractive accessory offers during purchases, and seasonal campaigns. Additionally, timely information and the frequency of promotions were also considered satisfactory. Therefore, OPPO should expand its digital and social media advertising, utilize influencer marketing, and maintain seasonal promotional offers that effectively engage tech-savvy and price-sensitive consumers. Ensuring that promotions are consistent and well-communicated will continue to enhance customer satisfaction and strengthen brand loyalty.

Price also showed a statistically significant positive effect on customer satisfaction. Responses to the price-related items indicated that customers perceive OPPO smartphones as affordable, valuable, and competitively priced compared to other brands. Many respondents noted that the pricing appropriately reflects the quality and features of the devices, supporting a strong perception of value for money. To maintain this competitive advantage, OPPO should continue offering feature-rich smartphones at reasonable prices while ensuring pricing consistency across different locations. Emphasizing affordability without compromising quality will likely sustain customer trust, particularly among budget-conscious consumers in emerging markets.

After-sale service received favorable responses across several items, including warranty coverage, prompt service response, helpful guidance, and accessible customer support. However, some open-ended feedback pointed to opportunities for improvement in customer support communication, and technical assistance. OPPO is encouraged to strengthen its after-sales infrastructure by expanding service center coverage, improving response times, and training technical teams to deliver responsive and empathetic support. A strong after-sales service network not only

helps resolve customer concerns efficiently but also fosters trust and encourages brand loyalty through repeat purchases.

While product did not show a statistically significant relationship with customer satisfaction in this study, several product-related items received favorable responses. Respondents appreciated the unique design, trusted quality, camera performance, and long battery life of OPPO smartphones. However, open-ended comments highlighted areas such as limited RAM, graphical performance, and the need for more frequent software updates. To address these concerns, OPPO should invest in ongoing product innovation, focusing on technical performance, user interface design, and enhanced functionality. Exceeding customer expectations in these areas could strengthen OPPO's competitive positioning and improve long-term satisfaction.

As place, respondents reported that OPPO smartphones and accessories are available in nearby retail shops and physical stores. To further improve satisfaction in this area, OPPO should review its distribution strategy and explore opportunities to expand its presence in underserved areas. Enhancing the online purchasing experience and ensuring a consistent supply of devices and accessories across regions can contribute to a more convenient and reliable customer experience.

OPPO should focus on strengthening promotional efforts, maintaining competitive pricing, and enhancing after-sales service quality, as these were the most influential factors driving customer satisfaction in this study. At the same time, attention to product innovation and improvements in distribution will ensure a more comprehensive and effective marketing strategy that aligns with customer needs and preferences.

5.3 Implications of the Study

This study offers valuable insights into the factors influencing customer satisfaction within the competitive smartphone industry, with a particular focus on employees of international non-governmental organizations (INGOs) in Rakhine State. It highlights the importance of promotional efforts and after-sale service in customer satisfaction, offering practical implications for OPPO and other smartphone brands aiming to improve brand loyalty in similar markets. These insights can inform strategic marketing and service delivery improvements, particularly in regions where brand perception and service accessibility are key determinants of consumer choice.

The study reinforces the applicability and relevance of the 4Ps marketing mix framework in analyzing consumer satisfaction in the context of consumer demographic and perception. Furthermore, it contributes to the growing body of empirical research emphasizing the importance of post-purchase services, such as warranty, repairs, and customer support, as key drivers of customer satisfaction and retention, particularly in emerging economies where after-sale support often plays a crucial role in the overall customer experience. By integrating both marketing and service dimensions, the study provides a more holistic understanding of customer satisfaction and offers a foundation for further research in similar contexts.

5.4 Need for Further Study

This study primarily focuses on the relationship between the marketing mix and customer satisfaction within the context of OPPO smartphone users employed by INGOs in Rakhine State. While it provides meaningful insights into the impact of the 4Ps on consumer satisfaction, the scope remains limited to a specific demographic and geographic context. Therefore, further research is recommended to expand the breadth and depth of this topic.

Future studies could explore the influence of additional marketing strategies and extended marketing mix elements; such as people, process, and physical evidence, on customer satisfaction, particularly in the context of rapidly evolving consumer expectations in the smartphone industry. In addition, examining consumer behavior toward OPPO products could yield deeper insights into purchasing motivations, brand loyalty, and usage patterns, contributing to a more comprehensive understanding of market dynamics.

Moreover, as marketing plays a critical role across all sectors, further research could assess the effectiveness of marketing mix activities (product, price, place, promotion and after-sale service) in different industries, including both manufacturing and service sectors. Comparative studies across various sectors and regions could offer broader generalizability and uncover sector-specific best practices. Such research would not only benefit OPPO but also provide valuable guidance for other firms aiming to enhance customer satisfaction and competitive advantage through strategic marketing efforts.

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QUESTIONNAIRE

Marketing Activities and Customer Satisfaction of OPPO Smart Phone Users at INGOs in Rakhine State

Dear Participants,

I am a student pursuing a Master of Business Administration (Online Programme) at the University of Co-operative and Management (Sagaing). I am currently conducting a research thesis on "Marketing Activities and Customer Satisfaction of OPPO Smartphone Users in INGOs in Rakhine State." If you have experience using an OPPO smartphone, I kindly request you to complete this questionnaire. Please note that all responses will be treated anonymously and will be used only for academic purposes. Your participation is greatly appreciated. Thank you for your time and cooperation.

Please circle to represent your answer.

1. Have you used an OPPO Smartphone?
 - Yes
 - No

Section I: General Information

2. Gender
 - Male
 - Female
 - Other
3. Age ----- years
4. Level of Education
 - Under Graduate
 - Bachelor Degree
 - Master Degree
 - PhD
 - Others:
5. Income per Month
 - 500,000 MMK and below
 - 500,001 MMK to 1,500,000 MMK

- 1,500,001 MMK to 2,500,000 MMK
- 2,500,001 MMK and above

6. Length of Use

- Under 3 years
- 3 – 6 years
- 6 – 9 years
- Over 9 years

Section II: Marketing Activities

7. Tick (√) one of the following questionnaires, indicating your answer.

1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree

Sr No	Statements	1	2	3	4	5	6	7
Product								
1	The product design of OPPO Smartphone is very unique.							
2	The quality of OPPO Smartphone products can be trusted.							
3	The functionality of OPPO Smartphone is better than other brands.							
4	The battery of OPPO Smartphone is safe and long-lasting.							
5	The camera quality of the OPPO smartphone meets your expectations							
Price								
1	The price of OPPO Smartphone is suitable for users.							

2	The value of OPPO Smartphone is acceptable for the price.							
3	The price of OPPO Smartphone is attractive compared to other brands even the quality is the same.							
4	The price of the OPPO smartphone offers good value for money.							
5	The pricing of OPPO smartphones is competitive in the market.							
6	The price of the OPPO smartphone reflects its quality and features.							
Place								
1	There are many places to buy OPPO Smartphone.							
2	OPPO smartphones can be conveniently purchased through physical stores.							
3	Information about OPPO smartphones is easily accessible on the official website.							
4	It is easy to purchase related items for the OPPO smartphone, such as earphones and chargers.							
5	OPPO smartphones are readily available in nearby mobile shop.							
6	The availability of OPPO smartphones match with the needed factors of local users.							
Promotion								
1	OPPO offers discounts on its products regularly.							

2	OPPO Smartphones frequently increase brand exposure through media advertisements.							
3	OPPO Smart phone offers related accessories when purchasing their product.							
4	OPPO offers seasonal sales promotions, such as for New Year, Christmas, Valentine's Day, etc.							
5	OPPO provides timely information to consumer about promotion.							
6	OPPO's promotional campaigns effectively influence your purchase decisions.							
7	The frequency of OPPO's promotional offers meets your expectations.							
After-Sales Service								
1	OPPO Smartphone have guaranteed after-sales service about one year or six months.							
2	The after-sales service provided by OPPO is prompt and efficient.							
3	OPPO offers clear and helpful guidance for resolving issues with smartphones.							
4	The customer support team at OPPO is easy to contact and responsive.							
5	OPPO provides adequate warranty coverage for its smartphones.							

6	OPPO's after-sales service meets your expectations for quality and reliability.							
7	OPPO provides satisfactory repair and replacement services for faulty smartphones.							

Section III: Customer Satisfaction

8. Tick (√) one of the following questionnaires for your satisfaction on OPPO Smartphone.

Sr No	Statements	1	2	3	4	5	6	7
1	I am highly satisfied with the promotional and advertising activities of OPPO smartphones.							
2	Overall, I am satisfied with the purchasing and using experience for OPPO smartphones.							
3	I am satisfied with the design and aesthetic appeal of the OPPO smartphone.							
4	The information provided by OPPO about their products is clear and helpful. In addition, you satisfy on after sale-service.							
5	I am satisfied with the performance and speed of the OPPO smartphone.							
6	I am satisfied with the variety of models available in the price range of the OPPO smartphone.							

7	I am satisfied with the availability of OPPO accessories in the local mobile shop.							
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8. Please describe your satisfaction, dissatisfaction, suggestion or comment on OPPO Smartphone:

Thank you for your participation!

Reliability Statistics

Cronbach's Alpha	N of Items
.868	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product1	18.91	21.033	.732	.830
Product2	18.74	21.277	.738	.829
Product3	19.15	20.727	.711	.835
Product4	18.72	23.090	.643	.852
Product5	18.62	20.430	.651	.854

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.54	32.235	5.678	5

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded ^a	0	.0
	Total	125	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.944	6

Item Statistics

	Mean	Std. Deviation	N
Price1	5.06	1.413	125
Price2	4.98	1.270	125
Price3	4.70	1.369	125

Price4	4.74	1.343	125
Price5	4.96	1.382	125
Price6	5.00	1.344	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price1	24.38	36.109	.798	.938
Price2	24.46	36.977	.846	.933
Price3	24.75	35.414	.881	.928
Price4	24.70	37.291	.765	.942
Price5	24.49	36.058	.825	.935
Price6	24.45	35.765	.876	.929

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.45	51.653	7.187	6

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded ^a	0	.0
	Total	125	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.938	6

Item Statistics

	Mean	Std. Deviation	N
Place1	5.45	1.335	125

Place2	5.40	1.362	125
Place3	5.26	1.476	125
Place4	5.00	1.519	125
Place5	5.38	1.452	125
Place6	5.07	1.339	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Place1	26.11	39.229	.843	.924
Place2	26.16	38.781	.853	.922
Place3	26.30	39.210	.742	.936
Place4	26.56	37.603	.816	.927
Place5	26.18	37.651	.861	.921
Place6	26.49	39.962	.788	.930

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.56	55.103	7.423	6

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded ^a	0	.0
	Total	125	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.925	7

Item Statistics

	Mean	Std. Deviation	N
Promotion1	4.53	1.457	125
Promotion2	5.27	1.352	125
Promotion3	5.05	1.480	125
Promotion4	5.10	1.445	125
Promotion5	4.78	1.446	125
Promotion6	4.58	1.404	125
Promotion7	4.57	1.455	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Promotion1	29.35	53.778	.644	.926
Promotion2	28.61	52.692	.772	.914
Promotion3	28.83	50.544	.805	.910
Promotion4	28.78	50.897	.809	.910
Promotion5	29.10	51.023	.802	.910
Promotion6	29.30	51.484	.805	.910
Promotion7	29.31	52.345	.722	.918

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
33.88	69.671	8.347	7

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded ^a	0	.0
	Total	125	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.936	7

Item Statistics

	Mean	Std. Deviation	N
ASS1	5.04	1.445	125
ASS2	4.76	1.422	125
ASS3	4.70	1.320	125
ASS4	4.59	1.380	125
ASS5	4.61	1.402	125
ASS6	4.70	1.414	125
ASS7	4.54	1.428	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ASS1	27.91	53.129	.688	.936
ASS2	28.19	50.640	.842	.922
ASS3	28.25	52.236	.824	.924
ASS4	28.36	52.248	.780	.928
ASS5	28.34	51.131	.828	.923
ASS6	28.25	50.882	.834	.923
ASS7	28.41	52.034	.759	.930

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
32.95	69.707	8.349	7

Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded ^a	0	.0
	Total	125	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.953	7

Item Statistics

	Mean	Std. Deviation	N
Cust Sati1	4.73	1.285	125
Cust Sati2	5.03	1.263	125
Cust Sati3	5.01	1.329	125
Cust Sati4	4.85	1.332	125
Cust Sati5	4.98	1.382	125
Cust Sati6	5.06	1.354	125
Cust Sati7	5.14	1.348	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cust Sati1	30.07	50.680	.831	.947
Cust Sati2	29.77	50.663	.849	.945
Cust Sati3	29.79	49.763	.854	.945
Cust Sati4	29.95	50.127	.829	.947
Cust Sati5	29.82	49.340	.838	.946
Cust Sati6	29.74	49.760	.834	.946
Cust Sati7	29.66	49.679	.844	.946

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34.80	67.532	8.218	7

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product	125	1.00	7.00	4.7072	1.13551

Price	125	1.17	7.00	4.9080	1.19783
Place	125	1.17	7.00	5.2600	1.23719
Promotion	125	1.00	6.71	4.8400	1.19242
ASS	125	1.00	6.86	4.7074	1.19273
CustSati	125	1.00	6.86	4.9714	1.17397
Valid N (listwise)	125				

Correlations

		Product	Price	Place	Promotion	ASS	CustSati
Product	Pearson Correlation	1	.854**	.684**	.722**	.761**	.738**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	125	125	125	125	125	125
Price	Pearson Correlation	.854**	1	.769**	.760**	.802**	.803**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	125	125	125	125	125	125
Place	Pearson Correlation	.684**	.769**	1	.807**	.725**	.724**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	125	125	125	125	125	125
Promotion	Pearson Correlation	.722**	.760**	.807**	1	.865**	.836**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	125	125	125	125	125	125
ASS	Pearson Correlation	.761**	.802**	.725**	.865**	1	.828**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	125	125	125	125	125	125
CustSati	Pearson Correlation	.738**	.803**	.724**	.836**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	125	125	125	125	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.776	.767	.56714

a. Predictors: (Constant), ASS, Place, Product, Price, Promotion

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.622	5	26.524	82.464	.000 ^b
	Residual	38.276	119	.322		
	Total	170.898	124			

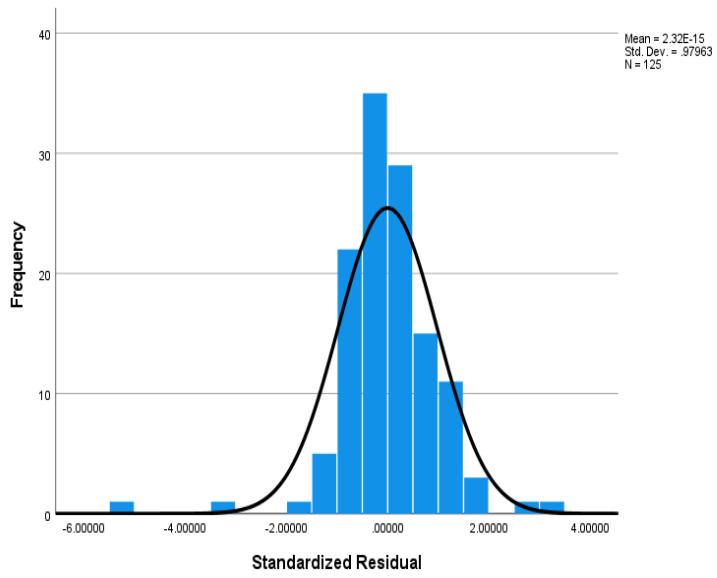
a. Dependent Variable: CustSati

b. Predictors: (Constant), ASS, Place, Product, Price, Promotion

Coefficients^a

Model		Unstandardized		Standardize	t	Sig.	Collinearity Statistics	
		Coefficients	Std. Error	d Coefficients			Toleranc	VIF
		B		Beta			e	
1	(Constant)	.496	.240		2.067	.041		
	Product	.024	.089	.023	.269	.788	.253	3.949
	Price	.303	.098	.309	3.074	.003	.187	5.357
	Place	-.019	.077	-.020	-.244	.808	.288	3.477
	Promotion	.397	.100	.403	3.958	.000	.182	5.503
	ASS	.225	.097	.228	2.327	.022	.196	5.108

a. Dependent Variable: CustSati



Normal P-P Plot of Regression Standardized Residual

