

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF BANKING AND FINANCE PROGRAMME**

**CUSTOMER ATTITUDE TOWARDS MARKETING MIX
OF MYANMA ECONOMIC BANK**

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(MBF - 4th BATCH)**

DECEMBER, 2018

ABSTRACT

The study focused on the marketing mix variables of Myanmar Economic Bank. The objectives of the study were to identify the marketing mix activities of Myanmar Economic Bank and to analyze customer attitude towards the marketing mix of Myanmar Economic Bank. The data collection for this study was based on 150 customer's attitude towards marketing mix of Myanmar Economic Bank with structured questionnaires. All of the customers were selected from three branches out of Myanmar Economic Bank branches in Yangon by using convenience sampling method. The study was used on the description research approach by using primary and secondary data. Data collection period was from June to August, 2018. The marketing mix practiced by MEB in offering banking service which Product, Price, Place, Promotion, People, Process and Physical Evidence were analyzed. The overall customer attitudes focused to the mean score for each marketing mix element of the Myanmar Economic Bank. It was found that customers are mostly agreed with People. Among the marketing mix of Myanmar Economic Bank, the highest level of customer agreement was achieved by staffs explanation the services. Regarding with Place, Product Physical Evidence, Price, Process and Promotion were agreed as well. The MEB should maintain the banking services such as People and Place as customers are most satisfied with them. The lowest mean value is Promotion in marketing mix. Myanmar Economic Bank need integrated marketing communications strategy as its major promotion strategy. The bank should be more emphasized its promotion activities by more on advertising.

ACKNOWLEDGEMENTS

First and foremost, I would like to express my sincere appreciation and gratitude to Professor Dr. Tin Win, Rector of Yangon University of Economics for his guidance during my research.

Secondly, I would like to show my deepest thanks and gratitude to Dr. Daw Soe Thu, Programme Director, Master of Banking and Finance Programme and Head of Department of Commerce, Yangon University of Economics for her guidance, advice, encouragements and insight throughout the study.

In particular, I would like to express my deepest thanks and gratitude to my supervisor Daw Htay Htay, Associate Professor, Department of Commerce, Yangon University of Economics, for her valuable advice, guidance, assistance and support during the preparation and writing of this thesis.

Furthermore, I would like to specially thank my respected professors, associated professors, lecturers, and visiting lecturers who imparted their time and valuable knowledge during the course of my study at the Yangon University of Economics.

Moreover, I would also like to thank Daw Tin Tin Yee, General Manager, Daw Khin Cho Oo, General Manager and Daw Thet Thet Yee, Daw Khin Khin Swe Daw Kyi Kyi Mar and Daw Khin Khin Hla, managers of Myanmar Economic Bank, Yangon. I would like to give my special thanks to respective responsible departmental heads and staffs for sharing their knowledge and cordial helping hands to complete my thesis.

Finally, I wish to thank the friends and classmates of our fourth Batch Master of Banking and Finance Programme for sharing spirit of friendship and we pass together along the MBF Programme.

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CHAPTER I

INTRODUCTION

Nowadays, the globalization of banking system is very important role of the financial market. In the globalized, highly competitive environment, banking industry is highly competitive, with banks not only competing among each other; but also with non-banks and other financial institutions. Due to the growth of the services sector and its important role for many countries in compensating trade deficits, as well as its increasing internationalization, banking sector have become more and more important. At the very arena of globalization and technological innovation, banking sector has become highly competitive as well as challenging.

One of the sectors within the service industry that has been highly the most by the changes in the globalization process, and at the same time has been highly internationalized, is the banking sector (Sanchez-Peinado, 2003). Banks are using modern technologies, hiring talented human assets and applying various marketing tools to expand the service, so banks need to succeed by providing services with satisfaction. Customer satisfaction is potentially an effective tool that banks can use to gain a strategic advantage and survive in today's ever –increasing banking competitive environment.

Marketing is a vital issue regarding maintaining the banks performance better than its competitor. Marketing mix is a regular management process that will identify consumer needs and wants (Foskett, 1992). The concept of marketing mix is defined as the organization's performance using a set of controllable variables and uncontrollable factors of the environment (Newson et al., 2000). The traditional marketing mix only was only applicable for tangible products (4 P's). 7ps of Service marketing mix is expanded from 4ps of marketing mix, product, price, place, promotion, process, physical evidence and people.

In Myanmar, banking sector is one of the faster growing sector and key role in the well-being of the economy. Myanmar banking sector needs for Marketing Function make Marketing Mix in the marketing condition. The role of marketing in the banking industry continues to change. The primary focus of bank marketing was public relations and it shifted to advertising and sales promotion.

Marketing services are of great emphasis on both customer and bank. The quality and quantity of banking products increased and result of this, recent

developments in marketing thoughts in services such as internal marketing, data base marketing and relationship marketing became more favorable practices. In service firm, customer satisfaction, marketing mix and differentiation, such as strategies are needed.

1.1 Rationale for the Study

In a country, financial sector can help developing its economy. Banking sector is crucial for country developing. It is an integral part of efficient financial system in our country, banks perform intermediation role in channeling funds into productive sectors and acts as the backbone of modern business.

A bank is a financial institution and a financial intermediary that accepts deposits and channels those deposit into lending activities, either directly by loaning or indirectly through capital markets. Most banks operate under a system known as fractional reserve banking where there hold only a small reserve of the funds deposited and lend out the rest for profits. Bank should make Marketing analysis because how many develop and improve in its Banking Industry. Bank marketing is the aggregate of functions, directed at providing services to satisfy customers' financial needs and wants, more effectively and efficiently.

The marketing mix principles are controllable variables which have to be carefully managed and meet the needs of the defined target group. All elements of the mix are linked and must support each other. The traditional marketing mix comprised of the 4 Ps has enjoyed tremendous popularity over the years.

According to value base management.net (2009), there is a marketing strategy that has been extended with 7P's where the number of controllable variable has been increased. The unique 3 Ps that are part of the service marketing mix determine the success and the existence of a service bank. They influence customer satisfaction and customer experience. Marketing mix activities have 7 aspects: product, price, place, promotion, people, process and physical evidence aspects of people were studied and analyzed.

Today, there are 28 domestic banks operating in Myanmar. This includes four state-owned banks, 10 semi-private banks and 14 privately owned banks. They still fall under the purview of the Ministry of Planning and Finance (MOPF). MEB is the largest bank in the country, with 309 branches (2017-2018), and is loss-making, with deficit funded through Central Bank of Myanmar (CBM).

MEB which was established on 2 April 1976, has descended from the State

Commercial Bank (SCB) established in 1954. In 1990, state law and order restoration council made financial institutions laws of Myanmar, which is the most important in banking. Banking sector is now an emerging sector in Myanmar. Of the state-owned banks, the MEB has the widest potential reach to extend credit to the real economy, including in many communities. The MEB provides a wide range of commercial banking services. The MEB mainly buys government treasuries and acts as a financier for state economic enterprises, including the Myanmar Agriculture Development Bank, often at discount rates.

As many competitors entered into the Myanmar market, MEB Bank needs to review and analyze its marketing mix and customer satisfaction level on marketing mix. This study marketing mix of Myanmar Economic Bank customer attitude towards marketing mix.

1.2 Objectives for the Study

The objectives of this study are as follows:

1. To identify the marketing mix of Myanmar Economic Bank (MEB)
2. To analyze customer attitude towards the marketing mix of Myanmar Economic Bank

1.3 Scope and Methods of the Study

This study generally focuses on the marketing mix of state owned banks to determine the marketing mix of Myanmar Economy Bank (MEB). Among various state owned banks, this study observes Myanmar Economy Bank No.(2), Saving (2) and Saving (4) and uses the customers of these bank branches to collect with survey data. This study identifies the marketing mix practiced by MEB in offering banking service which Product, Price, Place, Promotion, People, Process and Physical Evidence.

A descriptive research method is used in this study. This study is collected data from two main sources: primary data and secondary data sources. Primary data are collected through structured questionnaires which are chosen 150 customers of three bank branches from the total bank branches 309 bank branches across the country. 3 out of 32 branches in Yangon Regional are selected to analyze marketing mix and customers' attitude towards marketing mix as the sample size (9.38%) of Yangon. Customer attitude data is collected from 50 customers of each selected branches and total 150 customers by using the convenient sampling method. Secondary data is extracted from the Report of MEB Bank, historical records of MEB

Bank, official websites, Monthly Reports, previous research paper, libraries and other related books, thesis paper, text books, online resource, other publication and internet websites. Data collection period is from June to August, 2018.

1.4 The organization of Study

This study is organized five chapters. Chapter one of the study is introduction of the study, rationale of the study, objectives of the study, Scope and Methods of the Study and the organization of the study. The chapter two discusses the theoretical background of the Marketing Mix on services and customer attitude. The chapter three is about the background of the MEB. It describes banking industry in Myanmar, and then profile of the MEB bank, policy, vision, objective, organization structures and the marketing mix of MEB. The chapter four discusses the detail analysis of customer attitude towards the marketing mix of Myanmar Economic Bank. The final chapter concludes with findings and discussions, suggestions and recommendations, and the need for further research are presented.

CHAPTER II

THEORETICAL BACKGROUND OF MARKETING MIX

In this chapter, it mainly focus on the theoretical background of marketing mix and the concepts that are relevant to the study of the marketing mix for service organization and the importance of customer attitude in marketing activities.

2.1 The Role of Marketing

Marketing is an organization function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationship. According to American Marketing Association defined “marketing is activity, set of institution and processes for creating, communication, delivering and exchanging offering that have value for customers, clients, partners and society at large”. According to Kolter and Keller (2013), “Marketing is about identifying and meeting human and social needs”. According to Kolter and Armstrong also mentioned, “ Marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return” .

According to William J. Stanton is defied “Marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying product to target market to achieve organization objective”. From the definitions of marketing above, it can be concluded fundamentally that marketing is a process to identify and meet the needs and wants of customers, providing value in order to satisfied and retain strong relationship with customers and their trust in return. The two aspects of marketing are strategic marketing and marketing management. The strategic marketing is the choice of market, products and timing, as well as the long range of decision. The marketing management is the developing the marketing mix to serve target market and day to day decision.

Providing a service is originally a people based business. The interaction between customers and service employees is vital for the actual success of the service delivery. Rendering excellent quality service depends very much on the way service employees behave. Bank marketing does not only include service selling of the bank but also is the function which gets personality and image for bank on its customers’ mind. Providing a service is originally a people based business. The interaction between customers and service employees is vital for the actual success of service delivery. Nowadays, Service organizations need to adapt to customers’ view on

services. (Kasper et al., 1999:139). Marketing Scope in banking sector should be considered under the service marketing framework. Banks have to increase their profit to create new markets, to protect and develop their market shares and to survive on the basis of intense competition and demographic change levels.

2.2 Marketing Mix for Service Organization

Marketing mix is a business tool used by the management of organizations which enable them to remain in the global competitive environment. Marketing mix refers to the seven major areas of decision making (7P's) in the marketing process that is blended and mixed to obtain the results desired by the organization to satisfy the needs and wants of customers. It is the set of controllable, tactical marketing tools of product, price, place, promotion, process and physical Evidence(7P's) which are that marketing managers can control in order to best satisfy customers' needs. According to McCarthy (1964) proposed "Marketing mix", often referred to as the 4ps, as a means of translating marketing planning into practices.

The traditional marketing mix is the most basic concept in marketing. The components of the traditional marketing mix are the four P's. It does not cover managing the customer interface. McCarthy (1964) refined Borden's (1965) acclaimed concept and defined the marketing mix as a combination of all of the factors at a marketing manager's command to satisfy the target market. He regrouped Borden's 12 elements to four elements or 4P's, namely product, price, promotion and place for a marketing manager's command to satisfy the target market.

Booms and Bitner (1980) added 3P's (participants, physical evidence, and process) to the original 4 Ps to apply the marketing mix concept to services. Borden claims to be the first to have used the term "marketing mix" and that it was suggested to him by Culliton's (1984) description of a business executive as a "mixer of ingredients". However, Borden did not formally define the marketing mix; to him it simply consisted of important elements or ingredients that make up a marketing program. According to McCarthy (1964) edited by Kotler and Keller (2000), the "Marketing mix" is a combination of marketing tools a firm used to pursue its marketing objectives in the target market. According to Lovelock Wirtz (2011), marketing mix has extended adding three P's and they are people, process and physical evidence. Collectively, these seven elements the 7 Ps of service marketing represent the ingredient to create viable strategies for meeting needs profitably in a competitive marketplace.

According to Philip Kotler (2011), “marketing mix is the set of marketing pattern that the firm uses to pursuit its marketing objectives in the target market”. According to Koltler and Armstrong (2013), “The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market”. The development of proper marketing mix is important element in formation of marketing strategy, decision regarding product, place, price, promotion, process, physical evidence and people would be involved. The service marketing mix consists of 7 Ps as compared to the 4Ps of a product marketing mix. The service marketing mix assume the service as product itself. The service marketing mix is a combination of the different elements to service marketing that companies use to communication their organizational and brand message to customers.

(1) Product / Service

The definition of product according to Philip Kolter is “A product is a thing that can be offered to a market to satisfy a want or need”. Product includes physical object, service of persons, place, organization idea or a combination of these (Kotler and Armstrong, 2000). A product as defined by According to Kotler and Armstrong, product is the combination goods and service that company provides and offers to the target market. A product is an anything that organization offers to customers that might satisfy a need, whether it is tangible or intangible.

A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler, 2011). Therefore, while developing a service product it is important that the package of benefits in the service offer must have a customer’s perspective Service offerings can be divided into two distinct components, a core service offering that represents the intangible core benefits of services and another one is a secondary service offering that represents the tangible and augmented elements of the service offerings.

In banking industry, managers must strive to satisfy customers as customers are after value and benefits. Kolter and Armstrong (2013) define product as anything tangible or intangible offered to a market for attention, use and consumption with aim of satisfying needs and wants of customers. The products offered are the services which include various types of bank accounts, different types of loans, investment services, online banking, mobile banking and more.

(2) Price

The price is money that customer pays for service or product. It is determined by various factors such as market share, competition, material costs, product desirability and customer satisfaction. The price may be increased or decreased depending on the demand and supply in the market. . The price of service offerings is often used by customers as an input into their expectations, purchase decisions, and evaluation of service quality. The price refers to the amount of money that a person must pay to use a product. According to Kotler and Armstrong (2008), price is the amount of money changed for a product or service. Price is the total amount that being exchanged by the customer to obtain a benefit to product or service owing.

Price could be considered an attribute that must be scarified to obtain certain kinds of products or services (Kushwaha et al., 2015). Banks have to estimate the prices of their services offered. The prices in banking have names like interest, commission and expenses. Price is the sole element of marketing variables that create earnings, while other cause expenditure. The pricing decision or the decision related to interest and fee or commission charges by banks are found instrumental in motivating or influencing the target market.

Price includes the pricing strategy of the company for its products. Major pricing strategies are customer value-based pricing, cost based pricing and competition based pricing. The pricing policy of the bank is considered important for raising the number of customers. The service pricing has to become more convenient for the customer's ability, so that he/ she can afford it and be convinced by the activity. Also, pricing decisions play a major role in the marketing strategy where the price should be placed in relation to other elements such as product life cycle, sales targets, and market share (Atiq, Khadija, 2012). The pricing policy of the bank is considered important for raising the person. The interest charged the interest paid should have a co-relation between them.

(3) Place (Distribution)

Place is the location where product or service can be purchased. It is often related to a sale channel, physical or virtual, such as a bank's branches or a website, According to Kotler and Armstrong, place also known as destination is where company do their activities and also to have it available to target consumers. The distribution decision refers to the availability and accessibility of service offerings to customers. Place includes the various activities the company undertakes to make the

product accessible and available for the target customer (Kotler, 2000). Kotler and Armstrong (2016), defined place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by customers. Jones (2017) defined places as any way that the customer can obtain a product or receive (Owomoyel and Oyeniya, 2013).

The place refers to the establishment and functioning of a network of branches and other offices through which banking services are delivered. Place is known as channel, distribution or intermediary. Place which is also called distribution, is considered to cover distributional activities of organization. Kotler (1976) indicates that distribution involves the distribution channel, distribution coverage, outlet locations, inventory levels and location. In bank, distribution involves the internet banking, mobile banking, ATM and so on. The place refers to establishment and functioning of a network of branches and other offices through which banking services are delivered. Extensive branch network access to large section of people. Proximity may play a determinant role in selection of suitable place as branches.

(4) Promotion

According to Kotler and Armstrong (2016), promotion is that communicate about the product goods and service and to convince customers to buy it. Promotion represents all of the communication that a service provider uses in the market place. While according to Phillip Kotler promotion is defined as, "Promotion include all the activities of the company undertakes to communicate and promote its products to the target market". Promotion represents all of the communications that a service provider uses in the marketplace.

Promotion is sending a persuasive message about a particular product to customers. Promotion can be viewed as a way of closing the information gap between would-be sellers and would-be buyers (Jones, 2007). Zeithaml et al. (1995) described promotion as part of a specific effort to encourage customers to tell others about their services (Owomoyela and Oyeniya, 2013).

One of the important element of marketing mix of services is promotion which is consist of personal selling, advertising, public relations, point of sale (POS) and selling promotional tools. Advertising includes any communication from television, radio, internet, billboards and print media. Public relations efforts are indirectly paid for, and include sponsorship deals, exhibitions, conferences, seminars or trade events. Promotion represents all of the communication that a service provider

uses in the marketplace. Promotions has a few distinct elements such as advertising, print median, publicity, sales promotion, personal selling. Banking industry emphasizes mainly on two components of promotion, advertising and web-based marketing, rather all.

(5) People

According to Lovelock Wirtz (2011), people are the ones who direct interaction between servicers and customers. They require interpersonal skills and positive attitude to work well individually or as teamwork to bring out the for customers. People are an essential ingredient in service provision, recruiting and training the right staff is required to create a competitive advantage. According to Kolter defined, people refer to the marketing personals that carry out these marketing activities. People refers to those involved in service delivery. Their level of training, interpersonal behavior, discretion in rendering the service and appearance matters a lot in customer satisfaction in banking industry.

People is an element in the service marketing mix include all the human actors- the firm's employees, the buyers and other customers. Customers make judgments about service provision and delivery based on the people representing organization. Staffs require appropriate interpersonal skills, attitude and service knowledge in order to deliver a quality service. An employees plays an important role in the marketing operations of a service organization. Customer-oriented service employees with a focus on showing personal attention, inter-personal care, willingness to help, politeness, and prompt behavior are likely to contribute significantly to strengthen the customer-employee relationship (Kushwaha et al., 2015). An essential ingredient to any service provision is the use of appropriate staff and people. Recruiting the right staffs and training them appropriately in the delivery of their service is essential if the organization wants to obtain a form of competitive advantage.

All people directly or indirectly involved in the consumption of banking service are an important part of the extended marketing mix. Knowledge workers, employees, management and other consumers often add significant value to the total product or service offering. Employees plays an important role in the marketing operations of a service organization. The interaction of employees and customers create good customer satisfaction. Customers rely on bank employees for advice, complaint and direction towards some of the banks' products and channel of

distribution.

(6) Process

The process refers to the best practices in delivering products and services to the customers with the aim of making them happy and satisfied. According to Lovelock Wirtz, process is delivering product that need well design sequence of effective procedure to target customers. Service process is the way in which a service is delivered to the end customer. A process should be such that the customer is easily able to understand and easy to follow. Process involves: speeding delivery of services, reducing the paper work, standardization of procedures and customization as per individual demand simplicity etc. The process refers to the ways in which marketer employ to providing relevant and supportive services to their customer in order to give them more satisfaction for their patronage.

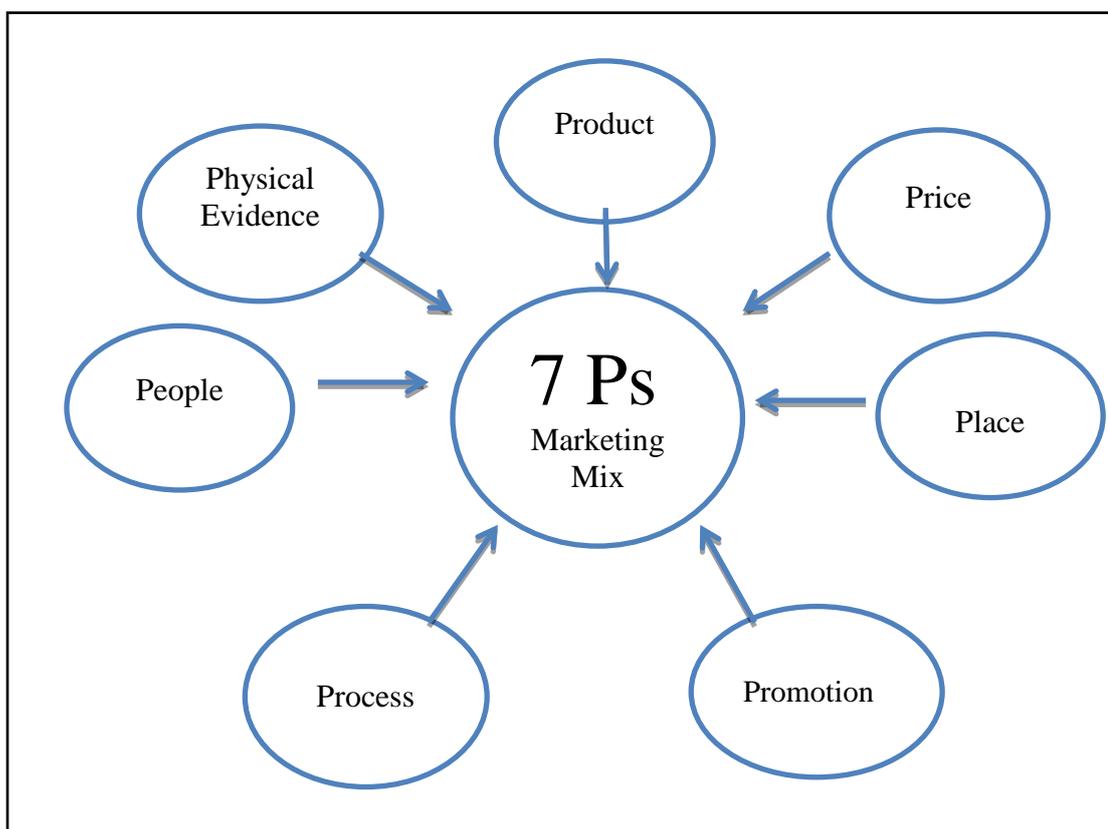
Process is the actual procedures, mechanisms and flow of activities by which services are delivered. The process mix constitutes the overall procedure involved in using the services offered by the bank. Process involves: speeding delivery of services, reducing the paper work, standardization of and customization as individual demand simplicity etc. Process is a functional activity that assures service availability and quality. Service process is the way in which a service is delivered to the end customer. The process constitutes the overall producer involves in using the service offered by the services.

(7) Physical Evidence

Physical evidence is the overall of the place. It refers to whatever customers can see before purchasing. This can include the physical environment, packaging, supporting collateral and anything else that helps in presentation. Service environments, also called service scape or physical evidence, relate to the style and appearance of the physical surroundings and other experiential elements encountered by customers at service delivery sites. Service firm need to manage physical evidence carefully, because it can have impact on customers' impressions (Kushwaha et al., 2015). According to Kolter (2011) described "Physical Evidence is the element of the service mix which allows the consumer again to make judgments on the organization. According to Lovelock Wirtz, physical evidence also known as service-scape, which involve tangible evidence design such as buildings, landscaping, interior furnishing, equipment, staff members, and uniforms.

Physical evidence includes signage, report, punch lines, other tangibles, employee's dress, etc. Service organizations need to provide tangible evidence of the service to develop an image in the mind of current and prospective customers. Often physical evidence overlaps with the promotion and distribution mix of the service mix. Service organizations need to provide tangible evidence of the service to develop an image in the mind of current and prospective customers. Physical Evidence is the materials part of a service. It includes signages, reports, punch lines, other tangibles, employee's dress, etc. It overlaps with the promotion and distribution mix of the service mix. This element describes the ambiance and other physical attributes of the point where customers interact with the sales and marketing staff.

Figure 2.1 7 Ps of Banking Services



Source: Kotler, P (2011). Marketing Management, 14th Edition, Pearson Ed. Limited

2.3 Defining Customer Attitudes

An attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an objective. Attitude is an applicable concept of psychology, which has been popular since 1950. The combination of cognitions, feelings and preparing to act towards a certain things is called individual's attitudes

about that thing. Attitude is a stable system that includes Cognitive, emotional factor and a willingness to act. In broad terms, beliefs and attitudes affect motives which, in turn, affect the way an individual sees or perceives 'things'. A person's attitude is a major outcome of the learning processes.

A attitude refers to a predisposition to response in a consistent or predictable manner to a stimulus. McCarthy (1960) postulated that consumers' attitudes towards marketing can be examined through their views towards the four basic dimensions of marketing, i.e., the 4 P's (product, price, promotion and place).

In the past, several efforts have been made by researchers to determine consumer attitudes towards marketing through four fundamental dimensions of marketing management, i.e., product, price, promotion and place, and the importance of these elements to consumers across the various demographic variables (Barker, 1987; Wee and Chan, 1989; Chan, Yau and Chan, 1990; Chan and Cui, 2004; Ferdous and Towfique, 2008; Jain, 2011).

Attitudes comprise of three elements which consumer beliefs, feelings, and behavioral intentions towards a product. Beliefs are positive or negative impressions about a product or its category in general. For example, a person might believe that coffee is good. Feelings or Affects might be based on beliefs. However, we can also develop independent affects, or even ones that contradict our beliefs. For example, you might be in a strong opposition to cutting down Amazon forests, yet still, buy a Christmas tree every year. Behavioral Intention reflects what the customer plans to do in relation to the product or service they consider. Based on their beliefs and feelings towards it, they might decide to buy or not buy it.

Attitude is one of the fundamental factors influencing consumers' buying behaviour and have, therefore, attracted considerable attention from researchers probing the behaviour of bank customers and their relationship with these institutions. An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this make the study of consumer attitudes highly important for a marketer. An attitude is a learned predisposition to behave in a consistently favorable to unfavorable way with respect to a given object.

In terms of consumer behavior, consumer attitudes may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering. Consumers are individuals with likes and dislikes. When the preponderance of people in a particular group feel one way or another about a product, service, entity, person,

place or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways.

Consumer attitudes is a composite of three elements: cognitive information, affective information, and information concerning a consumer's past behavior and future intentions. In other words, attitude consists of thoughts or beliefs, feelings, and behaviors or intentions towards a particular thing, which in this case is usually a good or service. Marketers strive to influence consumer attitudes, and understanding the prevailing attitude is the first step to changing it if needed. Attitudes affect behavior. In marketing, the desired behavior is to purchase a product or service. Marketers need to know what attitudinal barriers exist in purchasing so they can strategize how to counter those obstacles through marketing activities.

2.4 Importance of Customer Attitude in Marketing Activities

In the area of service marketing customer's attitude plays an important role for the marketers. It is one of the important determinants in buying behavior. Marketers should always be concerned about the service related issue which directly affects the customer's attitude. Attitudes are easily formed, but difficult to change. Consumer behavior is the study of how a consumer thinks, feels, and selects between competing products. Moreover, the study of attitudes is critical to understanding the motivation and decision strategies employed by consumers. The combination of beliefs, attitudes, and behaviors influence how a consumer reacts to a product or service. Consumer behavior is considered as one of the most important part of marketing activities and the successful company must have to understand fully about the attitudes of consumer in order to satisfy them and get the maximum degree of benefits.

Furthermore, consumer beliefs about marketing moderate the effect of consumer attitudes on satisfaction. Although consumer attitudes towards various marketing activities have been studied in developed economies (Barksdale *et al.* 1982; Webster 1991), studies of consumerism in emerging markets have become increasingly important. In emerging market economies, after decades in a seller's market that was under-supplied, consumers have embraced with enthusiasm many marketing practices new to them, such as television advertising and celebrity endorsement. Although the transition has been mostly beneficial, cases of questionable marketing practices and consumer discontent have become more frequent. Meanwhile, government regulations, public policy and legal infrastructure for protecting consumer interests are under-developed. Consumerism is still at the

developing stage, and consumers are less experienced in protecting their rights and interests.

Consumer beliefs about marketing are their ideological beliefs about marketing, i.e., whether marketing is beneficial for consumers or it may be detrimental due to the perceived characteristics of marketers. Therefore, consumer beliefs about marketing in general may affect their attitudes toward marketing and satisfaction. Furthermore, consumer beliefs about marketing moderate the effect of consumer attitudes on satisfaction.

Consumer attitudes towards various marketing activities are important knowledge for successful marketing operations. Consumers' attitudes towards marketing activities are important from both a theoretical and a managerial standpoint (Gaski and Etzel 1986). Existing research has dealt with consumers' overall attitudes toward marketing as well as specific marketing activities such as advertising and pricing (Nwachukwu *et al* 199; Webster 1991). Webster (1991), for instance, found significant differences in consumer attitudes toward various marketing practices including product quality, pricing, advertising, and retailing or selling; however, many of the differences remained even after social class and income effects were removed. Therefore, what factors cause the differences in consumers' attitudes and how they affect consumers' experience in the marketplace demand clarification.

The consumer attitudes toward marketing mix variables have a significant effect on their satisfaction as consumers (Webster 1991). Meanwhile, the perceived importance of the marketing mix variables moderates the effect of consumer attitudes on satisfaction, as there may be great variations in terms of the level of importance consumers attach to the marketing mix variables. In addition, variations in consumer perceptions of marketing may occur as a result of their beliefs about marketing or sentiment toward business (Treise *et al* 1994). Therefore, consumer beliefs about marketing in general may affect their attitudes toward marketing and satisfaction.

Several researchers have found a number of other factors that influence consumers' attitudes towards marketing. Nwachukwu *et al* (1997) studied the ethical judgments of advertising and marketing and found perceptions of individual autonomy, consumer sovereignty, and the nature of the product played a significant role in terms of the ethical judgments of advertising. Treise *et al* (1994) examined the perceptions of familiar advertising controversies: targeting practices and message strategies. Their results show that consumers believe advertising often violates broad

ethical norms. In addition, the degree to which consumers judge advertising as ethical or unethical varies as a function of their ethical philosophies such as relativism and idealism (Treise *et al* 1994).

As consumer attitudes significantly affect their behavioral responses to marketing activities, knowledge of consumers' attitudes toward marketing has been used in economic forecast and found to be linked to several key macroeconomic variables (Chopin and Darrat 2000). In developed countries, the impact of customer on business has been gradually rising over time in the past few decades (Kotler et al., 2005).

CHAPTER III

BACKGROUND OF MYANMA ECONOMIC BANK AND MARKETING MIX

This chapter describes the background of Myanmar Economic Bank (MEB) in which is included the profile of MEB, the vision, policy, objectives, organization structure and the marketing mix of MEB. The Marketing Mix 7Ps conducted by MEB are presented.

3.1 Profile of Myanmar Economic Bank

Myanmar Economic Bank (MEB) is one of the largest state-owned banks which established on 2 April 1976. It originated from the State Commercial Bank (SCB) and was founded in 1954. In accordance with the State Commercial Bank Law, the State Commercial Bank (SCB), the first and foremost state-owned commercial bank in Myanmar with the aim to raise the entire people's economic development through the support of a nation-wide banking system. There were 40 SCB branches across the country in 1962.

Myanmar changed its course of economic system to socialism in 1962 and all existing banks were nationalized in 1963, accordingly. Under this system, the People's Bank of the Union of Burma Act was put in place in 1967, and due to this Law, all the nationalized banks were merged together as a monolithic bank called People's Bank of the Union of Burma. However, the monolithic banking system was found inefficient and thus improve that situation, the Bank Act of 1975 was promulgated by which People's Bank was re-organized into four state-owned banks namely, the Union of Burma Bank (UBB), Myanmar Economic Bank (MEB), Myanmar Foreign Trade Bank (MFTB) and Myanmar Agricultural Bank (MAB). All these banks came into effect from 2 April 1976.

Through the MEB was the successor the former SCB, it could provide only domestic banking services while the MFTB and MAB rendered banking services for foreign exchange transactions and seasonal loans for agricultural development, respectively. In 1988, Myanmar has pursued the market oriented economy and consequently, the financial sector took steps to reform in accordance with the new economic system. In furtherance of the development of the market economic system, the new banking laws, namely, the Central Bank of Myanmar Law, the Financial Institutions of Myanmar Law and the Myanmar Agricultural and Rural Development

Bank Law were enacted in 1990.

The Financial Institutions of Myanmar Law recognized MEB as an existing state-owned commercial bank. The monetary authority is trying to change the landscape of the banking sector by enacting a new Financial institutions Law (FIL) on 25 January 2016 to be able effectively support the real sector of the economy. The new FIL replaced the old financial institutions of Myanmar Law enacted in 1990. The new law contained detail guidelines for both domestic and foreign financial institutions, covering all essential areas such as responsibilities, powers and objectives of the supervisory authority and prudential regulations and requirements for all financial institutions.

The FIL laid the foundations for promoting a more efficient and stable financial system with added supervisory power of the Central Bank of Myanmar (CBM). The reforms of laws and regulations mark a breakthrough towards improving its financial sector. The reform plans in banking sector financial sector is a prerequisite for sustainable economic development, a financial institution MEB performs to implement the economic policy changes in Myanmar. MEB is setting up and implementing substantial policies and regulations in seeking benefits not to lose the public money by lending their trusted-deposit money.

MEB operates both domestic and foreign banking services. The MEB mainly conducts commercial banking services in Myanmar through its network with (309) bank branches ,(1) saving agency,(7) remittance agency offices, (14) State and Regional Offices and (6) Head Offices Departments. MEB has been maintained currency chest on behalf of CBM and also operating as currency Agent. MEB operates commercial banking services as treasury banking and developing banking. MEB offered a wide range of letter of facilities especially to exporters and importers at border areas. As MEB has been performing the Border Trade Operation, 15 branches in border areas have been performing.

One Stop Service (OSS) project during the whole year by cooperating with other government departments as well as organizations. During 2017-2018 financial year, the total income of MEB is 540,456 billion and the total expenditure is 440,415. Billion so that excess of income over expenditure is 100,041 billion. MEB's net cash balance increased during 2017-2018 financial year due to the deposit structure which has increasing substantially and capital which has been promoted.

MEB operates E-pension, one of the service regarding disbursement of pension payment to retired government employees. In order to provide faster services to the pensioners, MEB stated E-pension System by using computer system and Smart Cards in pension payments during financial year 2012-2013. MEB is providing Mobile Payment Service to public cooperation with Innwa Bank Limited, Myanmar Mobile Money give mobile services such as cash in, cash out, top up and pension payment by using Point of Sale (POS) at (281) MEB branches since 2015. MEB Ygn (2) is assigned as Super-Agent and the other (280) branches are also assigned as Agents. Every Customer using MPT, MECTel and Mytel Sim Card can join our Mobile Service as KYC.

MEB provides One Stop service(OSS) to collect passport fees as collect service charges kyats 1000 per one person at Branch (2)Yangon and Branch (2) Mandalay. In terms of benefits, MEB get 75% and 25% to Geocomp Ltd. MEB is serving mobile service in collaboration with Myanmar with Myanma Economic Corporation(MEC) and Innwa Bank Ltd. MMM service is used for cash in, cash out, top-up and pension salary payment at the cash point by using Point of Sale(POS) since October15,2015.

MEB's E- remittance service was launched on June 2015 at Naypyitaw and Pyinmana branch by using internet. This system is provided by DRMI Co. Ltd, Malaysia for prompt payment of remittance service. There are 111 branches that are providing E- remittance service. MEB's ATM network is connected with the Myanmar Payment union's networking and MEB launched out ATM service on 2nd April 2015.

The SWIFT Alliance was installed in Myanmar state-owned banks including MEB. It facilities efficient telecommunications, fund transfers and enhance letter of credit facilities. MEB performs online Phone Billing System with Yadanarbon Teleport, Geocomp Ltd, collecting commission charges 500 kyats per phone launched in 2012-2013. However, commission charges reduced to 200 kyats on June 1, 2016. The commission are allocated in the portion of 50 kyats to Geocomp ltd, 50 kyats to MEB and 100 kyats to Agent.

MEB established the Yangon Stock Exchange with Daiwa Securities Group and Japan Exchange Group as a joint venture in December 2013 and the Yangon Stock Exchange was opened in December 2015. MEB has participated in the Deposit Auction which held by CBM. CBM was suspended the sales of Treasury bonds by

transforming One Bank One A/C system. In order to develop Capital Market during 2016-2017 financial year, the Central Bank of Myanmar conducts Treasury Bill Auction in January 2015. MEB performs this auction as Non-Competitive Bidder.

Moreover, MEB is implementing the Two-step Loan Project as an Executing Agency funded by JICA to promote Small and Median –sized enterprises. As a state owned bank, MEB performs not only to earn profit but also to carry out other monetary and financial functions for the public by shouldering responsibility of the state.

Vision: As a state owned financial institution, MEB aims to provide financial services to public by law, regulations and procedures that change in policy from financial sector.

Policy: MEB's policies are to sustain public trust on MEB, to harmonize services suchlike State Fund Accounts services, commercial banking and development policy loan services, to upgrade banking service with modern technology in accordance with International banking standard, to enhance financial services among public.

Objectives: MEB's Objectives are to provide people centered financial services effectively by using modern technology under the guidance of the Ministry of Planning and Finance for successfully implementation of the State's economy policy, to participant in financial sector for implementation policy, to increase income by promoting financial services, to enhance human resources, research and public relations.

Location: Myanma Economic Bank is situated at No. 26, Thiri Kyaw Swa Street, Naypyidaw.

3.2 Organization Structure of Myanma Economic Bank

Myanma Economic Bank is organized with six main Departments which administration Department, Account Department, Loans and Supervision Department, Saving and Development finance Department, Internal Audit Department and Research, Training and Public Relations Department. MEB operates both domestic and foreign banking services besides its major function of commercial banking services with its network of (309) bank branches, (1) saving agency, (7) remittance agency offices, (14) state and regional banking offices and (6) head Office Department.

All of these departments are under control of Board of Directors (BOD), Executive Committee, Credit Committee and Managing Director. Roles of Board of

Directors and Board Committees are represented in this section. Being one of the Financial Institutions, MEB has to reconcile all accounts daily, weekly and monthly and the proper keeping accounts of all has been checked by Auditor General Offices from Union and States/Regions, Internal Audit Department of MEB, and MEB's State and Region Offices regularly and by Central Bank of Myanmar occasionally. According to organization structure of Myanma Economic Bank,

Board of Directors: Board of Directors has responsibilities for reviewing the MEB's performance to achieve its objectives and strategy, and making the bank's policy and action plans. The Board of Directors was appointed by the Ministry of Planning and Finance. Managing Director of the MEB is the chairperson of the BOD.

Executive Committee: The EC seeks decisions for the extraordinary cases from banking operations and from administrative matters. The Managing Director of the MEB is also chairperson of the executive committee.

Credit Committee: Various Loan proposals are examined by the Credit Committee also supervises and monitors the credit management of the MEB.

3.3 Marketing Mix of Myanma Economic Bank

Myanma Economic Bank achieves its market share by using the appropriate marketing mix (7 Ps). This section will analyze the following marketing mix practiced by MEB in offering banking services; Product/ Services, Price, Place, Promotion, people, Process and Physical Evidence. Service marketing mix factors mean factors influencing customers' decision to use MEB's counter service.

(1) Product / Services

Myanma Economic Bank is a commercial bank in Myanmar providing financial services such as accepting deposits and giving business loans. It renders banking services to both of the private sector and the state sector. While providing a banking service to the people, MEB must take responsibility for all government departments and the salaries of retired civil servants and military members. It has to disburse loans at a subsidized rate for development and to provide foreign currency services for government departments.

Product/ service of MEB are deposit including saving deposit account, fixed deposit account and current deposit, lending products including loan, overdraft agricultural/ industrial loans, remittance, transfer and other services including safe deposit locker. They can remit to Myanma Investment and Commercial Bank and selected Yoma Bank Branches by using MEB's Internal Remittance Services. Types

of Internal Remittance Services Rendered by MEB are Bank Draft, Telegraphic Transfer and Fax. MEB has been promoting and extending new banking services. Issue of Performance Guarantee, Accepting Safe Custody Items, Locker Rentals, and a wide range of other banking services are also available at MEB branches.

Deposit: The type of deposit are demand deposit, saving deposits, saving certificates, fixed and special deposits and other deposits. Demand deposit / current Account: Current Account can be opened either by an individual or one person owned enterprise or organizations and companies. The account can be opened either singly or jointly for persona and above. The initial shall be kyats's 10,000 at lease. There is no limit on the amount of both withdraw and deposit as well as the frequency. Types of Saving Deposits are Single Account, Minor Account, Joint (A) or Joint (B) Account, Security Deposit Account and Public Account. Fixed Deposit means that the deposit money is fixed and it can only be wiithdraw after the specifit period is over. Customer can invest or deposit money for a three month, six month, nine month, or a year term. The Customer may withdraw the principal or interest or both on fixed deposit on due date or to rollover it to their Current Account or Saving Account by giving Standing Instructions to bank.

Loan and Advances: MEB provide the loans and advances. The type of Loans and advances are housing loans, personal/ professional loans, loans to MADB, loans to SEE, loans to Nay Pyi Taw Development committee, loans to SMIDB and loans to interbank lending. Loan classified by types of business as production, trading, transportations, construction and services. It provides as a short-term funding arrangement for a company's working capital or for individual private investment. It is a loan arrangement that allows a customer to draw, repay and renew, via a current account, up to the approved limit at any time without any further notice to the bank. To facilitate the development of business in private sector in Myanmar, MEB has been granting loans and advances to businesses in various industries. There are three types of loan: personal and ordinary loan, overdrafts, and industrial/ Agricultural loan. In order to promote Small and Medium-sized Enterprises in Myanmar, Myanma Economic Bank is implementing the Two-step Loan Project as an Executing Agency which funds was provided by JICA. MEB provides the following types of loans and advances to businesses engaged in production, trade, transportation, construction and service industries –

1. Short-term loans (up to one year)

2. Mid-term loans (3 to 5 years)
3. Long-term loans (above 5 years up to 10 years)

Remittance: The MEB has been offered an expenditures remittance services to the business community and the general public. MEB has been fund transfer services between Malaysia and Myanmar by using May bank Money Express (MME) service since October 2012. It is intended for migrant Myanmar worker to send money back smoothly for their families. In terms of benefits, May bank would receive 70%, 10% for agent. MEB provide e-remittance system with online/offline by using software from Digital Road Map Interactive (DRMI) Malaysia since 2015-2016 financial year. In terms of benefits, MEB would receive income from remittance 85% and 15% for DRMI as well as fax cost 90% to MEB and 10% to DRMI. Types of Internal Remittance Services Rendered by MEB are Bank Draft, Telegraphic Transfer and Fax.

Safe deposit locker: Safe deposit lockers (Safe deposit boxes) come in different sizes, depending on what the customer needs to store. The customer places his or her valuables in the box, locks the door, and leaves the bank. To open a safe deposit box, two keys are necessary: one from the bank and one from the customer. Without these keys, the box does not open.

E-pension payment: In order to provide faster service to the Pensioners and to reduce work burden for the staff, MEB started E-Pension System in August 2012. By using computer system and Smart Cards in pension payments, pensioners can now use e-pension cards to withdraw their pensions on any day or at any time.

(2) Price

MEB's pricing method is under the CBM's rules and regulations. The prices in banking have names relations with interest, commission and expenses. MEB is very careful in determining their prices and price policies. Because mistakes in pricing cause customers, towards the rivals offering likewise services.

Deposit: If withdraw is wanted from current account, cheques shall be used. There are two types of cheque books which bearer cheque and ordered cheque. No interest is offered to current account. Interest payment for saving deposit account of MEB, the rate specified by Central Bank of Myanmar, is 8% per annum. The interest rate for a three month, six month, nine month, or a year term of the fixed deposit amount is 8%, 8.125 %, 8.25% and 8.375 %.

Loan and Advances: The interest rate for the ordinary and personal loan and overdrafts is 13% per annum and the interest rate for Industrial/ Agricultural loan is 12% per annum. Interest rates on medium term loans and long-term loans are 12.5% and 12.25% respectively. Normally, the term of the loan is 1 year and customer will need to reapply or renew the loan before it matures. The interest rate MEB receives on its loans to other state banks – around 4 percent – is lower than the 8 percent interest it pays on deposits, resulting in a net loss. The bank takes interests on loans to State Economic Enterprises at 4%, loans to the Myanmar Agricultural Bank at 4%, loans to the Myanmar Small Loans Enterprise at 9.5% and overdrafts to private sectors at 13%, respectively. MEB provides JICA SME two step loans to participating financial institution (PFI) with the interest rate on 4% and PFIs lend to SMEs with the interest rate on 8.5%. MEB and Treasury Department receive 3% and 1% of commission income respectively. The service charges of E-Pension card is 3,500/-. It is disbursed four installment for pensioners to convenient. The service charges of ATM card is 3,000/-.

Remittance: Internal Remittance Fees charged by MEB since (17.10.2014).

- a. Fixed amount of 5 pyas (0.05%) per
- b. K 500 for fax service fee is charged in addition to the above remittance fees for fax remittances.
- c. K 500 for online service fee is charged in addition to the above remittance fees for online remittances.
- d. K 500 for telegram service fee is charged in addition to the above remittance fees for telegraphic transfers.

Safe deposit locker: The customer must pay a rental fee (usually monthly) and will receive a key to the box. Customers can rent in order to keep valuables, legal documents and other prized possessions in a secure location. There is a deposit fee of 15000/ kyats to hire a locker at lease.

(3) Place

Customer would like to access the nearest branches. Place decision are those associated with channels of distribution that serve as a mean for getting the product/ service to the target customers. The MEB mainly conducts commercial banking services in Myanmar through its network with (309) bank branches. Customers can remit their money to all 309 Bank Branches of MEB throughout the country .72 ATM machines have been installed and MMM service has been launched are 271 branches.

MEB installed 257 branches with 514 POS. MEB Yangon Branch (2) is assigned as the Super Agent and the other (256) branches are also assigned as Agents. MEB is developing its e-payment system by cooperating with IT solution partners (MMM, Wave money, OKS).

In retail banking industry, queuing remains one of the most common reasons for customer disgust. Despite technological advances such as online and mobile banking, customers still complain about their bank. MEB's queue management systems are specially designed for banks allowing them to reduce queue lengths and increase staff productivity and operational efficiency.

(4) Promotion

MEB has consisted of personal selling, advertising and sale promotion. There is appearance of MEB's advertisements in television, radio, newspaper and magazine. Moreover, the advertisement in its website. MEB also gives product/service information in its website "www.meb.gov.mm". The promotion tools of MEB use diary book, note pad, calendar with MEB logo, wall calendar, etc. But MEB has no paying occasional gifts. MEB has little an information board for updating new products and services.

(5) People

Customer are warmly welcomed at the entrance by the staffs, following they assist the customers with necessary needs of services. The staffs treat the customer with politeness and friendliness and serve their customers with care and enthusiasm. MEB maintains its goodwill and service quality by developing skillful and qualified employees. Human Resource department of MEB is responsible for staff's recruiting, training, motivating employees, providing reward and, supporting employee's education. Management levels staffs are recruited from internal and external source. In the training process, MEB provides on the job training and off the job training. The ways of MEB have to treat customers are as followed.

1. Customers must feel confident that they are dealing with MEB.
2. Products and services in the retail market which are sold and marketed are designed according to the needs of the customers identified and targeted accordingly.
3. Customers are provided with clear information and kept appropriately informed before, during and after point of sale.
4. Advice is suitable and according to the customer's circumstances.

5. Service is of an acceptable standard and products perform as customers have been led to expect.
6. Customers do not face unreasonable post-sale barriers when they want to change a product, switch providers, submit a claim or make a complaint.

(6) Process

According to government institution, MEB provides financial services such as, collection of deposits, lending money, setting the ATM machine and providing safe deposit locker. Types of deposit account are saving deposit account, fixed deposit account and current deposit account. It take about 20-30 minutes to open account, as a deposit amount at lease 10,000 kyats lists and the minimum balance must be 10000 kyats. Saving deposit account have single account, joint account, company account and minor account. Fixed deposit account have single account, joint account, company account and minor account. Customers invest or deposit their money for a three month, six month, nine month, or a year term. Current deposit account comes with a cheque book and the starting deposit of minimum 10000 kyats, customers instantly use their account and draw cheques to make payment instead of using cash.

For loan service, there need to fill in the application form with the description of pledge, if customers want to get loan service from bank. Minimum 2-3 weeks to get a loan approval upon submission of complete documentation. Customers need to run an open current for ATM service. For ATM service, annual fees 10000 kyats is needed to pay the customers. All procedures have been taken with-in 3 to 5days ATM card can be assessed. Bank give the service to open a current and fill in the application form. One or more individuals, firms and other association in hire a locker. The locker allow customers unlimited times of access to the locker during banking hours. MEB's operation used to link system saving deposit account which allows the account holders to withdraw money. MEB make money transactions easier for people, current account holders have privilege to apply for safe deposit locker for their valuables and fast deposits and withdraw by MEB online system.

(7) Physical Evidence

Physical Evidence is the material part of the service. The important role of the bank is to design and implement such tangible evidence. To appearance make sure MEB are clean, well-organized and well-maintained; office layouts are well-designed; staffs are well-groomed. The grand look of the building interior, enough room for waiting with comfortable seats, good lighting and appropriate room temperature that

make feel good, ease and refreshment. Some branches of MEB have CCTV, fans and watercoolars. MEB's interiors and exteriors design are neat and tidy. MEB's staffs uniform is good look and suitable. Many branches have parking.

CHAPTER IV

ANALYSIS ON MARKETING MIX OF MYAMMA ECONOMIC BANK

This chapter focuses on customer attitude towards marketing mix of Myanmar Economic Bank. Customer attitude is analyzed by using primary method. Primary data is collected from 150 customer by using structured questionnaire. This chapter reported demographic profile of customers, and customer attitude level on marketing mix. At first, demographic characteristics of respondents such as gender, marital status, education, occupation, and monthly income is stated and then the attitude level on each marketing mix of Myanmar Economic Bank is described.

4.1 Research Methodology

The methodology has been adopted to achieve designed objectives of the study and to analyze. It includes the research design, research questions, data collection methods and data analysis techniques.

(1) Research Design

The research design focuses on marketing mix strategies in Myanmar Economic Bank. This study is an investigation of an individual, institution. Case studies place more emphasis on a full contextual analysis of events or condition, and their interrelations. It helps to reveal the multiplicity of factors, which have interacted to produce the unique character of the entity that is subject of the study.

(2) Research Question

The customer attitude is examined by using the survey questionnaires. According to objectives in this study, the customers of Myanmar Economic Bank will answer the appendix research questions. They are there any significant differences in demographic profile group which contained gender, age level, education, occupation, marital and income and marketing mix which contained product, price, place, promotion, people, physical evidence and process. They have a significant effect on customer attitude towards marketing mix of Myanmar Economic bank.

(3) Data collection

This study uses descriptive method base on primary data. Primary data was collected from survey questionnaires of Myanmar Economic Bank with convenient sampling method and secondary data is collected yearly annual report of Myanmar Economic Bank, relevant website, lecture notes and previous research paper of MBF

graduates. The respondents were saving customers, deposit customers, and who have a key role in marketing strategy formulation and evaluation. Sample is taken from 150 of Yangon branches.

(4) Data analysis

After collecting the required data were analyzed by using the statistical package, the obtained data from the survey are processed and analyzed to conduct descriptive analysis. Since the data was qualitative in nature, content analysis was used to evaluate the response, draw conclusion and to derive recommendations. Content analysis consists of reading and re-reading the response looking for similarities and difference in order to to find themes and to develop categories. It is the systematic qualitative description of the composition of the objects or materials of the study.

4.2 Demographic Profile of Respondents

This part consists of gender, age, marital status, education, occupation, and monthly income. All questions on demographic characteristics are of closed types so respondents are required to choose the most appropriate answer out all of all possible answers provided. The independent variables were the service marketing mix factors consisting of product, price, place, promotion, people and physical evidence and demographic factors consisting of gender, age, education level, marital status, occupation and monthly income. The dependent variables were customers' attitude.

(1) Gender of Respondents

Gender of Respondents are classified into classes, male and female in Table (4.2).

Table (4.1) Gender of Respondents

Gender	Number of Respondents	Percentage (%)
Male	27	18
Female	123	82
Total	150	100

Source: Survey data, 2018.

Table 4.1 shows the gender of the respondents, respectively. Gender is found that 27 respondents are male and 123 respondents are female. In terms of percentage, 18% of respondents are male and 82% of respondents are females. Therefore, most the respondents are female. It shows that women are more interesting saving activities.

(2) Age Level of Respondents

Ages of customers are classified into four classes which 20 years to 30 years, 30 years to 40 years, 40 years to 50 years and 50 years and above. The age of customers are classified in Table (4.2).

Table (4.2) Age Level of Respondents

Age (years)	Number of Respondents	Percentage (%)
20-30	23	15
30-40	35	23
40-50	59	40
50-over	33	22
Total	150	100

Source: Survey data, 2018.

As shown in Table(4.2) the average age (years) of the respondents is found that the respondents between 20 and 30 years with 15% of customers , between 30 and 40 years with 23% customers , between 40 and 50 years with 40% customers and 50 years and above with 22% customers . In terms of percentage, the age group between 40 and 50 is the largest while the age group between 20 and 30 is the smallest. As a result the majority of customers are mature level of age and for doing business. Most of the respondent from these group are in employment and work place, they have regular income.

(3) Marital Status of Respondents

The respondents were asked about their marital status and these were classified by two different kinds. These are included married customer and single customers. These are shown in Table (4.3).

Table (4.3) Marital Status of Respondents

Marital status	Number of Respondents	Percentage (%)
Single	71	47
Married	79	53
Total	150	100

Source: Survey data, 2018.

Table (4.3) shows the number of the marital status of respondents. It is found that 71 respondents are single 47 % customers and 79 respondents are married 53% customers. As a result, the customers who are doing business and dealing with bank

are married customers. These married customer may be a plan for a work and family. Therefore, they have using banking service for long term and closed relationship.

(4) Education of Respondents

The customers using banking services are asked about their educational status and results are classified into high school, graduated, post- graduated and other in Table (4.4).

Table (4.4) Education of Respondents

Education Level	Number of Respondents	Percentage (%)
High School	6	4
Graduated	95	63
Post- Graduated	17	11
Other	32	22
Total	150	100

Source: Survey data, 2018.

Table (4.4) shows the number of education level of respondents. It is found that 95 respondents are graduates with 63% of customers, followed by other 32 with 22% of customers and post graduates with 11% of customers, and high school 4 with 4% of customers. As a result, Graduated show more understanding and believe the marketing mix in banking industry. They are more using banking services than other people.

(5) Types of Occupation of Respondents

The customers included in the sample are classified their occupational level and this is shown in Table (4.5). It shows the types of occupation of respondents. The type of occupation is classified into unemployment, government employment, company staff and self-employment.

Table (4.5) Occupation of Respondents

Occupation	Number of Respondents	Percentage (%)
Unemployment	2	1
Government Employment	105	70
Company Staff	19	13
Self-employment	24	16
Total	150	100

Source: Survey data, 2018.

According to table (4.5), it is found that the sample includes 2 unemployments, 105 government employments, 19 company staff s and 24 self-employments. In terms of percentage, government employment the largest with 70% of respondents, followed by Self-employment 16 % of respondents, company staff 16% of respondents, and unemployment 1% of respondents, respectively. Most of the respondents are government employment and they have more beliefs MEB as government bank than other banks. Specially, they are using saving deposit service for their future plan and after retired.

(6) Monthly Income of Respondents

The customers included in the sample are classified their monthly income level and this is shown in Table (4.6). It shows the monthly income level of respondents. The monthly income level is classified into below 150000 Kyats, between 150001 and 300000 Kyats, between 300001 and 500000 Kyats and above 500001 Kyats.

The following table (4.6) shows the monthly income of respondents. It is found that 5 customers earn below 150000 Kyats, 112 customers earn between 150001 and 300000 Kyats, 11 customers earn between 300001 and 500000 Kyats, 22 customers earn above 500001 Kyats.

Table (4.6) Monthly Income of Respondents

Monthly Income	Number of Respondents	Percentage (%)
Below 150000 Kyats	5	3
150001- 300000 Kyats	112	75
300001- 500000 Kyats	11	7
Above 500001 Kyats	22	15
Total	150	100

Source: Survey data, 2018.

In terms of percentages, monthly income group between 150001 and 300000 Kyats is the largest with 75 % of respondents while monthly income group of below 150000 Kyats is the smallest with 3% of respondents. Monthly income group between 150001 and 300000 Kyats are most government staffs and they are leading interesting for marketing mix service in MEB banking industry.

4.3 Analysis of Customer Attitude towards Marketing Mix of Myanmar Economic Bank (MEB)

In this study, marketing mix activities namely service, price, place, promotion, people, process and physical evidence are measured with 52 statements. Service is measured with 7 statements, price with 6 statements, place with 8 statements, promotion with 7 statements, people with 8 statements, process with 8 statements, and physical evidence with 8 statements, respectively. In addition, overall customer attitude towards marketing mix activities of Myanmar Economic Bank is also measured with 7 statements. Each statement for marketing mix activities and overall customer attitude is measured on five-point Likert scale (1= Strongly Disagree, 2=Disagree, 3=neutral, 4=Agree, 5=Strong Agree). The mean score for each statement is calculated and discussed. Since each statement is measured with five-point Likert scale, the minimum, the middle, and maximum value of mean score is 1, 3 and 5. Thus, if mean score is higher than 3, it can be assumed that customers are satisfied and agree while if the mean score is lower than 3, it can be assumed that customers are not attitude. According to this survey finding below, the marketing mix variables are influence factors as follows.

(1) Customer Attitude towards Product/Service of Myanmar Economic Bank

As show in Table(4.7), customers' attitudes towards product are eight items such as MEB's safe deposit locker offers privacy and security, MEB has the skillful of the staff in cash remittance or withdraw in short-time without delay, the swiftness the cash remittance (The amount is transferred to the preferred destination instantly.), In Domestic remittance, the cash is received instantly, the amount dispensed by ATM is identical with the amount by customer, Deposit and withdrawal are convenient and quick and There are many products covering customers' need.

Table (4.7) Customer Attitude towards Product/Service

No.	Service Items	Mean
1	MEB's safe deposit locker offers privacy and security.	3.59
2	MEB has the skillful of the staff in cash remittance or withdraw in short-time without delay.	3.71
3	The swiftness of the cash remittance (The amount is transferred to the preferred destination instantly.)	3.87

4	In Domestic remittance, the cash is received instantly.	3.87
5	The amount dispensed by ATM is identical with the amount by customer.	3.39
6	Deposit and withdrawal are convenient and quick.	3.71
7	There are many products covering customers' need.	3.5
	Overall Mean	3.66

Source: Survey data, 2018.

According to Table (4.7), the swiftness the cash remittance and in domestic, the cash is received instantly achieved the high level of customer attitude mean score (Mean=3.87). It can be said that customer would like to received remittance service instantly for their using services. The lowest level of customer attitude means score is the amount dispensed by ATM is identical with the amount by customer (Mean=3.39). Customer consider that they may not receive the amount dispensed by ATM quickly. It is found that the mean score of customer attitude on services of MEB is higher than 3, it can be assumed that customers are neutral. Overall level of customer attitude mean score is 3.66. Since the mean score is higher than 3, it can be assumed that customers are agreed with the service element of the MEB.

(2) Customer Attitude towards Price of Myanmar Economic Bank

In Table (4.8), customers' attitude towards price are six items such as the service charges for cash remittance is convenient, the service charges for international remittance is convenient, the service charges and the interest rate for loan and deposits are fair, fee is reasonable, The service charges of E-Pension card is high and the rental fee of Safe deposit locker is low.

Table (4.8) Customer Attitude towards Price

No.	Price Items	Mean
1	The service charges for cash remittance is convenient.	3.04
2	The service charges for international remittance is convenient.	3.75
3	The service charges and the interest rate for loan and deposits are fair.	3.90
4	Fee is reasonable.	3.77
5	The service charges of E-Pension card is high.	3.31
6	The rental fee of Safe deposit locker is low.	3.33
	Overall Mean	3.52

Source: Survey data, 2018.

According to Table (4.8), The service charges and the interest rate for loan and deposits are fair achieved the high level of customer attitude mean score (Mean=3.90). It can be said that customer would like to pay lower service charges and safe for their using services. The lowest level of customer attitude means score is the service charges for cash remittance is convenient (Mean=3.04). Customer consider that they may pay the amount of remittance and using fax or online. It is found that the mean score of customer attitude on services of MEB is higher than 3, it can be assumed that customers are neutral. Overall level of customer attitude mean score is 3.52. Since the mean score is higher than 3, it can be assumed that customers agree with the service element of the MEB.

(3) Customer Attitude towards Place of Myanmar Economic Bank

As show in Table(4.9), Customer Attitude towards Place are eight items such as the availability of MEB Branches are at the accessible areas, MEB is located in the place easy to commute, MEB has sufficient number of branches, Bank services can get by multi-channels such eBanking, Availability of ATM machines at the easily accessible public areas, MEB has many ranches throughout the nation, MEB has an queue system , MEB has an queue system and MEB has enough counter service facilities.

Table (4.9) Customer Attitude towards Place

No.	Place Items	Mean
1	The availability of MEB Branches are at the accessible areas.	4.02
2	MEB is located in the place easy to commute.	3.92
3	MEB has sufficient number of branches.	3.99
4	Bank services can get by multi-channels such eBanking.	3.54
5	Availability of ATM machines is the easily accessible public areas.	3.21
6	MEB has many ranches throughout the nation.	3.82
7	MEB has an queue system.	3.46
8	MEB has enough counter service facilities.	3.70
	Overall Mean	3.71

Source: Survey data, 2018.

According to Table (4.9), the availability of MEB Branches are at the accessible areas achieved the high level of customer attitude mean score (Mean=4.02). It can be said that customer would like to see and go to MEB's branches at the accessible areas. The lowest level of customer attitude means score is availability of ATM machines at the easily accessible public areas (Mean=3.21). Some branches area is small size when customers are crowded and it cannot be ATM machine. It is found that the mean score of customer attitude on services of MEB is higher than 3, it can be assumed that customers are neutral. Overall level of customer attitude mean score is 3.71. Since the mean score is higher than 3, it can be assumed that customers agree with the service element of the MEB.

(4) Customer Attitude towards Promotion of Myanmar Economic Bank

In Table (4.10), customers' attitude towards promotion are seven items such as MEB has been paying the occasional gifts, MEB logo can see accessible area, advertisements in Bill Board, Newspapers, Journals, Magazine and Pamphlet, advertisements of MEB can be seen in many place, MEB has advertisements in many media, MEB has an information board for updating new products and services and customers have received some souvenirs when they use MEB counter service.

Table (4.10) Customer Attitude towards Promotion

No.	Promotion Items	Mean
1	MEB has been paying the occasional gifts to customers. (Calendar, Notebook, T-shirt , etc)	3.03
2	MEB logo can be seen accessible area.	3.65
3	MEB has advertisements in Bill Board, Newspapers, Journals, Magazine and Pamphlet	3.33
4	Advertisements of MEB can be seen in many place.	3.32
5	MEB has advertisements in many media.	3.06
6	MEB has an information board for updating new products and services.	3.35
7	Customers have received some souvenirs when they use MEB counter service.	2.83
	Overall Mean	3.22

Source: Survey data, 2018.

According to Table (4.10), MEB logo can be seen accessible are achieved the high level of customer attitude mean score (Mean=3.65). It can be said that customer would like to see and use this logo rural branches, urban branches and other places. The lowest level of customer attitude means score is customers have received some souvenirs when they use MEB counter service (Mean=2.83). It is found that customer would like to get some souvenirs for using MEB counter service. Overall level of customer attitude mean score is 3.22. Since the mean score is higher than 3, it can be assumed that customers agree with the service element of the MEB.

(5) Customer Attitude towards People of Myanma Economic Bank

In Table (4.10), customers' attitude towards people of MEB are eight items such as the staff greet with smiles as soon as you enter into the bank, all the staffs treat the customer with politeness and friendliness, the staffs explain the services offered by the bank patiently, staffs pay a great attention on customers, MEB's staff offer good serviceability, MEB's staff serve their customers with care and enthusiasm, MEB has sufficient staff and MEB's staff are trustworthy and believable.

Table (4.11) Customer Attitude towards People

No.	People Items	Mean
1	The staffs greet with smiles as soon as customers enter into the bank.	3.93
2	All the staffs treat the customers with politeness and friendliness.	3.89
3	The staffs explain the services offered by the bank patiently.	4.02
4	Staffs pay a great attention on customers.	3.97
5	MEB's staffs offer good serviceability.	3.98
6	MEB's staffs serve their customers with care and enthusiasm.	3.77
7	MEB has sufficient staffs.	3.57
8	MEB's staffs are trustworthy and believable.	3.52
	Overall Mean	3.83

Source: Survey data, 2018.

According to Table (4.10), the staffs explain the services offered by the bank patiently achieved the high level of customer attitude mean score (Mean=4.02). It can be said that customer would like to get explanation banking services. The lowest level of customer attitude means score is MEB's staffs are trustworthy and believable

(Mean=3.52). Bank staffs should try to get trust and believe from customers. It is found that the mean score of customer attitude on services of MEB is higher than 3, it can be assumed that customers are neutral. Overall level of customer attitude mean score is 3.83. Since the mean score is higher than 3, it can be assumed that customers agree with the service element of the MEB.

(6) Customer Attitude towards Process of Myanmar Economic Bank

In Table (4.12), customers' attitude towards Process of MEB are eight items such as It is easy to carry out the steps of procedures in applying loan, The time from applying the loan to be sanctioned and to receive loan short, Operation transactions are fast, Cash can be withdraw from any ATM machine within 24/7 , The bank help to make the pension pay, MEB has new technology systems to facilitate its customers such as Automatic Teller Machine (ATM), MEB 's service forms such as deposit form, withdrawal form, check transfer form are easy to use and MEB counter service has simple procedures and conditions.

Table (4.12) Customer Attitude towards Process

No.	Process Items	Mean
1	It is easy to carry out the steps of procedures in applying loan.	3.31
2	The time from applying the loan to be sanctioned and to receive loan is short.	3.34
3	Operation transactions are fast.	3.53
4	Cash can be withdraw from any ATM machine within 24/7.	3.37
5	The bank help to make the pension pay.	3.73
6	MEB has new technology systems to facilitate its customers such as Automatic Teller Machine (ATM),	3.48
7	MEB's service forms such as deposit form, withdrawal form, check transfer form are easy to use.	3.57
8	MEB counter service has simple procedures and conditions	3.60
	Overall Mean	3.49

Source: Survey data, 2018.

According to Table (4.12), the bank help to make the pension pay achieved the high level of customer attitude mean score (Mean=3.73). It can be said that pensioners from government departments would like to get pension salaries paying services from MEB's branches. The lowest level of customer attitude means score is it is easy to

carry out the steps of procedures in applying loan (Mean=3.31). Customer would like to get more convenient loan procedure. It is found that the mean score of customer attitude on services of MEB is higher than 3, it can be assumed that customers are neutral. Overall level of customer attitude mean score is 3.49. Since the mean score is higher than 3, it can be assumed that customers are agreed with the service element of the MEB.

(7) Customer Attitude towards Physical Evidence of Myanmar Economic Bank

In Table (4.13), customers' attitude towards People of MEB are eight items such as MEB's interior design and CCTV for safety are good, Comfortable furniture is available at waiting area, Waiting area is clean, Cleanness and tidiness of the Bank, MEB's staff dress in neat and suitable uniforms, MEB has a good image, MEB's branches have parking and MEB has modern equipment at its service points such as automatic queuing boards and foreign exchange boards.

Table (4.13) Customer Attitude towards Physical Evidence

No.	Physical Evidence Items	Mean
1	MEB's interior design and CCTV for safety are good.	3.87
2	Comfortable furniture is available at waiting area.	3.72
3	Waiting area is clean.	3.79
4	Cleanness and tidiness of the Bank.	3.75
5	MEB's staff dress in neat and suitable uniforms.	4.01
6	MEB has a good image.	3.41
7	MEB's branches have parking.	3.30
8	MEB has modern equipment at its service points such as automatic queuing boards and foreign exchange boards.	2.92
	Overall Mean	3.60

Source: Survey data, 2018.

According to Table (4.13), MEB's staff dress in neat and suitable uniforms achieved the high level of customer attitude mean score (Mean=4.01). It can be said that customer would like to see good staff dress. The lowest level of customer attitude means score is MEB has modern equipment at its service points such as automatic queuing boards and foreign exchange boards (Mean=2.92). It is considered that MEB needs to perform modernize banking and boards. It is found that the most of mean score of customer attitude on services of MEB is higher than 3, it can be assumed that

customers are neutral. Overall level of customer attitude mean score is 3.60. Since the mean score is higher than 3, it can be assumed that customers are agreed with the service element of the MEB.

(8) Overall Customer Attitude towards Marketing Mix of Myanmar Economic Bank

Regarding overall customer attitude towards marketing Mix of MEB , the sample customers are required to rate the factors which Product/ service, Price, Place, Promotion, People, Process and Physical Evidence.

Table (4.14) Customer Attitude towards Marketing Mix

No.	Marketing Mix	Mean
1	Product/ service	3.66
2	Price	3.52
3	Place	3.71
4	Promotion	3.22
5	People	3.83
6	Process	3.49
7	Physical Evidence	3.60
	Overall Mean	3.58

Source: Survey data, 2018.

It is found that people achieved the high level of customer attitude mean score (Mean=3.83). It can be said that customers satisfy and agree. The lowest level of customer attitude means score is promotion (Mean=3.22). It is considered that MEB needs to perform paying some souvenirs for using MEB counter service. It is found that the most of mean score of customer attitude on marketing mix of MEB is higher than 3, it can be assumed that customers are neutral. Overall level of customer attitude mean score is 3.58. Since the mean score is higher than 3, it can be assumed that customers agree with the marketing mix activities of the MEB. The importance of marketing mix variables in the marketing efforts of Myanmar Economic Bank cannot be over emphasized. Myanmar Economic Bank marketing effort must take into consideration the factors that drive the marketing variables. Therefore, the marketing mix elements in marketing strategy depends on the industry in the banking operation.

CHAPTER V

CONCLUSION

This study has focused on the marketing mix activities of MEB and customer attitude towards those activities. The purpose of this study is to explore the marketing mix of MEB and to examine the customer attitude towards marketing mix of MEB.

This chapter focuses on finding the study, suggestions and recommendation for future improvement and need for further studies.

5.1 Findings

This study presents the analysis of customer attitude towards marketing mix of MEB. The data were collected by using structured questionnaire. The questionnaire included 52 statements. MEB is competing against others by enhancing the service quality focusing on attributes such as speed, reliability, security and convenience. MEB offers financial services which include collection of deposits, lending money, safe deposit locker, remittance, foreign currency exchange, ATM card service and pension paying.

According to survey results, it can be seen that most customers are female. In this study, it is found that many customers are between age of 41 to 50 and they may seem graduate persons. Majority employ in government service and most of monthly income is between 150001 and 300000 kyats. So, their monthly salary is not too much.

In analyzing the data collected, the customers' attitude towards product of MEB is found out as the highest mean value followed by the service of the swiftness of the cash remittance and the domestic remittance. The customers are agreed with the service offered MEB, especially, the amount is transferred to the preferred destination instantly and the cash is received instantly are. They have a positive attitude towards the remittance service.

In analyzing the data collected, the customers' attitude towards price of MEB is found out as the highest mean value followed by the service charges and the interest rate for loan and deposits. The customers are agreed with the pricing strategy of MEB in which they use the some account. They have a positive attitude towards the service charges and the interest rate.

In examining of customers' attitude towards of place of MEB, most of the customers' attitude has the highest mean value of the size of the availability of MEB

branches. It can see that, MEB has sufficient number of branches. The customers are agreed with MEB branches are at the accessible areas. The customers are satisfied and positive attitude on MEB has many branches the whole country.

For the factors of customers' attitude towards promotion of MEB is found out as the highest mean value followed by MEB logo. It can be assumed that customers are agreed and positive attitude on MEB logo can be seen accessible area. But they are not satisfied on MEB has been paying the occasional gifts to customers because they don't get Calendar, Notebook and T-shirt. Moreover, they don't receive some souvenirs when they use MEB counter service. They disagreed with these promotion of MEB.

Considering the factors of customers' attitude towards of people of MEB ,most of the customers' attitude has the highest value of the staffs explaining the services offered by the bank patiently is satisfactory of this bank service is 4.02. It can be assumed that customers are agreed and positive attitude on MEB' staffs. The customers are satisfied it and MEB's staff offer good serviceability.

And then, For Process, It is found the highest mean value followed by services of MEB that the bank help to make the pension pay. The process undertaken by MEB is very convenient for the pensioners by using E-pension card. It can be assumed that customers are agreed and positive attitude on MEB' serviceability.

For the physical evidence, it is found the highest mean value followed by services of MEB that MEB's staff dress in neat and suitable uniforms. The highest mean value is 4.02. It can be assumed that customers are agreed and positive attitude on staffs' uniforms. It is found the lowest mean value that MEB has modern equipment at its service points such as automatic queuing boards and foreign exchange boards is 2.92. The customers are not satisfied and negative attitude towards these physical evidence of MEB.

MEB has emphasized on the physical assets to give the comfortable and pleasant environment for its customers. If customers walk into MEB Banks, their expectation are of a clean, safety, friendly environment. And logo is smart in banking area, good looking in uniform.

By analyzing the mean score of seven Ps marketing mix of MEB, people are the highest level of customer attitude towards the marketing mix of MEB. The highest customer attitude is staffs' explanation the services offered by the bank patiently. Regarding to the people, all people directly or indirectly involved in the consumption

of banking services are an important part of the extended marketing mix. Knowledge workers, employees, management and other consumers often add significant value to the total product or service offering. It is the employees of a bank which represent the organization to its customers. In a bank organization, employees are essentially the contact personnel with customer. Therefore, an employee plays an important role in the marketing operations of MEB. MEB provides the training programme for employee in order to serve the MEB's service.

Regarding with place, customers are satisfied of the availability of MEB Branches are at the accessible areas. Concerning with physical evidence, MEB's staff dress in neat and suitable uniforms. On overall customer attitude towards marketing mix of MEB, the mean value and ranking indicate that customers are mostly agreed with people, followed by place, product, physical evidence, Price, process and promotion, respectively.

The finding in this study have brought a number of issues to the use of marketing elements in organization, especially financial institutions. Results of the study suggest that customer attitudes toward marketing mix of Myanmar Economic bank remain neutral, and perhaps a little more positive for product quality than other marketing mix variables. In addition, consumer attitudes toward these marketing mix variables significantly affect their satisfaction as consumers. However, such effects vary across the marketing mix variables. Positive attitudes lead to satisfaction with product quality, retail service, and pricing, but not for promotion. In the mean time, negative attitudes toward promotion have a significant negative effect on consumer satisfaction, suggesting that consumers are the most critical of advertising and promotion, which pose special challenges for marketers.

5.2 Suggestions

The study may demonstrate that service providers are learning from the marketing of packaged goods. This study was designated to evaluate marketing elements' effects' on customer attitude on MEB. So this section summarizes the key findings as presented by the respondents. The finding in this study have brought a number of issues with regard to the use of marketing elements in organization, especially financial institutions. MEB is government financial institution in the Myanmar. Customer attitude is one the most important factors for the success of a bank. Hence, the MEB should always emphasis on their customer attitude.

Concerning with the product, as MEB should be fastly the amount dispensed

by ATM and building its brand image as being trustable and always safe for customers. Therefore, the bank should try every product/ service to be the highest standard of quality.

Concerning with the pricing, since these customers are much more price sensitive, it should consider pricing strategy to get cheaper price than that of its competitors. In Myanmar, most consumers are price sensitive and they prefer lower price with better quality. Currently, customers have become more selective in their need. MEB will also need to consider competitor pricing and factors within their Marketing Environment.

Concerning with the place, MEB should be ATM machines at the easily accessible public areas, its customers according to geographical region. This bank's location is good and other facility. The results of in analysis should always emphasis on their customer satisfaction.

Concerning with the promotion, MEB should be giving some souvenirs when customers using MEB' service. Moreover, Advertising plays an important role in delivery of financial news and vital financial product information for consumer purchasing and investment decisions. MEB should also be much more emphasizing on mass media like sponsorships and advertisement on the television, newspaper. It is highly recommended that the information and technology (IT) should be effectively used in marketing and product/ services. So, it should emphasize to develop the online shopping, delivering marketing messages to the potential customers and the bank's products using online payment system for their convenience.

Concerning with the process, individual customers are depending heavily on cash payment, the consequences are delay and waiting time at the bank. MEB should also make customer appreciation programs regular customer surveys to know customer feedbacks and perception about the products and bank. Concerning with the physical evidence, uniform of MEB and appearance of MEB should be smart and should have impression in public bank, private bank and foreign banks, particularly, customers.

The MEB should maintain the current banking services such as services, people and place as customer are now most satisfied with them. People has the highest influence on marketing mix in MEB. Another important finding is that the availability of MEB' branches are at the accessible areas, but it is found that customers are not agreed with areas: "Advertisement" and "Giving monetary

information”. Therefore, the MEB should consider upgrading their marketing mix in those two areas. Otherwise, there is some possibility for the bank to lose their customer.

In financial sectors in the world, there are rapid changes regarding financial technology. Financial infrastructure is not solidly build in MEB. Myanmar financial market has historically been regulated stringently limiting the structure and evolution of the financial sector. However, recent reforms of laws and regulations mark a breakthrough towards improving its financial sector. Such reforms have helped to improve the confidence of the general public towards the banking sector, which dominates the financial sector of the country. Studies of specific issues including attitudes toward media and advertising responses would help improve operational effectiveness in areas such as product positioning and promotional effectiveness.

5.3 Need for Further Research

This study only focuses on customers of MEB and only analyzed the customers’ attitude towards on banking services of MEB, in Yangon. Banking industry is a modernize industry and the number of new banks and branches is increasing in Yangon. In order to be successful in such a competitive environment, customer agreement plays important role. Thus, the MEB needs to assess their customer agreement regularly. Moreover, the similar studies should in specific service area should be conducted in the future. Whereas the current study focused on financial institutions, future studied should focus on other sector of the economy. In the future studies, a large size and new aspects of services should be included. Further research needs to investigate whether differences in attitudes toward marketing practices are grounded in cultural values and beliefs.

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APPENDIX (A)

“QUESTIONNAIRE ON MARKETING MIX OF MYANMA ECONOMIC BANK”

The following questions ask your attitude or experience about the Myanmar Economic Bank provided to you by Marketing Mix. Please click on suitable option. We are grateful upon your participation.

Part (1) Demographic profile Analysis

(1) Gender

Male

Female

(2) Age

21 to 30 years

31 to 40 years

41 to 50 years

51 years above

(3) Education Qualification

High school

Graduated

Post-Graduated

Other

(4) Type of Occupation

Unemployment

Government Employment

Company Staff

Self-employment

(5) Marital Status

Single

Married

(6) Income per Month

less than 150,000 MMK

200,000-300,000 MMK

300,000-500,000 MMK

Above 500,000 MMK

Part (2) Analysis on the Marketing Mix of Myanmar Economic Bank

Please indicate to what extent the statement are valid for your marketing effort by placing a ticket in the appropriate box.

(7) Customer Attitude towards Product provided by MEB

Index 1=Strongly Disagree, 2=Disagree, 3-neutral, 4=Agree, 5=Strong Agree

No.	Survey Question Items	1	2	3	4	5
1	MEB's safe deposit locker offers privacy and security.					
2	The skillful of the staff in cash remittance or withdraw in short-time withdraw delay.					
3	The swiftness the cash remittance (The amount is transferred to the preferred destination instantly.)					
4	In Domestic remittance, the cash is received instantly.					
5	The amount dispensed by ATM is identical with the amount by customer.					
6	Deposit and withdrawal are convenient and quick.					
7	There are many products covering customers' need.					

(8) Customer Attitude towards Price provided by MEB

Index 1=Strongly Disagree, 2=Disagree, 3-neutral, 4=Agree, 5=Strong Agree

No.	Survey Question Items	1	2	3	4	5
1	The service charges for cash remittance is convenient.					
2	The service charges for international remittance is convenient.					
3	The service charges and the interest rate for loan and deposits are fair.					
4	Fee is reasonable.					
5	The service charges of E-Pension card is high.					
6	The rental fee of Safe deposit locker is low.					

(9) Customer Attitude towards Place provided by MEB

Index 1=Strongly Disagree, 2=Disagree, 3-neutral, 4=Agree, 5=Strong Agree

No.	Survey Question Items	1	2	3	4	5
1	The availability of MEB Branches are at the accessible areas.					
2	MEB is located in the place easy to commute.					
3	MEB has sufficient number of branches.					
4	Bank services can get by multi-channels such eBanking.					
5	Availability of ATM machines is the easily accessible public areas.					
6	MEB has many ranches throughout the nation.					
7	MEB has an queue system.					
8	MEB has enough counter service facilities.					

(10) Customer Attitude towards Promotion provided by MEB

Index 1=Strongly Disagree, 2=Disagree, 3-neutral, 4=Agree, 5=Strong Agree

No.	Survey Question Items	1	2	3	4	5
1	MEB has been paying the occasional gifts (Calendar, Notebook, T-shirt, etc)					
2	MEB logo can see accessible area.					
3	MEB has advertisements in Bill Board, Newspapers, Journals, Magazine and Pamphlet					
4	Advertisements of MEB can be seen in many place.					
5	MEB has advertisements in many media.					
6	MEB has an information board for updating new products and services.					
7	Customers have received some souvenirs when they use MEB counter service.					

(11) Customer Attitude towards People provided by MEB

Index 1=Strongly Disagree, 2=Disagree, 3-neutral, 4=Agree, 5=Strong Agree

No.	Survey Question Items	1	2	3	4	5
1	The staffs greet with smiles as soon as you enter into the bank					
2	All the staffs treat the customer with politeness and friendliness					
3	The staffs explains the services offered by the bank patiently.					
4	Staffs pay a great attention on customers.					
5	MEB's staffs offer good serviceability.					
6	MEB's staffs serve their customers with care and enthusiasm					
7	MEB has sufficient staffs.					
8	MEB's staffs are trustworthy and believable					

(12) Customer Attitude towards Process provided by MEB

Index 1=Strongly Disagree, 2=Disagree, 3-neutral, 4=Agree, 5=Strong Agree

No.	Survey Question Items	1	2	3	4	5
1	It is easy to carry out the steps of procedures in applying loan.					
2	The time from applying the loan to be sanctioned and to receive loan short.					
3	Operation transactions are fast					
4	Cash can be withdraw from any ATM machine within 24/7					
5	The bank help to make the pension pay.					
6	MEB has new technology systems to facilitate its customers such as Automatic Teller Machine (ATM),					
7	MEB's service forms such as deposit form, withdrawal form, check transfer form are easy to use.					
8	MEB counter service has simple procedures and conditions.					

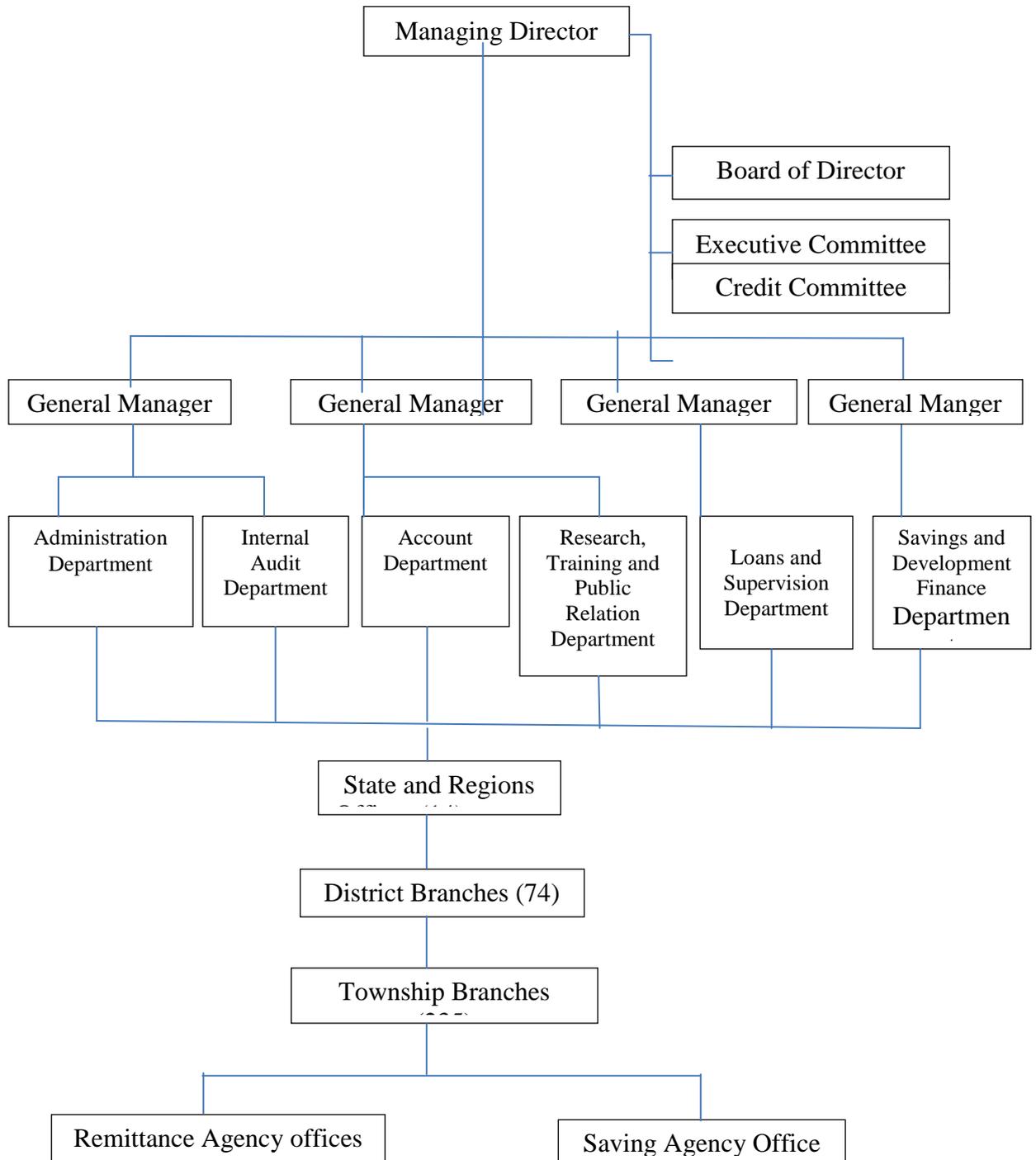
(13) Customer Attitude towards Physical Evidence provided by MEB

Index 1=Strongly Disagree, 2=Disagree, 3-neutral, 4=Agree, 5=Strong Agree

No.	Survey Question Items	1	2	3	4	5
1	MEB's interior design and CCTV for safety are good.					
2	Comfortable furniture is available at waiting area.					
3	Waiting area is clean.					
4	Cleanness and tidiness of the Bank.					
5	MEB's staff dress in neat and suitable uniforms.					
6	MEB has a good image.					
7	MEB's branches have parking.					
8	MEB has modern equipment at its service points such as automatic queuing boards and foreign exchange boards.					

APPENDIX (B)

Figure 3.2 Organization Structure of Myanmar Economic Bank



Source: Head Office of Myanma Economic Bank, (2017-2018) Annual Report

APPENDIX (C)**Myanma Economic Bank's major functions**

No.	Major Functions
1	accepting current and time deposits
2	lending money
3	collecting and dealing in cheques and other instruments
4	issuing of letters of credit and traveller's cheques
5	dealing of foreign exchange
6	purchasing and selling of bonds or other forms of securities on behalf of customers
7	providing safe custody services
8	collecting and transmitting money
9	providing guarantee services and trustee business
10	maintaining state funds accounts
11	disbursement of pension
12	undertaking the functions of Government Employees
13	as the agent of the Central Bank of Myanmar maintaining currency chests across the country
14	facilitating trade activities in border areas, sharing borders with China, Thailand, Bangladesh and India.

Source: Head Office of Myanma Economic Bank, (2017-2018) Annual Report

APPENDIX (D)**Key Developments during financial Year (2017-2018)**

Sr No.	Particulars
1	Raising paid-up capital up to 44.5 billion to meet the required capital ratio according to the notification no. (16/2017)
2	The acceptance of tax payment transactions in private banks through CBM-Net to MEB with the aim of faster service for tax payment process
3	Providing retail remittances which are transferred by customers from private bank by using CBM-Net
4	Providing loans to SME sector inline with the nation's economic policies
5	Providing bilateral interbank lending to local foreign private banks using MMK
6	Performing the function of Specific provision have been taking on loans and advances in accordance with the notification(17/2017) dated on 7 th July 2017 of CBM
7	Defining Branch code, transforming the account number system and preparing the new chart of account for CBS
8	Making three months pilot project testing of Wave Money from November 2017 to January 2018 that provides easy pension withdraw by showing only mobile phone to the nearest agent without going to bank branch

Source: Head Office of Myanmar Economic Bank, (2017-2018) Annual Report

APPENDIX (E)**The Reform Process during 2017-2018 financial year**

Sr No.	Particulars
1	Amendment in the profit allocation of remittance fee for 15% and fax fee for 10% instead of remittance fee only 15% for E-Remittance system with DRMI
2	The account head included in expenditure statement and budget statement using in MEB branches are amended equally
3	Changing the MPU Card Settlement reconciliation process using with MICB account to with CBM-Net
4	According to IAS-16, the profit gained by purchasing fixed asset were sent to the Reserve account instead of transferring to the income account
5	As of people-centered remittance service of MEB, the rate of service changes has been amended for public to encourage using more remittances
6	Cancellation of limiting amount of sub-treasury

Source: Head Office of Myanmar Economic Bank, (2017- 2018) Annual Report

APPENDIX (F)

Branches of Myanmar Economic Bank

District Bank Branches		Township Bank Branches	
No	Name of Branches	Quantity	Name of Branches
1	<u>Myitkyina</u>	3	Chipwi, Tanai, <u>Waingmaw</u>
2	<u>Bhamo</u>	3	Mansi, <u>Momauk</u> , <u>Shwegu</u>
3	<u>Mohnyin</u>	3	Hpakant, <u>Mogaung</u> , <u>Hopin</u>
4	<u>Putao</u>	3	Machanbaw, <u>Nogmung</u> , <u>Sumprabum</u>
5	Loikaw	3	Hpasawng, Bawlakhe, Hpaekhon
6	Hpa-an	3	Hlaignbwe, Kawkareik, Kyain Seikgyi
7	Myawaddy	3	Phapon, Thantaunggyi, Thantaung
8	Falam	2	Tiddim, Ton Zang
9	Hakha District	1	Htantlang
10	Mindat District	3	Kanpetlet, Matupi, Kyaukhtu
11	Sagaing	2	Myaung, Myinmu
12	Hkamti	6	Homalin, Kanbalu, Kyunhla, Taze, Ye-U, Leshi
13	Kale	2	Kalewa , Mingin
14	Katha	8	Banmauk, Indaw, Kawlin, Pinlebu, Tigyaing, Wuntho, Mawlaik, Paungbyin
15	Monywa	3	Ayadaw, Budalin, Chaung-U
16	Shwebo	10	Khin-U, Wetlet, Tabayin, Tamu, Yinmabin, Kani, Pale, Salingyi, Nanyon, Lahae
17	Dawei	3	Launglon, Thayetchaung, Yebyu

18	Kawthoung	1	Bokpyin
19	Myeik	3	Kyunsu, Palaw, Tanintharyi
20	Naypyidaw	3	<u>Lewe, Pyinmana, Tatkon</u>
21	Bago	7	Daik, Kawa, Nyaunglebin, Thanatpin, Waw, Kyauktaga, Shwegyin
22	Taungoo	6	Kyaukkyi, Oktwin, Pyu, Tantabin, Yedashe, <u>Thantaunggyi</u>
23	Pyay	5	Padaung, Paukkaung, Paungde, Shwedaung, Thegon
24	Thayarwady	7	Gyobingauk, Letpadan, Minhla, Monyo, Okpho, Nattalin, Zigon
25	Magway	5	Chauck , Myothit, Natmauk, Taungdwingyi, Yenangyaung
26	Minbu	4	Ngape, Pwintbyu , Salin , Sidoktaya
27	Pakokku	4	Myaing, Pauk, Seikphyu, Yesagyoo
28	Thayet	6	Aungran, Kamma, Mindon, Minhla, Sinbaungwe, kyaukhtu
29	Gangaw	2	Saw, Tilin
30	Mandalay Branch(1)	3	<u>Amarapura, Patheingyi, Madaya</u>
31	Mandalay Branch(2)		
32	Mandalay Branch(3)		
33	Pyinoolwin	3	<u>Mogok, Singu, Thabeikkyin</u>
34	Kyaukse	3	Myittha, Sintgaing, Tada-U
35	Myingyan	3	Natogyi, Nganzun, Thaungtha
36	<u>Meiktila</u>	3	Mahlaing, Thazi, Wundwin
37	<u>Nyaung-U</u>	1	<u>Kyaukpadaung</u>
38	Yamethin	2	Pyawbwe, Kywesaekan
39	Mawlamyine (1)	1	Chaungzon
40	Mawlamyine (2)	4	Kyaikmaraw, Mudon, Thanbyuzayat, Ye
41	Thaton	3	Bilin, Kyaikto, Paung

42	Kyaukpyu	5	Ann, Manaung, Ramree, Maungdaw, Buthidaung
43	Mrauk-U	5	Kyauktaw, Minbya, Myebon, Paletwa, Kyauktaw
44	Sittwe	3	Pauktaw, Ponnagyun, Rathedaung
45	Thandwe	2	Gaw, Toungup
46	<u>Yangon Branch (1)</u>	15	North Dagon, South Dagon, <u>Hlaingthaya</u> , <u>Shwepyitha</u> , <u>Hlegu</u> , <u>Hmawbi</u> , <u>Htantabin</u> <u>Taikkyi</u> , <u>Cocokyun</u> , <u>Kawhmu</u> , Kayan, Kungyangon, Thongwa, Twante, <u>Kyauktan</u>
47	<u>Yangon Branch (2)</u>		
48	<u>Yangon Branch (3)</u>		
49	<u>Yangon Branch (4)</u>		
50	<u>Yangon Branch (5)</u>		
51	<u>Yangon Branch (6)</u>		
52	<u>Yangon saving Branch (1)</u>		
53	<u>Yangon saving Branch (2)</u>		
54	<u>Yangon saving Branch (3)</u>		
55	<u>Yangon saving Branch (4)</u>		
56	<u>Insein</u>		
57	<u>Thanlyin</u>		
58	<u>Kyimyindaing</u>		
59	<u>Kamayut</u>		
60	<u>Thingangyun</u>		
61	Tamwe		
62	<u>North Okkalapa</u>		
63	Lashio	2	Mongyai, Tangyan
64	Kyaukme	3	Hsipaw, Namhsan, Namtu
65	Mu Se	4	Laukkaing, Kutkai, Namhkam, Naungcho
66	Taunggyi	8	Hopong, Kalaw, Nyaungshwe, Pingdaya, Pinlaung, Ywangan, Hsi Hseng, Pekon
67	Loilen	9	Nansang, Mong Hsu, Lai-Hka, Kyethi, Kunhing, Lin Khae, Mawkmai, Kengtaun, Mong Nai

68	Kengtung	7	Mong Khet, Mong Yang , <u>Kunlong</u> , Mong Hsat, Mong Tong, Mong Ping, Mong Yawng
69	Tachileik	12	Yauksought, Kholan, Mong Naung, Mong kaing, Mong Pyin, Mong Phyat, Theini, Hopan, Moemake, Ma bane, Kyatkhaing, Kyu Goat
70	<u>Hinthada District</u>	7	Laymyethna, Zalun, Ingapu, Kyangin, Myanaung, Labutta, Mawlamyinegyun
71	Ma-ubin	3	Danuphyu, Nyaungdon, Pantanaw
72	Myaungmya	2	Einme, Wakema
73	Pathein	6	Kangyidaunk, Ngapudaw, Thabaung, Kyaunggon, Kyonpyaw, Yekyi
74	Pyapon	3	Bogale, Dedaye, Kyaiklat

Source: Head Office of Myanmar Economic Bank, (2017-2018)