

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

THE EFFECT OF SOCIAL MEDIA MARKETING
ACTIVITIES ON CUSTOMER SATISFACTION OF
MYANCARE APPLICATION

ZAW MIN TUN

EMBA II – 64

EMBA 16th BATCH

DECEMBER, 2019

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ACADEMIC YEAR (2017-2019)

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This thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Social Media Marketing Activities on Customer Satisfaction of MyanCare Application**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

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Rector

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DECEMBER, 2019

ABSTRACT

The study aims to examine the influence of social media marketing activities on customer satisfaction and the effect of customer satisfaction on customer loyalty of MyanCare Application. This study uses simple random sampling method. Data are collected by personal interview method by using structured questionnaire and collects the data from 178 users of MyanCare Application. This study found that most user do not have any concern about privacy issue with MyanCare application and customers feel MyanCare application page is trustworthy, honest, sincere and dependable. It is also found that the most influential components of customer satisfaction of MyanCare Application are trust in information, privacy and credibility. According to the findings, MyanCare Application should focus on concern for privacy as the most influencing factor for MyanCare Application users.

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CHAPTER 1

INTRODUCTION

In today's society, the use of social media has become a required daily activity. Web-based social networking is commonly developed for social cooperation and access to news and data, and basic leadership. It is a respected communication tool with others locally and worldwide, as well as to share, create, and spread information. The goal of social media marketing activities is the development of consumer engagement and public brand building, Social media is one of the media which can give people the updated news, knowledge on any interesting subjects, furthermore, by using it people can communicate for many reasons.

Customer satisfaction is a serious issue in the achievement of any business system, old-fashioned or online. In a stormy business environment, in order to sustain the growth and market share, companies need to understand how to satisfy customer, since customer satisfaction is serious for starting long-term client relationships.

Customer loyalty is the outcome of progressive emotional experience, physical attribute-based pleasure and apparent value of an knowledge, which includes the product or services. Social media are regarded as new marketing tools for endorsing a brands products/services, creating an evolving communication channel through which to shape the relationship between a brand and its customers. Social media marketing is a word which defines the actual actions of using social networks for marketing.

Among the ever-burgeoning variety of social media, Facebook is the most popular. Companies will create Facebook whole pages, which offer people, businesses and organizations with info that has specific purpose, audience and topic to endorse, promote and inform regarding merchandise and services. Brand pages let organizations to interact with community members and improve the brand visibility to and the loyalty.

More specifically, a shift in power has occurred, brought about by the internet's ability to greatly leverage customer voices. Therefore, companies can no longer command communication terms, but must be invited to participate in conversations by being relevant to consumers.

1.1. Rationale of the Study

In Myanmar, business paradigm has shifted and focus on digital and telecommunication. At the recent time, according to booming with mobile phone telecommunication market, most of people are affordable to use Internet by any device anywhere anytime.

Liberalization of the telecommunications sector finally occurred in mid-2014, after a process commenced in 2012 resulted in passage of legislation in 2013. Two international companies received licenses from the Myanmar Government in June 2014, Qatari company Ooredoo and Norwegian operator Telenor. The companies start rival not just for clients but also to acquire sites for the roll-out of thousands of communication towers through the country in order to change a national network.

By mid-2016, over 43 million sim-cards had been sold by telecommunications companies Telenor, Ooredoo and Myanmar Posts & Telecommunications. It was estimated that around half (21.5 million) of these sim-cards regularly used internet data and 39 million had the capacity for internet use, highlighting an extraordinarily rapid uptake of low-cost, web-enabled smartphones in Myanmar, which retail in increasingly ubiquitous mobile phone shops around the country from around US\$25.

Compared with 2013-2014 after two new telecommunication provider business in Myanmar. Myanmar business also alter the way of business strategy and the way, they do social activities, education, and every aspect of society has been changed. The government allows private telecommunication companies to do in 2013-2014. The impact of changing the rules and regulations on telecommunication makes people in order to have a chance of using Internet especially social media network like Facebook.

1.2 Objectives of the Study

Two main objectives of the study are,

1. To examine the influence of social media marketing activities on customer satisfaction of MyanCare Application in Myanmar
2. To analyze the effect of customer satisfaction on customer loyalty of MyanCare Application in Myanmar

1.3 Scope and Method of the Study

This study focuses on the importance of the influence of social media marketing activities, and the ways these factors impact on customer satisfaction and their loyalty of MyanCare Application. For the collection of primary data, a predetermined questionnaire set is used to contribute to 190 out of total 330 users. Among these distributed questionnaires, 178 answers can be collected.

The research method was descriptive and analytical research method. Factor analysis was employed for the data analysis along with descriptive statistics and correlation analysis. Five points Likert Scale measurement is mainly used to find out the agreeable level of respondents in order to achieve the above objectives of the study. Survey is made during the month of Oct 2019. The data collected from the questionnaires are analyzed using regression analysis via the statistical package for social sciences (SPSS). Secondary data are obtained from company reports, agency reports and other previous related papers from library of Department of Management Studies and Internet websites. In this study, there is no consideration of other social network site and only focus on MyanCare Application Facebook official page in Myanmar. The social media marketing activities are analyzed by using trust in information, privacy, credibility and use of social media.

1.4 Organization of the Paper

This study is organized into five chapters. In chapter 1, Introduction chapter, contents are subdivided into rationale of the study, objectives of the study, scope and method of the study, literature review and organization of the paper. In chapter 2, cover the theoretical background of social media marketing. In chapter 3, presents social media marketing activities of MyanCare Application in Chapter 4, analysis on social media

marketing activities of MyanCare Application is done. And, finally chapter 5, conclusion which contains findings and discussion, suggestions and recommendations and limitations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter attempts to review the literature for the theoretical background and concepts that are relevant to the study of social media marketing activities of MyanCare Application in Myanmar and conceptual framework of this study.

2.1 Social Media Marketing Activities

Social Media has been defined as websites which allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008); web-based applications which provide functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011).

Another definition of social media refers to “Internet-based applications built on Web 2.0, while Web 2.0 refers to a concept as well as a platform for harnessing collective intelligence” (Huang & Benyoucef, 2013). Social media, for example Facebook, Twitter, and LinkedIn, provide societies with a ubiquitous network connectivity (Asur & Huberman, 2010).

Social media marketing is defined as marketing that uses social networks, virtual worlds, user-generated product reviews, blogs, RSS feeds, podcasts, games and advertising generated by consumers. Social media marketing is also creating and maximizing of earned media, so a brand will have a clear (positive) will impression in the various forms of social media. Social media marketing is a relatively low cost form of marketing and allows firms to engage in direct and end-user contact (Kaplan and Henlein,

The popularity of social media marketing is due to fact social media is low cost and bias free and allows marketers to gain insight into markets. The vast amount of available information allows marketers to mine social networking data and engage in consumer profiling which ultimately results in better and more effective market communication strategies (Kotler, 2010).

2.2 Facebook as a Platform for Social Media Marketing

Facebook is a social networking website, launched in the beginning of 2004 and is currently the biggest social networking service based on global reach and total active users. It was launched by Harvard student Mark Zuckerberg. According to the most recent statistics, Facebook had 1.55 billion monthly active users. In the third quarter of 2012, the number of active Facebook users had surpassed 1 billion. It is a site that requires a registration before usage. People can make personal profile and discussion any types of information with other customers that they added earlier as friends.

Marketing and advertising by means of Facebook lacking any tools are like trying to take care of a farm by working with hand tools. The tools that will improve the competence for advertisements are on the medium. The use of Facebook advertising give organizations a competitive edge which is required to sell their products and services.

2.2.1 Trust in Information

Trust terms and conceptualization as such are not constantly the same and not all authors describe on all possible bases of trust. Drawing from the general trust literature, important bases of trust in Social Medias are briefly outlined in the following section.

Trust in Social Media can have many sources although not all bases need to come into play in all situations. It makes logic to combine the discussion of diverse trust with the perspective of trust as a vibrant idea that can be divided into diverse developmental stages or phases, each with specific characteristics (Lewicki et al. 2006; Rousseau et al. 1998). In this way, a lifecycle of trust in Social Media can be constructed: the initial stage of trust building, when Social Media members enter the network, the stage of stabilizing trust, when Social Media members are already in the network and have built up trust, and the final stage of trust dissolution, when Social Media members lose trust.

According to Doney and Cannon (1997), the “extension pattern” of trust development suggests that trust can be transferred from one trusted “proof source”(a person the trust or personally knows and who has proved her/his trustworthiness in previous interactions) to another object of trust with which the user has little or no direct experience (Doney and Cannon 1997). Reputation is considered a major driver for this kind of trust development (Moorman et al. 1993).

2.2.2 Concern for Privacy

Fried (1968) stated that privacy is an influential concept as it is required in the increase of trust. Like trust, the perception of privacy is hard to describe with many wavering explanations of privacy being put forward in the literature (Borna & Sharma, 2011). Many of these definitions centre on the protection of personal information. Westin said privacy as “the claim of individuals, groups or institutions to govern for themselves when, how and to what extent information about them is communicated”. Liu et al (2004) define privacy as the right of an individual to be left alone and to have the capability to control their personal information. (Van Dyke et al, 2007) go along with this statement suggesting that control is central to privacy. Culnan (1993) also claims that in a social context privacy can only exist when an individual has control of their private information. If an individual has control over their personal information they can determine the level of privacy protection they require (Levin & Abril, 2009).

2.2.3 Perception of Credibility

Credibility is one of the standards using to filter implausible information (Wathen and Burkell, 2002). Credibility describes as “decisions made by a perceiver regarding the believability of a correspondent” (O'Keefe, 1990). As the data on the internet spread easily without being checked by any authorities on its credibility, many studies have been made by researchers to see whether the credibility can influence the awareness of internet users, and how credible the information on internet related to the old mass media such as television, newspaper and radio.

One of the instances of the studies is a study on “Perceptions of Internet information credibility”, conducted by (Flanagin and Metzger, 2000). The research is about relating the credibility of information between television and Internet as well the credibility of various types of information on different media. The results demonstrate that the internet information was as credible as television.

They also found that credibility among different types of information perceived, such as news and show business, are varied by media networks or sources. On the other hand, the sources of the information provide altered credibility on the particular types of information.

Another example was conducted by (Mehrabi et al, 2009) on “News Media Credibility of the Internet and Television” the study had used systematic sampling method

on 270 samples. The outcomes of the study discovered that television is more trustworthy than Internet. It was also initiated that there is optimistic significant connection between issue, media reliance and media usage with perception of the internet and television credibility. The study is relatively similar with the (Flanagin and Metzger, 2000). Hence, to additional the study on examining the quality on web, a study on students' perception on web quality is conducted to expand the data of the net data. during this study totally different measure aspects and factors are going to be investigated to see the quality of knowledge on web and also the user's perception on the data.

One of the reasons that are affecting the perception of the credibility of information on internet, founded on previous study by Luo (2006), he found on-screen characters (OCS) such as human-like and cartoon-like characters used in website interface gave big influence on the credibility of information on internet users. On-screen characters from perspective of business, the distinctive of style of the online website and on-screen characters (OCS) influences the trust of shoppers in web as a result of it's designed to produce convenient services for each customers and sellers. This tested that the online style will facilitate future relationship between customers and sellers in term of perceptions in business.

The information supply from net is also an element that influenced perception on credibleness of data on net (Rieh S. Y et al, 1998). they'd conducted a study that used common patterns for distinguishing authority and quality of data within the internet by assessing supply credibleness at each institutional and individual levels. In their study, it had been found that folks usually began to search within the internet by visiting sites that they learned regarding from specialists, friends in college, professors, printed articles, and newspapers. it's as a result of folks thought that these styles of authoritative sources secure data quality as a result of they were unsure of a way to choose quality within the internet while not external authority (Rieh S. Y et. al., 1998). The study conjointly found folks cared-for raise people UN agency ar a lot of reliable by checking with associate authoritative print supply. The findings conjointly had supported Wilson (1983) arguments regarding the relationships between psychological feature authority, supply credibleness, and knowledge that claimed that folks apply some varieties of tests for recognizing the psychological feature authority of a text through personal authority, institutional authority, document sort and therefore the content of text.

Another issue that influence the perception is influence of different net users. Houston J. B et al. (2011) had done a learning of concept on though user comments

influence separate perception of media bias and person perception in on line political news. The results from the study indicated that user comment will influence perceptions of bias in media depictions of presidential candidates (Houston J. B. et. al., 2011), additionally he found user comments can also influence perceptions of what quantity on-line news affects the political attitudes of others (third-person perception). Hence, well-tried that there's relationship between the influences of others net users towards the perception on the actual data.

In a shell, supported the previous studies, web design, data resources and influence of alternative net users square measure found to be factors that will influence the perception of knowledge believability on net users. Hence, reinvestigation on the factors are going to be enforced on students to visualize whether or not they were influenced on the factors or not.

2.2.4 Use of Social Media

Social networks are internet-based platforms that change users to form generally or partly visible profiles with a group of clearly outlined rules. Social networks may also be understood as open or partly open net services that alter communication and relationships between individual with similar mindsets, or connecting sizable amount of such people into thematic teams (Piraveenan et al, 2014). Social Medias permit individuals to attach to users with whom they share interests and to maneuver through their first-level and second-level contacts inside the network. In alternative words, social platforms ar constructs consisted of various points certain along by links that symbolize a precise variety of mutual relationship (S. Ranganath et al, 2017), (M. Al-Qurishi 2017). Most relevant add assessing the believability of content and users on social networks focuses on the role of Social Medias throughout evolution news and real-world events, like earthquakes, volcanic eruptions, and alternative high-profile occurrences that instigate interactions between users. Therefore, in our survey, we have a tendency to concentrate on believability analysis studies of microblog networks like Facebook.

2.3 Customer Satisfaction

According to Dutka, (1995) happy customers provide businesses a promise of increase revenues and reduce operational prices. attributable to that the majority corporations perceived they understood all there was to understand regarding client satisfaction and the way to stay their customers delighted. Finally, with the expansion of

competition, the stagnation within the Nineties and also the constriction of the world markets, businesses were forced to concern regarding client satisfaction surveys, particularly as these surveys became additional sophisticated. As stress on client satisfaction programs became robust, developing programs to grasp customers in higher ways that became a significant objective for corporations. (Myers, 1999).

Company information is that the initial supply of data concerning crucial performance attributes; but, client satisfaction should extend on the far side the corporate and to the client (Johnson and Gustafsson, 2000). Network performance enhancements area unit necessary to client satisfaction. firms should confirm performance drivers of satisfaction and rate them. This focuses resources and quality improvement efforts that area unit presumably to possess the best impact on satisfaction (Eljaam , 2005).

The core of client satisfaction can not be rejected whereas delighted customers area unit interest in free advertising for organization. it's necessary to target the patron so as to realize its ways and processes. However, it's a lot of profitable to sell the present customers than finding new ones. firms area unit setting their ways to confirm client retention, and to be a lot of customer-focused and service-oriented (Mohsan et al., 2011).

It is vital for organizations to satisfy and retain customers (Firoozbakht et al, 2014). additionally (Kheng et al., 2010) have in agreement thereupon promote client satisfaction and client retention is very important in rising the performance of organizations and crucial their success.

Customer satisfaction comes once shoppers will receive a lot of advantages from the firm than their value of doing businesses with the company, as an example, the time, effort and cash spent at a particular firm (Ganiyuet.al, 2012). client satisfaction is outlined because the client's perspective or behavior towards a firm, or associate emotional reaction to the variations between what shoppers expect and what they get, relating to the fulfillment of want, would like or goal by the firm (Mohsan et al., 2011).

All in all, Social media selling is outlined because the use social media channels to bring shoppers that one's firm, product and/or services square measure worthy (Assaad and Gómez, 2011). the foremost common social media channels embrace, LinkedIn (started in 2003), MySpace (started in 2003), Twitter (started in 2006) and Facebook (started in 2004). (Erragcha and Romdhane, 2014).

2.4 Customer Loyalty

Firms square measure recognizing the pressing have to be compelled to specialize in building personal two-way relationships with customers UN agency foster interactions (Kumar et al., 2010). client loyalty has been recognized as associate degree emotional affiliation between a corporation and its customers centered on interaction with customers and their participation. The key part to client loyalty is information exchange, therefore info and communication technologies give Brobdingnagian opportunities for organizations to exchange information and have interaction with customers (Vivek, 2009).

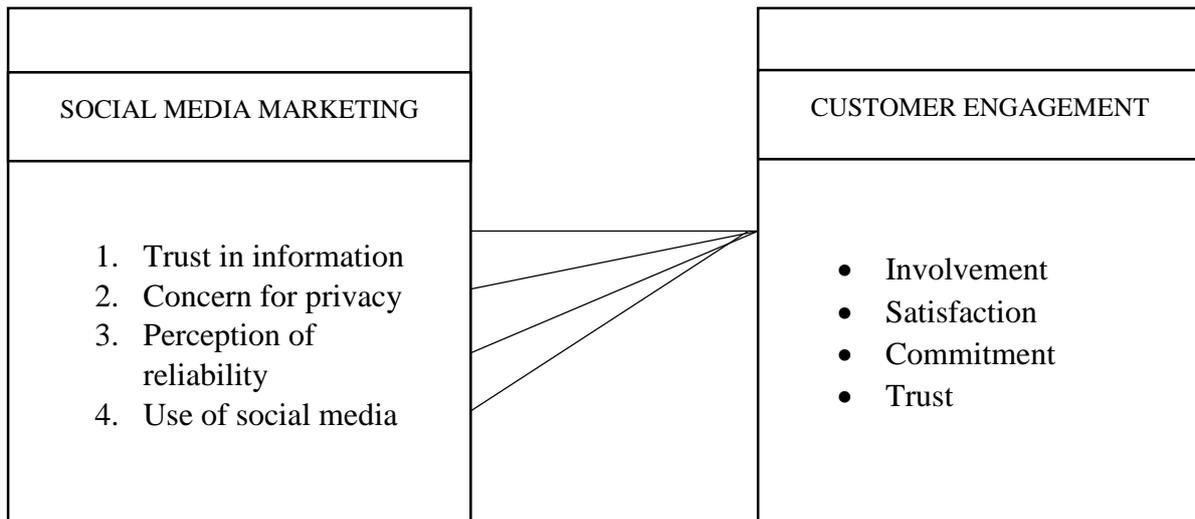
Bowden (2009) assumed client engagement as a psychological process that models the primary mechanisms by that client loyalty toward a service complete is shaped in new customers, further since the mechanisms by that that loyalty is also sustained for repeat purchase customers of a service complete. Additional, Vivek et al., (2012) outlined client engagement because the intensity of individual participation and reference to the offers and activities of the organization initiated either by the client or by the organization.

2.5 Previous Studies

The following previous studies have been chosen among the others, because emphasis on the most factors that this research needs to analysis in order to link and explain the impact of social media marketing on customer satisfaction.

F. Safwa Farook, Nalin Abeysekara (2016) study titled: “Influence of Social Media Marketing on Customer Engagement”. The aim of this study is to examine the influence social media marketing has on customer engagement. The results verified that media and content type of posts exert important effect on customer online engagement. It also highlighted that greater the influence of social media marketing, greater would be the customer engagement. The findings of this study discovered the five factors that have a significant impact on customer engagement.

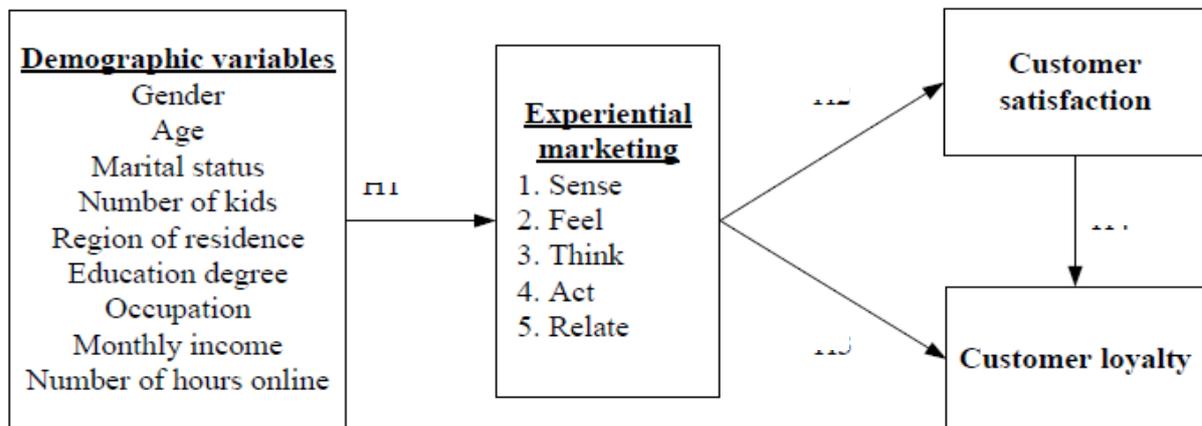
Figure 2.1. Conceptual Framework of F. Safwa Farook and Nalin Abeysekara



Source: F. Safwa Farook, Nalin Abeysekara, 2016

Ying Wu and Li Hsia Tseng (2014) study titled : “Customer satisfaction and loyalty in an online shop: An experiential marketing perspective” this study attempted to explore the type of experience that is most favored by consumers and examine the relationship between customer satisfaction and customer loyalty.

Figure 2.2 Conceptual Framework of Ying Wu and Li Hsia Tseng



Source: Ying Wu and Li Hsia Tseng, 2014

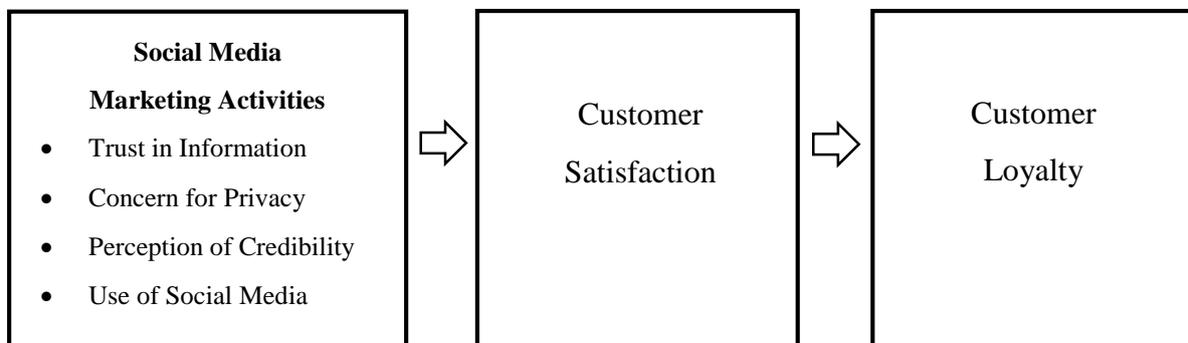
Svetoslava Nikolova (2012) study titled: “The effectiveness of social media within the formation of positive complete angle for the various users” The goal of the analysis was to research however effective is social medias within the creation of brand name angle, analyzed through the Facebook perspective and its influence on the various users and complete supporters.

Martensen, et al., (2004) study titled “Building Customer-Brand Relationships on the Internet: Development of on-line complete Equity Model” brought up the man of science online disapproval is very important to e-Commerce firms, the aim of the analysis was to develop customer-based complete equity model to live and manage on-line complete equity, the man of science has developed a cause-and-effect model linking customer-brand relationships to rational and emotional complete associations, and rational, emotional complete evaluations. The analysis mentioned why a given facet is very important for a brand’s equity and that relations exist between the enclosed variables from a theoretical perspective.. This study guide, the relation between the complete and client and the way do complete development have an effect on the customers’ behavior.

2.6 Conceptual Framework

According to the above literature and results from the prior researches, the following conceptual model is developed for this study. A theoretical research model is provided in figure. The framework shows how social media marketing activities and customer satisfaction are related. Figure 2.1 shows the conceptual framework of the study.

Figure 2.3 Conceptual Framework



Source: Own compilation (2019)

In the framework, two major parts are included. One is the relationship of social media marketing activities to customer satisfaction. The second part is the impact of this customer satisfaction on customer engagement. The conceptual framework of the study is based on selected social media marketing activities. The first part is social media marketing activities consisting of trust in information, concern for privacy, perception of credibility, and use of social media. The second part is customer satisfaction result from these marketing activities. Finally, the relationship between customer satisfaction and customer engagement is explored.

CHAPTER 3

SOCIAL MEDIA MARKETING ACTIVITIES OF MYANCARE APPLICATION IN MYANCARE TECHNOLOGY CO., LTD

This chapter describes profile of MyanCare Technology Co., Ltd and includes the background of MyanCare organization chart, departments, profile of MyanCare Application and the activities of social media marketing of MyanCare Application.

3.1 Profile of MyanCare Technology Co., Ltd

MyanCare is a company that develops a medical health technology platform. It provides online and offline healthcare services. The platform linked hospitals, doctors, pharmacies and patients with a help of a digital platform thru mobile app.

The Company develop digital health platform, providing on-demand healthcare over mobile devices, the Internet, video and phone. The solution of the company connects its Members, with its over 100 board certified physicians and health professionals treating a range of conditions and cases.

The objective of organization is to make health care accessible to people who live in rural or isolated communities. Make service area more available or appropriate for people with limited movement, time or transportation options. Provide right of entry to medical specialists. Increase communication and coordination of care amongst members of a health care team and a patient. Offer support for self-management of health care.

3.1.1 Vision, Mission and Core values

The vision at MyanCare aims to become a leader in providing quality primary care.

The mission at MyanCare aims to provide patients with the highest quality primary care that is timely, compassionate, comprehensive, and sustainable through an evidence-based, patient-centered approach that is responsive to the changing needs of our community.

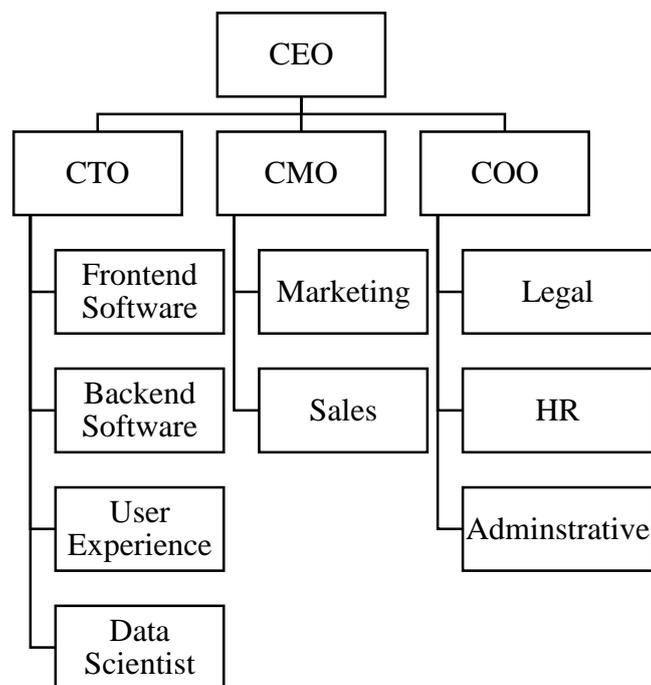
MyanCare Organization set its core values. They are:

- 1) Empower all healthcare providers and staff
- 2) Provide comprehensive care
- 3) Foster trust and mutual respect
- 4) Value strengths and support differences

3.1.2 Organization Structure

The organization structure at MyanCare is shown in the following Figure (3.1). At the top, CEO, under the guidelines of CEO, management team has organized. With the department heads of Human resource department, IT department, Marketing department, Sales team and the Legal team.

Figure (3.1) Organization Structure of MyanCare



Source: MyanCare Company, 2019

The responsibility of the CTO in overall is to develop strategies and power technologies to enhance or build the product. Manage the engineering team and cooperating with vendors. CTO focus is on the customer, end product and increasing revenue. In MyanCare, CTO, supervises four mini-teams, namely: User Experience team, Frontend and Backend software team, Data Science team.

The responsible of CMO for increasing revenue and profits for growing the company's user based, also responsible driving engagement and customer retention; and leading innovative, brand, and communications tactics and strategies. It has two critical positions responsible for driving growth, alongside the head of sales.

In MyanCare, the COO role is a key member of the senior management team, reporting only to the CEO, responsible to maintain control of diverse business operations. The responsible of COO including implement business strategies, plans and procedures, set goals for growth and performance, develop policies that promote company culture and vision, Oversee daily operations of the company and the work of executives (Legal, HR and Administrative team)

3.2 Social Media Marketing Activities at MyanCare

According to changing trend of consumer behavior and lifestyle of people, also changing development of technology and telecommunication, businesses have to think their marketing strategy and activities. Most organization use social media as marketing communication and promotion tool to attract and retain their brands and to get engagement with consumers.

Therefore, MyanCare Application consider not only for traditional marketing communication and promotion mix, but also consider the social media as marketing communication tool. To promote MyanCare Application brand image, brand attitude and to get engagement with young consumers are important for brand building in community. MyanCare Application has to think on social media and uses Facebook as social media tool to get customer satisfaction and customer loyalty in the community. As the first phase of plan, Facebook is used as the social network to get more engagement with consumers for the current time.

3.2.1 Trust in Information

The concept of trust is important in healthcare because health and healthcare in general involve an element of uncertainty and risk for the vulnerable user or patient who is reliant on the competence and intentions of the healthcare professional. To gain trust from the follower and user, MyanCare Application facebook page use articles written by well known authors who has reputation in medical fields. Health education videos posted on MyanCare Application facebook page are conducted by certified doctors.

3.2.2 Concern for Privacy

In today's climate, it is essential that organization understand how to manage private data. In MyanCare Application facebook page and MyanCare Application data protection policies are regularly reviewed and re-examined. Data is frequently monitored for accurateness, and time-sensitive data is frequently evaluated. MyanCare ensure the internal regulation that all customers understand business' data protection guidelines.

3.2.3 Credibility

To build credibility with MyanCare facebook page and MyanCare Application users, MyanCare Application avoid providing a solution that is not in the customer best interest. Also ensure never misrepresent the features, advantages and benefits of a service. Keep pricing consistent to all services within the same company. Accepting accountability for a fault and then working to tackle that mistake.

3.2.4 Use of Social Media

Social media marketing is completely different than ancient ways of marketing; thus, it needs special attention and strategy building to realize complete image and loyalty. Social media marketing is expounded to relationship marketing, wherever the corporations got to shift from "trying to sell" to creating connections" with the customers.. To attract users, MyanCare Application facebook page use creative and engaging content to draw the attention of people. Create awareness and build a customer loyalty of product through different ways of advertising. Connect with people to maintain healthy relationships, trust among your audience.

3.3 Research Design

In this study, quantitative method is undertaken. A research design is constructed with reliability test in the study as below.

Four Social media marketing activities namely trust in information, concern for privacy, perception of credibility, and use of social media and the relationship to customer satisfaction, and this impact on overall customer loyalty have been indirectly measured. Each factor includes different number of items and each item is measured on five-point Likert scale.

When items within the scale are within consistent, they can be reliable. The reliability of scales is often evaluate with Cronbach’s alpha values, which can range from zero to one. Cronbach’s alpha values close to zero indicate low reliability while the values close to one indicate high reliability. Though there is no cut-off value for how near to one is high reliability, it is commonly accepted, especially for academic purpose, that Cronbach’s alpha value above 0.7 is acceptable.

Table (3.1) Reliability Test

Sr. No.	Social Media Marketing Activities	Alpha Cronbach	No of Items	Remark
1	Trust in Information	0.98	7	Excellent
2	Concern for Privacy	0.97	7	Excellent
3	Perception of Credibility	0.98	7	Excellent
4	Use of Social Media	0.98	7	Excellent
5	Customer Satisfaction	0.97	9	Excellent
6	Customer Loyalty	0.98	7	Excellent

Source: Survey Data, 2019

It is stated that the Cronbach’s alpha values for all scales are higher than the cut-off value of 0.7, indicating high reliability and thus it can be expected that the scales used in this study will produce reliable data.

3.4 Profile of Respondents

There are total 178 number of respondents. In their demographic summary analysis includes analyzing on the gender composition, marital status, age level, educational background, occupation, social media usage behavior. Table (3.2) describes that demographic profiles of respondents.

Table (3.2) Demographic Profiles of Respondents

Sr. No.	Demographic Variables	No. of respondents	Percentage (%)
		178	100
Gender			
	Male	105	59
	Female	73	41
Marital Status			
	Single	73	41
	Married	100	56
	Other	5	3
Age (Year)			
	Between 18-25	16	9
	Between 25-30	73	41
	Between 31-35	69	39
	Between 36-40	16	9
	Over 40yrs	4	2
Educational Background			
	Undergraduate	34	19
	Graduate	109	61
	Postgraduate	28	16
	Others	7	4
Occupation			
	Housewife	66	37
	Own Business	37	21

Sr. No.	Demographic Variables	No. of respondents	Percentage (%)
Occupation			
	Government Employee	28	16
	Company Employee	41	23
	Other	6	3
Using Social Media			
	Less than 1 year	27	15
	Between 1 year to 2 years	55	31
	Between 2 years over to 3 years	52	29
	Between 3 years over to 4 years	24	14
	More than 4 years	20	11
Average Usage Hours on Social Media Per Day			
	Less than I hours	52	29
	Between I hours to 3 hours	71	40
Average Usage Hours on Social Media Per Day			
	Between 3 hours over 5 hours	30	17
	Between 5 hours over 7 hours	21	12
	More than 7 hours	4	2

Source: Survey data, 2019

By the information of the gender structure, survey includes 105 males and 73 females. In term of percentage, male respondents share most and female respondents' shares less than male in this study. Marital status of respondents is analyzed whether they are single, or married people or other. By the Table (3.2), survey contains 73 numbers who are single

status, 5 are other, and the rest 100 are married. In term of percent, married customers are included as the most percentage with 56 percent, and single customers are included as second most participant, in the study.

In the examination of age of respondents, their age levels have been grouped into five groups. According to survey the majority of the respondents are in the age group 25-30 years share 73 and age group 31-35 years share 69. In term of percentages, the most participants are found in the age group 25-30 year and group 31-35 years share 3 the second most participants. The age group of 25-30 and 31-35 are more IT literate than other groups and interest in state of the art technology.

Regarding of the education level, it is analyzed by grouping into four groups: undergraduate, graduate, postgraduate and others. There are 109 graduate, 34 under graduate, 28 post graduate 7 others. In terms of proportion graduate are 61% majority of the respondents. It shows graduate users has higher awareness for healthcare than under graduate users

Regard to profession, most of the respondents are housewife followed by company employee and third are own business. The rest are government employee and other are less.

In order to know the social media practice of respondents, the question are based on age of social media usage and hour spent on social media on daily basis. According to survey majority of the respondents, 31% are using social media between 1 year to 2 years and followed by second majority has age of social media usage between 2 years to 3 years.

For the usage of social media per day, majority of the respondents are use of social media between 1 hour to 3 hours per day. The second largest group is less than 1 hour.

CHAPTER 4

ANALYSIS ON SOCIAL MEDIA MARKETING ACTIVITIES, CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF MYANCARE APPLICATION

This chapter includes two main parts analysis the effect of social media marketing on customer satisfaction of MyanCare and analysis on effect of customer satisfaction on customer loyalty. These are presented based on the linear regression outcomes from the analysis. A Likert scale questionnaire is used to measure the respondent's level of agreement.

4.1 Analysis on Influence of Social Media Marketing Activities on Customer Satisfaction

There are analysis on influencing factor of social media marketing activities on customer satisfaction at MyanCare, done by user of MyanCare.

In the analysis on the effect of social media marketing activities, sample respondents are answering how much they agree or satisfy with four social media marketing activities. Each factor contains number of and each statement is measured with five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree). The mean values of influencing factors of social media marketing activities are show in Appendix 3.

Table (4.1) Influenes of Social Media Marketing Activities

Sr. No.	Description	Mean
1	Trust in Information	3.65
2	Concern for Privacy	3.82
3	Perception of Credibility	3.81
4	Use of Social Media	3.81

Source: Survey data, 2019

Regarding to this survey, customer observed option upon Trust in Information, sample customers are required to respond to seven statements which basically measure whether they are agree with their influencing by health related article, health videos, doctor's profile posted in MyanCare facebook page, trust to install MyanCare application in my mobile phone, trust to send money for doctor's consultation through MyanCare Application, trust to consult and follow suggestion given by Doctor through MyanCare Application which are provided as the trust in information by the MyanCare. Table (4.1) reports the individual mean scores of the seven statements of trust in information.

The result of the mean values are presented in Table (4.1), result shows the moderate effect of trust in information provided by organization to the customer satisfaction by its obtained higher overall mean score. Among the factors, user trust the health related article posted in MyanCare Application facebook page and trust to send money for doctor's consultation through MyanCare Application are highest and few think that consult with Doctor on MyanCare Application is lowest. The obtained maximum and minimum mean values of trust in information are showing that organization current trust in information are affecting on higher customer satisfaction. From that findings, it is stated that customers are moderately satisfied with the trust in information.

Concerning with this survey, customer satisfaction arisen by the concern for privacy program, respondents are required to respond to seven statements which basically measure whether they are agree to the various concern for privacy regarding share my personal information, health information, medical record, bank account information, chatting history, keep voice/video record and data policy., which are provided by the MyanCare. Table (4.1) reports the individual mean scores of the seven statements of concern for privacy on the customer satisfaction,

The result of the mean values are presented in Table (3.6). Among the factors, result shows the high significant effect of concern for privacy program on the customer satisfaction by its obtained higher overall mean score. Among the various concern for privacy program, the highest effect on customer satisfaction is found as the comfortable to share my personal information through MyanCare Application. The lowest mean score of the safety training program is found as the comfortable with data privacy policy of MyanCare Application.. This practice is also found as higher the cut-off mean value. Customers are found as moderately satisfied with the concern for privacy program of the MyanCare Application.

Regarding to the credibility on customer satisfaction, respondents, sample customers are required to respond to seven statements which basically measure whether they are agree to the various perception of credibility regarding MyanCare Application facebook page is dependable, honest, reliable, sincere, trustworthy and health contents in MyanCare Application facebook page are written by health professionals and relevant specialist doctors, which are provided by the MyanCare. Survey shows that individual mean scores of the seven statements of perception of credibility.

In this survey, it is showing that there is the high mean value of perception of credibility to the customer satisfaction by the obtained higher mean score value. Among the factors, MyanCare Application facebook page is trustworthy is highest and few think that MyanCare Application facebook page is reliable and health contents in MyanCare Application facebook page are written by health professionals are lowest.

Regarding to this survey, regarding to the mean value of use of social media upon customer satisfaction, respondents are required to respond to seven statements which basically measure whether they are agree to the various use of social media provided by the MyanCare. Table (4.1) shows the individual mean scores of the seven statements of use of social media, as follows.

Among the various use of social media, the highest mean value on customer satisfaction is found as the read health related articles in MyanCare Application facebook page. It is followed by the second customer satisfaction by participate in online quiz program in MyanCare Application facebook page. Join promotion campaign in MyanCare Application facebook page is the lowest mean score.

4.1.1 Customer Satisfaction

After studying the influencing factors of these social media marketing activities, existing customer satisfaction level is examined. Customers are asked to response total 9 statements related to satisfaction on trust in information, concern for privacy, use of social media, and perception of credibility, provided by the MyanCare. Table (4.2) shows the individual mean scores of the nine statements of customer satisfaction level at MyanCare.

Table (4.2) Customer Satisfaction

Sr. No.	Customer Satisfaction	Mean	St. DEV
1	Providing more information about health	4.01	.980
2	Provide to state opinions freely	3.88	.891
3	Up-dated in social media	3.80	.853
4	Respond to question quickly	3.84	.871
5	Apologize when fail to serve	3.93	.930
6	Healthcare articles	3.83	.849
7	Technical support	3.79	.793
8	Health consultation given by doctors	3.76	.870
9	Meet requirement	3.79	1.082
	Overall Mean	3.85	

Source: Survey data, 2019

According to the Table (4.2), it is stated that the vast of customers have higher satisfaction related to social media marketing activities of MyanCare. Customers have highest satisfaction in MyanCare Application page which allows them to seek information about health. Furthermore, customers are high customer satisfaction upon the swift responses from MyanCare, for instance kind apologizes when they fail to reply on time. Regarding concern for privacy provided by the organization, they feel safe for the usage of social medial from MyanCare and enjoy in trust in information from MyanCare. In general, the overall mean score is indicating that customers at MyanCare are found as strongly higher customer satisfaction by social media marketing activities. From the customer perspective, the satisfactory level of information about health and responses are high.

4.1.2 Influence of Social Media Marketing Activities on Customer Satisfaction

To find out the influencing factor of social media marketing activities to customer satisfaction at MyanCare, linear regression is used to test the relationship between independent variables (social media marketing activities) and dependent variables

(customer satisfaction). Table (4.3) states the influencing of social media marketing activities on the customer satisfaction, as follows.

Table (4.3) Influence of Social Media Marketing Activities on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.209	.112		1.870	.063	
Trust in Information	.312***	.053	.310	5.854	.000	3.675
Concern for Privacy	.402***	.091	.413	4.406	.000	11.460
Perception on Creditability	.134***	.047	.142	2.859	.005	3.231
Use of Social Media	.120	.094	.127	1.276	.204	12.976
R	.931					
R Square	.868					
Adjusted R Square	.865					
F	283.414***					

Source: Survey Data,2019

*** Significant at 1% level, ** Significant at 5% Level, * Significant at 10% level

According to Table (4.3), this specified model could explain very well about the variation of social media marketing activities of the respondents in Myanmar since the value of R square is almost 93%. This model can explain 93.1% about the variance of the independent variables (social media marketing activities) and dependent variable (customer satisfaction) because adjusted R square is .868. According to the value of adjusted R square 86.8 percent, it reflects the goodness of fit of the model to the population taking into account the sample size and the number of predictors used. Since the value of F test and the overall significance of the model are highly significant at 1 percent level, the relationship was deemed to be linear and the model is valid.

Trust in information variable had the expected positive sign and the coefficient of trust in information was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in trust in information factors lead to the effect on customers who have satisfaction. The result indicates that an increase in trust in information will also raise the effect on consumer satisfaction.

Concern for Privacy variable had the expected positive sign and the coefficient of concern for privacy was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in concern for privacy factors lead to the effect on customers who have satisfaction. The result indicates that an increase in concern for privacy will also raise the effect on consumer satisfaction.

Perception on creditability variable had the expected positive sign and the coefficient of concern for privacy was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in perception on creditability factors lead to the effect on customers who have satisfaction. The result indicates that an increase in perception on creditability will also raise the effect on consumer satisfaction.

The standard coefficient (Beta) of concern for privacy has the largest value among four explanatory variables. This shows the concern for privacy factors by consumers have the greatest contribution to the effect on customer satisfaction when the variance explained by other variables is controlled for. The overall evaluation reveals that model can explain the variation in every variable well, by demonstrating expected signs and significant coefficients for all.

In summary, social media marketing factors of trust in information and concern for privacy have the significant relationship with customer satisfaction. Customers really care about data privacy, such as their personal information, medical record and bank account information. According to survey, a strong security increases overall customer satisfaction and customers have shown they are willing to spend more with company they trust to protect their privacy and data. In this study, customer satisfaction is influenced by trust in information which means customer develop trust in a company when they are convinced that it has the resources, capabilities and strength of implementing the required standards of business operations, such as having trustable doctors, sharing health related article and video posted in website or facebook page. Credibility also influence to customer satisfaction, which refers to the customer to believe that the company can create and deliver products and services that satisfy customer desires. In conclusion, increase of trust in information, concern for privacy and perception on creditability have the positive effects on customer satisfaction.

4.2 Analysis on Effect of Customer Satisfaction on Customer Loyalty

There are analysis on effect of customer satisfaction on customer loyalty at MyanCare, done by users of MyanCare.

4.2.1 Customer Loyalty

The section is the analysis on the customer loyalty resulted by the customer satisfaction arose by social media marketing activities of MyanCare. It is because of customers who would like to follow, participate in contest, do like or comment, sharing, intend to use MyanCare Application in future and recommend to others. To understand that, total seven statements, which can reveal Customer loyalty, are used. Table (4.4) shows on the result of the analysis on the Customer loyalty.

Table (4.4) Customer Loyalty

Sr. No.	Customer Loyalty	Mean	St. DEV
1	Invite others to be follower	4.03	.977
2	Actively participate in contests	3.93	.912
3	Like or comment on post	3.81	.853
4	Sharing or talking about post	3.84	.864
5	Say positive things about MyanCare	3.93	.924
6	Intend to use in future	3.83	.842
7	Recommend others to use	3.79	.786
	Overall Mean	3.88	

Source: Survey data, 2019

According to the Table (4.4), it is found that the higher the overall mean score is indicating that the significant effect of customer satisfaction upon the Customer loyalty, i.e., the higher the customer satisfaction of customers would also increase the loyalty at MyanCare. By examining in each performance related items, customers are found as highest loyalty when they are invited to follow the MyanCare Facebook page. Customers have strong recommended to the increase of Customer loyalty by their participation by MyanCare Facebook page. There are many other reasons that the increase in Customer loyalty, which are by clicking like and comment and by sharing and talking about posts by

MyanCare. Briefly, the analysis clearly shows that there is high relationship between customer loyalty and customer satisfaction at MyanCare.

4.2.2 Effect of Customer Satisfaction on Customer Loyalty

To find out the effect of customer satisfaction toward customer loyalty at MyanCare, linear regression is used to test the relationship between independent variables (customer satisfaction level) and dependent variables (customer loyalty). Table (4.5) states the relationship of customer satisfaction to the customer loyalty, as follows.

Table (4.5) Effect of Customer Satisfaction on Customer Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.207	.073		2.846	.005
Customer satisfaction	.938***	.018	.968	51.304	.000
R	.968a				
R Square	.937				
Adjusted R Square	0.937				
F	2632.07***				

Source: Survey Data,2019

*** Significant at 1% level, ** Significant at 5% Level, * Significant at 10% level

According to Table (4.5), this specified model could explain very well about the variation of customer satisfaction of the respondents in Myanmar since the value of R square is almost 93%. This model can explain 93.7% about the variance of the independent variables (customer satisfaction) and dependent variable (customer loyalty) because adjusted R square is .937. According to the value of adjusted R square 93.7 percent, it reflects the goodness of fit of the model to the population taking into account the sample size and the number of predictors used. Since the value of F test and the overall significance of the model are highly significant at 1 percent level, the relationship was deemed to be linear and the model is valid.

Customer satisfaction variable had the expected positive sign and the coefficient of customer satisfaction was deemed to be highly significant at 1 percent level. The positive relationship indicates that the increase in customer satisfaction factors lead to the effect on

customer loyalty. The result indicates that an increase in customer satisfaction by 1 unit will also raise the effect on consumer loyalty by .938 units.

In summary, the result shows that customer satisfaction has significant positive relationship with customer loyalty. It found that, customer satisfaction is the key component of business profitability because once the customer reaches their satisfaction level, it may influence them to consume the service continuously. Moreover, they share their experiences with other people, which creates the possibility of new customers. In conclusion, customer satisfaction has significant positive effects on customer loyalty and customer satisfaction is a key concern for every company wishing to increase customer loyalty and thereby create a better business performance.

CHAPTER 5

CONCLUSION

This chapter presents the findings, discussions, recommendations, limitations and need for further study. This research focuses on effect of social media marketing activities on customer loyalty of MyanCare. The first part of the chapter includes the findings and discussion of effect of social media marketing activities on customer satisfaction of MyanCare. The second part is recommendation on MyanCare social media marketing activities of consumers' satisfaction on loyalty and describing of need for further study.

5.1 Findings and Discussions

MyanCare is a company that develops a medical health technology platform. It provides online and offline healthcare services. The platform unites hospitals, doctors, pharmacies and patients with a help of a mobile app. The Company offers its consumer a telehealth platform, delivering on-demand healthcare anytime, anywhere, through mobile devices, the Internet, video and phone.

In descriptive analysis, customers are pleased with health related articles, and videos. They do not have any issue to install MyanCare application on their mobile as well as sending consultation fee and following suggestions given by doctors through MyanCare application. But customers rating on trust to consult with Doctor on MyanCare Application is the lowest as well as the overall mean is lowest among four social media marketing activities so it is important for MyanCare to make sure to get customers' trust since this can be the main barrier for customer entrance to use MyanCare application.

As overall, customers do not have any concern about privacy issue with MyanCare application. They feel comfortable to share their personal information, health related information and chat history. But when talked about more private data like medical records, and bank account information, they feel less comfortable. The mean value for data privacy policy of MyanCare Application is the lowest which shows that customers did not aware about data privacy policy of MyanCare application. Therefore, this is one of the area to be improved.

Customers feel MyanCare application page is trustworthy, honest, sincere and dependable. They gave the less credit to the health contents in MyanCare Application

facebook page are written by health professionals and MyanCare Application facebook page is reliable so MyanCare needs more proof about health professional's involvement.

For use of social media, articles and videos posted on MyanCare application facebook page are popular among customers. Customer want to contribute in online quiz competition hosted by MyanCare facebook page. Promotion campaign in MyanCare facebook is the lowest customer participation.

In overall, customers are satisfied with MyanCare facebook page, customer service team and application. They are happy with acquiring more information about health through MyanCare facebook page. The lowest satisfaction of customers is health consultation given by doctors through MyanCare application. Therefore, MyanCare needs to find out about what is matter with this. It is because of internet connection, application issue or doctor issue. Since customers are satisfied with MyanCare facebook page, they like to recommend to other and like to participate in content which leads to loyalty. They are less satisfied with MyanCare application which leads to less loyalty and it is very important to improve this.

The regression result found that trust in information, concern in privacy and perception on credibility have strong positive relationships with customer satisfaction. The higher positive perception of customers on these factors, the stronger customer satisfaction on MyanCare. Privacy is the most influencing factor on customer satisfaction. Trust in information is the second influencing factor and use of social media does not have any affect on customer satisfaction. There is an interconnection between customer satisfaction and loyalty and it has a very strong positive relationship.

5.2 Suggestions and Recommendations

Today world, the internet takes a significant role in people's life. It has made a lot of milestones in all of life aspects through Web. Internet evolutions allowed users to share blogs and information, as well as their opinions and feelings, even trading, exchanges which called electronic business.

Consumers can benefit from interacting with companies on social media channels in many different ways, including getting coupons or discounts, purchasing services or products, viewing reviews and product ratings, accessing general or specific information, learning about new products and services, presenting opinions about products or services,

accessing customer service, participating in events and feeling connected, submitting ideas for new products and services, and being part of community.

Customer retention and customer satisfaction are based in the field of marketing. The marketing process used to determine which services or products will be attractive to the client. In order to achieve marketing objectives, service companies use the marketing mix. Promotion is one of the elements of the 7Ps. Promotion is also normally referred to as marketing message. Traditional marketing communication include television, magazine and then radio. However, recently social media has become the most preferred communication channel for marketing.

Customer loyalty involves both attitudinal and behavioral components. Thus, in order to assess the antecedents of customer loyalty, it is important for us to understand the difference between attitudinal loyalty and behavioral loyalty. Customer loyalty is about increasing the percentage of repeat purchases among current customers and that could be described in the projection of customer satisfaction, customer loyalty, and profitability and the relation of these aspects. The first and most important to be developed is privacy. If privacy policy is visible, trust will follow as well. For privacy concern, MyanCare should make more visible about its privacy policy about customers' medical records as well as bank account information.

Another room left to improve is first entry trust. In the perspective of social media and mobile application, trust is very important since there is no face to face physical interaction. Moreover, it is related to healthy so customers can trust articles and videos which do not have much impact to reality but to consult with doctor through mobile application and to trust the doctor's profile have a big concern. But according to survey result, after consulting, customers trust to follow suggestion given by Doctor through MyanCare Application. Therefore, less trust to consult with doctor through mobile application and less trust the doctor's profile is only considered as entry barrier and MyanCare should improve the trust by posting existing customer feedback, doctor recommendations to use MyanCare application, etc.

The perception of credibility about facebook page is high but customers have less credibility about health professionals' involvement. Therefore, MyanCare improves to get trust from customers about articles written by professionals. MyanCare may have health professionals as page admin and instead of posting articles, it may post the video clips of

famous health professionals. As mentioned before, customers are very satisfied about all health-related information posted in MyanCare facebook page and they only would like to have more promotions related activities.

Since customer satisfaction is only related to trust in information, privacy and creditability, the three improvement areas mentioned in above are very important. Lately, if these three areas are improved, customer satisfaction is higher on MyanCare application. This can change customer loyalty on MyanCare application which is the lower compared to customers' loyalty to MyanCare facebook page to the highest.

5.3 Need for Further Research

This study is only emphasis on facebook and further study can be done with wider range of social media like containing advertising on health magazine web site, mobile games, etc. Current study is for existing clients and it can be enhanced to survey all followers in facebook result out why and why not they are using MyanCare application to consult with doctors. The one is to survey health professionals who are working with MyanCare as well as who are not working with MyanCare.

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Appendix-1

Questionnaires

Dear valuable Customers,

This questionnaire is for a survey to study the customer satisfaction and customer loyalty in writing a thesis for the degree of Master of Business Administration (MBA). This is not related to any other business purpose. Please kindly answer the following question.

Section I Demographic Profiles

1. Gender

Male

Female

2. Marital Status

Single

Married

Other

3. Age

Between 18-25

Between 25-30

Between 31-35

Between 36-40

Over 40yrs.

4. My Education level is:

- Undergraduate
- Graduate
- Postgraduate
- Others

5. My Occupation is:

- Housewife
- Own Business
- Government Employee
- Company Employee
- Others

6. The following questions are asked to know your social media usage behavior.

(i) I have been using social media since ----- from now (Nov, 2019)

- Less than 1 year
- Between 1 year to 2 years
- Between 2 years over to 3 years
- Between 3 years over to 4 years
- More than 4 years

(ii) My total average usage hours on social media per day is:

Less than 1 hours

Between 1 hours to 3 hours

Between 3 hours over 5 hours

Between 5 hours over 7 hours

More than 7 hours

Section (II) Social Media Marketing Activities of MyanCare Application

Listed below are statements which are more relevant to your perception on Social Media Marketing Activities of MyanCare Application. Kindly indicate the degree to which you agree or disagree with the statement on a scale of 1-5, where 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

Sr. No.	Trust in Information	1	2	3	4	5
1	Trust the health related article					
2	Trust the health videos					
3	Trust the doctor's profile					
4	Trust to install application in mobile phone					
5	Trust to send money					
6	Trust to consult with Doctor					
7	Trust to follow suggestion					

Sr. No.	Concern of Privacy	1	2	3	4	5
1	Comfortable to share personal information					
2	Comfortable to share health information					
3	Comfortable to share medical record					
4	Comfortable to share bank account information					
5	Comfortable to keep chatting history					

6	Comfortable to keep voice/video consultation history					
7	Comfortable with data privacy policy					

Sr. No.	Perception of Credibility	1	2	3	4	5
1	MyanCare is dependable.					
2	MyanCare is honest.					
3	MyanCare is reliable.					
4	MyanCare is sincere.					
5	MyanCare is trustworthy.					
6	Health professionals written health contents					
7	Specialists written categorized contents					

1= Never, 2=Rarely, 3=Sometimes, 4=Often, 5=Always

Sr. No.	Use of Social Media	1	2	3	4	5
1	Read health related articles i					
2	Watch health related videos					
3	Read comments					
4	Write comments.					

5	Participate in online quiz program					
6	Participate in contest					
7	Join promotion campaign					

Section (III) Customer satisfaction

Listed below are statements which are more relevant to your perception on customer satisfaction. Kindly indicate the degree to which you agree or disagree with the statement on a scale of 1-5, where 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Sr. No.	Customer Satisfaction	1	2	3	4	5
1	Providing more information about health					
2	Provide to state opinions freely					
3	Up-dated in social media					
4	Respond to question quickly					
5	Apologize when fail to serve					
6	Healthcare articles					
7	Technical support					
8	Health consultation given by doctors					
9	Meet requirement					

Section (IV) Customer Loyalty

Listed below are statements which are more relevant to your perception on customer loyalty. Kindly indicate the degree to which you agree or disagree with the statement on a scale of 1-5, where 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Sr. No.	Customer Loyalty	1	2	3	4	5
1	Invite others to be follower					
2	Actively participate in contests					
3	Like or comment on post					
4	Sharing or talking about post					
5	Say positive things about MyanCare					
6	Intend to use in future					
7	Recommend others to use					

Appendix-II

The Effect of Social Media Marketing Activities on Customer Satisfaction

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.931a	.868	.865	.30028	.868	283.414	4	173	.000	1.677

a. Predictors: (Constant), USM, PC, TI, CP

b. Dependent Variable: CS

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.219	4	25.555	283.414	.000b
	Residual	15.599	173	.090		
	Total	117.818	177			

a. Dependent Variable: CS

b. Predictors: (Constant), USM, PC, TI, CP

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.209	.112		1.870	.063		
	Trust in Information	.312***	.053	.310	5.854	.000	.272	3.675
	Concern in Privacy	.402***	.091	.413	4.406	.000	.087	11.460
	Perception on Creditability	.134***	.047	.142	2.859	.005	.310	3.231
	Use of Social Media	.120	.094	.127	1.276	.204	.077	12.976

a. Dependent Variable: CS

The Effect of Customer Satisfaction on Customer Loyalty

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.968 ^a	.937	.937	.20483	.937	2632.070	1	176	.000	1.883

a. Predictors: (Constant), CS

b. Dependent Variable: CL

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.434	1	110.434	2632.070	.000 ^b
	Residual	7.384	176	.042		
	Total	117.818	177			

a. Predictors: (Constant), CS

b. Dependent Variable: CL

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.207	.073		2.846	.005		
CS	.938	.018	.968	51.304	.000	1.000	1.000

a. Dependent Variable: CL

Appendix-III

Social Media Marketing Activities

Sr. No.	Trust in Information	Mean	St. DEV
1	Trust the health related article posted in MyanCare facebook page.	3.70	.912
2	Trust the health videos posted in MyanCare facebook page.	3.61	.852
3	Trust the doctor's profile posted in MyanCare facebook page.	3.58	.828
4	Trust to install MyanCare application in my mobile phone	3.69	.928
5	Trust to send money for doctor's consultation through MyanCare Application	3.70	.808
6	Trust to consult with Doctor on MyanCare Application	3.54	.844
7	Trust to follow suggestion given by Doctor through MyanCare Application.	3.71	.790
	Overall mean	3.65	
	Concern for Privacy		
1	Feel comfortable to share my personal information through MyanCare Application.	3.98	1.003
2	Feel comfortable to share my health information through MyanCare Application.	3.86	.894
3	Feel comfortable to share my medical record through MyanCare Application.	3.73	.841

4	Feel comfortable to share my bank account information through MyanCare Application.	3.77	.862
5	Feel comfortable to keep my chatting history through MyanCare Application	3.89	.960
6	Feel comfortable to keep my voice/video consultation history through MyanCare Application	3.79	.868
7	Feel comfortable with data privacy policy of MyanCare Application.	3.71	.777
	Overall Mean	3.82	
Perception of Credibility			
1	MyanCare Application facebook page is dependable.	3.82	.958
2	MyanCare Application facebook page is honest.	3.84	.886
3	MyanCare Application facebook page is reliable.	3.76	.848
4	MyanCare Application facebook page is sincere.	3.80	.875
5	MyanCare Application facebook page is trustworthy.	3.90	.930
6	Health contents in MyanCare Application facebook page are written by health professionals.	3.76	.881
7	Find the categorized contents in MyanCare Application facebook page are written by relevant specialist doctors.	3.81	.888
	Overall mean	3.81	

	Use of Social Media		
1	Read health related articles in MyanCare facebook page.	3.98	1.014
2	Watch health related videos in MyanCare facebook page.	3.85	.923
3	Read comments in MyanCare facebook page.	3.73	.854
4	Write comments in MyanCare facebook page.	3.77	.875
5	Participate in online quiz program in MyanCare facebook page.	3.89	.971
6	Participate in online quiz program in MyanCare facebook page.	3.79	.881
7	Join promotion campaign in MyanCare facebook page.	3.69	.795
	Overall Mean	3.81	