

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**FACTORS INFLUENCING CUSTOMER SATISFACTION AND
BRAND LOYALTY AT LS ELECTRICAL PRODUCTS**

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EMBA II - 51 (16th BATCH)**

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ACADEMIC YEAR (2017 - 2019)

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EMBA 16th Batch
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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 “**Factors Influencing Customer Satisfaction and Brand Loyalty at LS Electrical Products**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

The main objective of the study is to analyze the factors influencing customer satisfaction and brand loyalty on LS electrical products of Alpha Power Engineering Co., Ltd. The data are collected from 116 respondents who are selected among 120 business customers with structured questionnaire designed with five-point Likert scale. According to the findings, product quality, perceived value and technical assistance after sales service are significantly influence on customer satisfaction. Among them, product quality is recognized as the most influencing factor for customer satisfaction. The findings prove that brand loyalty is influenced by customer satisfaction. It can be concluded that by improving product quality, perceived value, delivery, customer communication and after sales service, the satisfaction of customers can be enhanced and thereby, lead to loyal customers of the company.

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LIST OF ABBREVIATIONS

APE	Alpha Power Engineering
EPC	Engineering, Procurement and Construction
ERP	Enterprise Resource Planning
IEC	International Electrotechnical Commission
LSIS	LS Industrial System

CHAPTER (1)

INTRODUCTION

Retaining loyal customers is an important factor for the sustainable success of the electrical industry, because the paradigm in marketing has shifted from acquiring new customers to maintaining and keeping current customers. Reichheld and Sasser (1990) stated that securing new customers is considerably pricier than their maintenance. Goodman et al. (2000) mentioned that the cost of getting new customers is two to 20 times more costly than keeping them.

Customer Satisfaction affects corporate performance since it is surmised that customers will buy a product from companies they will be satisfied with. In that case, such products will meet their expectations in all aspects. A Business that is playing role relating to tangible goods, will need to have their services included. It can take in many forms such as delivering, prompting to customers' need and providing information up to the level expected by customers.

Perceived service quality is a component of customer satisfaction and that satisfaction is influenced by the perception of service quality. Moreover, Ziethaml et al., (2006) mentioned that if customers have a high level of satisfaction, it will affect strong customer loyalty. In order to build customer loyalty, there is a need to include factors such as service quality and customer satisfaction. Customer satisfaction is being an important factor by the perceived quality of service attributes (Cronin and Taylor, 1992).

Customer loyalty has become a noticeable standard for the achievement of marketing performances. Loyalty has a tactical significance for the company with respect to a significant entry barrier for opponents, increased sales and revenue, and make consumers less delicate to the efforts made by opponents. Every manufacturer wants its consumers have a high loyalty in order to their products remain in need therefore increasing sales and profits is guaranteed. Loyalty to a brand can direct to greater sales of the product.

Loyalty to the brand arises when consumers perceive the brand producing a product that has a numbers of benefits and quality at acceptable price. Product loyalty is also an suggestion of the strength of the product because no brand loyalty will not create brand strength. It can be seen on brands which are leaders in the market always have loyal consumers (Giddens, 2002). When purchasing a product, consumers do not just purchase a product as a commodity, but also symbolic value contained in the product. People often

buy products not for operative benefit, but rather or the value symbolic. (Mowen & Minor, 2002). Currently, the brand is no longer considered as an object alone but as a thing that brings certain characteristics. The consumers will always buy the required product, but when consumers make decisions to make purchase, it is related to feelings toward product brands that carry some intrinsic value. . Therefore, the brand image is too important to build up rightly since the image of brand toward consumers is usually remembered by consumers.

Every business's success depends on the satisfaction of the customers. Whenever a business is about to commence, consumers always come 'first' and then the profit. The companies that are succeeding to the satisfaction of the customers fully will remain in the top position in the market. In general, customers are the people who buy goods and services from the market that meet their needs and wants.

Consumers purchase goods to meet their expectancies in terms of money. Therefore, organizations should determine their pricing with the quality of the product that attracts the consumer and maintain long-term appreciation. At the same time, the business should make sure that they are providing full service, equivalent to their monetary value. This will multiply the number of consumers and holds the longstanding relationship between the consumers and corporation. And the existing consumers will help to invite the new consumers by offering or sharing the information regarding the products and services.

Satisfaction means to feel content upon achieving what the person desired or wanted. It is difficult to measure whether the customers are satisfied with the products or services that are offered.

Giving satisfaction to the customers is hard job, for the different factor is needed to be taken into consideration. Competition can be noted between the business organizations and marketplaces everywhere and has been one of the challenging tasks for the organizations.

Myanmar is one of the highest potential countries for development in all industries in the world. In order to grow economy of the country, the most important infrastructure of the country is to supply of electricity which can meet the demand of the all industries.

Whilst Myanmar is the last country in ASEAN that has huge potential to develop, supplying sufficient electricity to all industries will bring prompt economic growth in the country. By this way, FDI will increase and all sectors will be progressed further. However, providing safe and reliable electrical products in Myanmar is still challenging as long as counterfeit items are hard to eliminate from the market for the time being.

This research paper has studied LSIS electrical products which are one of the top brands in South Korea under LG Industrial Systems. As mentioned above, LS brand is regarded as most reliable and trustworthy brand in Korea as it provides excellent customers' services, value for money and affordable price. Besides, like South Korea is the world's most innovative country, so is LS thus it can stand as innovative manufacturer in the electrical industry.

To be winning in the industry, marketers must understand the influencing factors on Customer Satisfaction and Brand Loyalty of customers. It is an overall attachment or deep commitment of a buyer to a product, service, brand or organization (Oliver, 1999). Ziethaml et al. (2006) mentioned that high level of customer satisfaction will affect strong customer loyalty. Product quality, competitive price, fast delivery time, technical assistance and after sales service are crucial to customer satisfaction.

1.1 Rationale of the Study

Customer satisfaction and brand loyalty have been referred as marketing objectives for many organizations. Marketing experts consider loyalty to be a multidimensional experience. Consumer satisfaction and brand loyalty is an progressing phenomenon that is considered a crucial issue for which the business organizations are very sensitive.

The main reason behind its improvement is to see the customer purchasing behavior which is vital in organization's performance and continue sustainable development in a vastly competitive business environment. The concept of brand loyalty is crucial due to its importance in business performance and benefits for an organization.

The more loyal the consumer and the longer the consumer is retained, the more purchases and profits the consumer might produce (Edvardsson et al., 2000). The advantages of enhanced brand loyalty might come from retaining existing customers as well as drawing new ones. These advantages would result in improved sales and fruitfulness for the organization. Firstly, loyal consumers are thought to stick with their sellers or service providers for a long time, and are ready cross-purchase (Oliver, 1996; Reichheld, 1996). Secondly, marketing experts broadly supports the proposition that drawing a new customer is much more costly than retaining an existing one (Rosen berg and C zepiel, 1984).

Loyal consumers may also show their loyalty by giving a larger share of their wallets to their high-profile brands or product and service providers and by generating positive word-of-mouth referrals (Reichheld, 1996). All of these behaviors would absolutely affect the profitability of the organization.

In Myanmar, there are many brands of electric products and the business has intense competition. For any market, it is vital to keep the customers as long as possible by means of customer satisfaction and brand loyalty.

Understanding consumer purchase behavior is important for every business organization before launching product, especially in the electrical industry. If the company failed to analyze how a consumer will respond to a particular product, the company will face big losses.

Consumer behavior is complicated because each one may have different mindset and attitude towards a purchase, consumption and disposal of product (Solomon, 2009). Understanding and receiving customer's satisfaction and brand loyalty helps to market toward success of products or services.

Alpha Power Engineering Co., Ltd (APE) is a leading EPC company in Yangon. It distributes LS electrical products in Myanmar. Alpha Power Engineering Power Engineering struggles to survive and grow in this business by trying to find out the effective ways to achieve customer satisfaction and customer loyalty.

Understanding the influencing factors become important for marketing strategy for firm to gain competitive advantages and long-term success. Customer creates the positive and negative recognition of product or services and stimulates product purchasing decision of the next.

This study finds out the factors affecting customer satisfaction and brand loyalty which can have competitive advantage for LS electrical products. The result of the study helps to gain more understanding about how to improve and maintain customer satisfaction and customer loyalty for the LS electrical products.

Based on the result, Alpha Power Engineering can design the best-selling products or a service that fully satisfies the customer's needs and wants and formulate strategies toward the winning ways. Alpha Power Engineering is focused on improving customer satisfaction and brand loyalty by providing the best possible electrical products and services that can increase productivity and efficiency of the company.

1.2 Objectives of the Study

The objectives of the study are:

- (1) To examine the influencing factors on customer satisfaction at LS Electrical Products
- (2) To analyze the effect of customer satisfaction on brand loyalty at LS Electrical Products

1.3 Scope and Method of the Study

This study focuses the factors influencing customer satisfaction and brand loyalty of LS electrical products at Alpha Power Engineering Co., Ltd. Analytical approach is used for this study. This study includes both primary data and secondary data. Primary data are collected from 116 respondents who are selected from 120 business customers by using a structured questionnaire designed with 5 point Likert scales to explore the customer satisfaction level. Secondary data are collected from literature review, including textbooks, publications, thesis papers, research papers, reports, articles, journals, and internet websites. Multiple linear regression method is used to analyze the data.

1.4 Organization of the Study

This study is organized into five chapters. Chapter (1) is introductory, which involves the rationale of the study, objective of the study, methodology, and sources of data, scope and limitation of the study and organization of the study. The theoretical background on the influencing factors on customer satisfaction and brand loyalty is presented in the chapter (2). The profile and marketing practices of Alpha Power Engineering for Customer Satisfaction is included in Chapter (3). Chapter (4) describes the analysis of the factors influencing customer satisfaction and brand loyalty. Finally, Chapter (5) is the conclusion of the study with findings, recommendations, suggestions and needs for further research.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter presents theories, concepts, and relevant literature used for the research. It describes customer satisfaction and brand loyalty followed by the definitions of influencing factors such as product quality, perceived value, delivery, customer communication and technical assistance as well as after sales service. Also, discussion on the relationship between each of the variables is mentioned after having reviewed the concept of each variable by different perspectives. Afterward, the conceptual framework of the study shall be discussed at the end of the chapter.

2.1 Marketing Factors

In order to understand about brand loyalty, numbers of factors that may affect the decisions of choosing brands repeatedly must be analyzed. Among various factors, Fredericks and Salter (1995) simplified the issue of brand loyalty and suggested that brand loyalty is determined by consumers' views of values offered by the marketer.

2.1.1 Product Quality

Quality is an fundamental property of a product. Product quality is the projected standard of product or service excellence (Jarvenpaa and Todd, 1996). Improving product quality will have a positive effect in improving consumer satisfaction (Christian and France, 2005). According to Brunsø et al., (2005), product quality refers to the technical, measurable, and verifiable nature of products/services, processes, and quality controls. This includes product descriptions, product performance, robustness amongst others. Product Quality comprises the features and properties of a product or service that stands on its ability to please stated or defined needs. Moreover, product quality is defined as “ability for use” or ‘conformance to requirement” (Russell and Taylor, 2006).

There was a need for design engineers to use skill sets based on the application of enhanced technical knowledge that encapsulates product quality, cost control, and safety to meet customer expectations and satisfaction. Production management employees should aim at evaluating, identifying, and upgrading production methods and product flow. Goods and services can be produced in accordance to enhancing safety specifications to meet or

exceed prevailing consumer flavor and expectations to enhance revenue acquisitions for businesses. (Harper & Porter, 2011)

The difference in product quality level causes consumers to be diverse in purchasing choices (Farris, 2010). Hence, high product quality is inseparable from benefits associated with production costs that do not minimize product safety attributes to consumer satisfaction associated with product safety (Golderet et al., 2012). On the topic of unsafe product, McManus (2009) posited that firms assume that the problems of defective products are the root cause of unsafe conditions as opposed to unsafe production processes. Manufacturers become pessimistic enough to think that customers have an insignificant position in affecting the quality of the materials (Saleh, 2008). On consumerism, Mies (2009) revived customers to investigate all means of stopping manufacturers from producing defective and unsafe products. In the case of equipment malfunction, consumers should confront the producers by meeting the dealers face-to-face to discuss the defective product or bring the matter to the Better Business Bureau.

Crosby defines quality as the manufacturer's ability to meet expectancies (Crosby, 1979 quoted in Parasuraman et al., 1985). This definition of quality is the essential of the meaning enclosed in the ISO 9001 standard (ISO 9001, 2010). As far as the consumer's point of view is concerned, quality can be defined as the quality perceived upon the center of the customer's decision on the overall excellence or superiority of the product (Zeithaml, 1988). All definitions mentioned apply to the quality of a product, which is consistent with the respective international electrical standards such as IEC, ANSI, etc.

Quality has been stated in four groups namely excellence, value for money, conformity to requirements and meeting of customer's requirements (Reeves & Bednar, 1994). Eight critical factors for product quality have been developed and utilized by the researchers concerned (Rao et al., 1999). They are Top Management support, Quality information availability, Quality information usage, Employee training, Employee involvement, Product/process design, Supplier quality and customer orientation. Quality is a complex and multifaceted concept. In its extensive sense, product quality is the capability of a product to meet or surpass consumer's expectancy (Waters & Waters, 2008). The most corporate operational definition suggests quality as the consumer's assessment of product and service excellence. In today's competitive environment, quality is the key to an organization's success and survival. Severe global competition has underlined the growing importance of quality.

Outstanding quality no longer separates competitors; instead, it endorses the value of a company to contend (Giffi et al., 1990). (Garvin, 1987) established a system of thinking about the quality of products by illustrating the basic elements of product quality in eight dimensions. (Garvin, 1987): (Foster, 2001): pointed out that quality is multidimensional and that each of its dimensions can be used strategically to gain competitive advantage.

2.1.2 Perceived Value

Perceived value is defined as the result of the comparison between perceived benefits and sacrifices by the customer (Levesque, 2000). Monroe (1985) stated that customer perceived value reflects the trade-off between quality and benefits that they perceive in product relative to the sacrifice that they perceive paying the price. Kotler and Keller (2012) extended the theory by defining consumer perceived value as the relationship between total consumer value (a bundle of economic, functional and psychological benefits such as product, service, personnel, and image value) and total customer costs (monetary, time, energy, psychic costs).

Consumer value is the consumer's perception and estimation of how useful the relation with a seller is in terms of benefits received and losses made (Hutt and Speh, 2007). Two types of benefits 'Core benefits' and 'add-on benefits' are core requirements for a customer- supplier relationship (Hutt and Speh, 2007). It reflects attributes that are typically not required but create added value in a customer- supplier relationship. Authors defined customer value as a comparison of weighted 'get ' and 'give' attributes or as a ratio of perceived benefits received and perceive sacrifices. Consumer perceived value can be called as the difference between consumers' view of the benefits they believe they will derive from a purchase related to the costs they will have to pay.

The consumer value creation has long been studied as a central marketing concept and the foundation of competitive advantage of a company. (Woodruff, 1997) (Smith & Colgate, 2007). But in the business world, customer value and its creation differ greatly in each industry over times. Therefore, Kotler and Keller (2012) suggested firstly starting with the value evaluation process to gain understanding of what consumers things about, wants, does and worries. After that the businesses need to proceed to value creation processed by utilizing available resources and competencies within the organization in most efficient and effective ways.

Consumer perceived value can be associated to a single purchase of a good or a service, or to a relationship between a supplier and a consumer, or even to a net or network

of such connections. Creating and performing a superior value to customers has been accepted as a long term strategy for organizations to survive in the marketplace of today's business competition (Slater & Narver, 2000).

2.1.3 Delivery

Delivery is the sum of time needed for the packet to go from the distribution facility to the consumer's door (Christian & France, 2005). A Post-purchase valuation can be influenced by the effectiveness of logistics and consumer service. The delivery issue is a very familiar event existing in the online shopping market. In the e-commerce market, not only is the consumption of products separated from production, thus making it necessary for goods to be transported to customers before utilization, there is also an interruption in the delivery of goods. Late delivery has a harmful effect on satisfaction (Christian & France, 2005).

Effective service delivery management improves business since it can be seen that customers really rely on the prompt delivery of the products. Collier and Bienstock (2006) pointed out that product delivery has the strongest influencer on customers' satisfaction and future purchase intentions. According to Zeelenberg (2003). Delays in service delivery negatively affect service evaluation; mediated by affective reactions to delay. (Rao et.al, 1999) has researched about facts attracting consumers to the site and factors being able to retain consumers by primarily considering the role of competitive cost. However, consumers tend to shop at other places unless the sellers provide them good consumer service and on-time delivery.

2.1.4 Customer Communication

In customer service interactions, communication means everything. Whether a consumer needs assistance with a product purchase or is completely annoyed to the point of leaving the brand, consumer service employees need to use the right talents to connect with customers in a way that makes them relaxed, pleased, and confident in the brand. Communications, according to Neeru and Patterson (1999) refers to both formal and informal exchange of information between a company and its customers. The authors found out five characteristics that are mandatory for effective communication – the information must be realistic, timely, educative, understandable and meaningful. The authors explained that communication influences expectations in several ways. First, external communication gives customers relevant information about products and

services helping the customers know what to expect. Secondly, communication helps in encouraging acceptance, settling arguments and discontent which would have had a negative experience. Finally, continued communication creates a certain mindset and belief about the firm which is responsible for aligning customer expectations. The authors concluded that external communication impacts customer satisfaction through its influence on consumer expectations and perceived service.

Kim et al. (2001) identified that communication is the most important element in maintaining a long-term relationship between service provider and customer. Communication could indirectly affect repeat purchase, commitment, and word-of-mouth, through relationship quality. Effective communication is important during the whole serving process. Firstly, the service provider could offer a proper product or service to satisfy customers, only after understand customers' need through communication. Secondly, service employees can provide moments of truth through communication. Thirdly, a satisfying customer may spread positive word-of-mouth communication to others (Kim et al. 2001). Palmatier (2006) confirmed that effective communication is considered as one of key factors which can lead to commitment, trust, and customer satisfaction. Parsons (2002) suggested that those companies that are better able to communicate with their customers would have better relationships with their customers.

Communication of service encounters between customers and employees is a human dyadic interaction and is interdependent each parties (Solomon et al., 1995). In customer service communication, building relationship with the customer is one of the primary goals of service organizations, in particular service organizations as Koermer stated "building relationships with customers is an important part of conducting business" (Koermer, 2005).

2.1.5 Technical Assistance & After Sales Service

As a phrase, "after-sales services" has been used the most, to express services that are delivered to the consumer after the goods have been supplied (Vitasek, 2005). "After-sales support" or "technical support" or even just "services", are terminologies also discovered in the writing (Goffin and New, 2001). "After-sales services" are (Lele and Karmarkar, 1983) mentioned to as "product support activities", explaining, all activities that collaborate the product centric transaction. The after-sales service represents a means to uncover consumer needs and a strategic driver for consumer retaining. It is, in fact, "one of the some constant connections that consumers have with a brand" (Gallagher et al., 2005), influencing consumer satisfaction and loyalty. After-sales service is a way to permit

a constant improvement of goods design and quality (Armistead and Clark, 1992 ; Cohen and Whang, 1997; Thoben et al., 2001). The observation of technical assistance and after-sales as a cause of competitive advantage and business opportunity requires a shift from a conventional product-centric view, in which after-sales is regarded as a “necessary evil” (Lele, 1997) to consumer-centric view.

It is well known that the profit margin from after-sales service is much bigger than that from the product. That is, after sales service is reflected a key revenue originator in certain groups (Cohen et al., 2006; Cohen and Whang, 1997). Therefore, on one hand, proposing a large number of extra after-sales service arranges to consumers, leads to bigger profitability. Modern marketing expert focuses on lifetime value of a customer and retaining long-term relationships with customers (Gupta and Lehmann, 2007).

From this customer-relationship viewpoint, technical assistance and after-sales service is considered as an important element that has an impact on starting good interactions with customers. In other word, a default and free basic after-sales service, also plays an crucial role in drawing more customer awareness in a market with intense brand rivalry (Chien, 2005). Offering satisfactory after-sales service to customers has become a major generator of income, profit, and capability in modern industries (Cohen et al., 2006; Cohen and Kunreuther, 2007).Accepting the claim that retaining customers are the most profitable ones, as they require less marketing effort and connection building, after-sales service acquires acritical role as a means to achieve customer satisfaction and retention.

2.2 Customer Satisfaction

Customer loyalty and satisfaction is important for today business for two main purposes. First, customers are scarce resource it is much easier to retain from an existing client than from a fresh one. Second, consumer loyalty and satisfaction has a positive result on the profitability income of the organization (Rosenberg & Czepiel 2017.)

Consumer satisfaction has been one of the top priorities for a successful organizations. Consumer satisfaction is described as an complete valuation based on the total purchase and utilization practice to the goods or service time to time (Cha & Bryant et al., 1996). With promotion, customer satisfaction comes along with it meaning it establishes the expectation of the customer on how the products and services are being simplified by the companies. Actionable information on how to make consumers satisfied is hence, a imperative outcome (Oliver 1999.)

Sometimes, customer satisfaction is a crucial matter of a business strategy as well

as customer retention and goods repurchase. To increase the customer satisfaction, organizations should trade ideas and methods after the completion with all the necessary papers. Customer satisfaction is an indicator that predicts the future customer intention (Allen 2007.)

However, the goods and its descriptions, functions, robustness, sales activity and consumer support are the most important factors needed to meet or surpass the satisfaction of the consumers. Satisfied consumers usually return and purchase again. Besides buying more they also function as a network to reach other prospective customers by sharing good experiences (Hague & Hague 2016.) The value of retaining a consumer is only one-tenth of winning a new one. Therefore, when the organization retrain a consumer it should continue to build up a positive relationship with the consumer. Offering the quality of goods and services in the 20th century is not only to satisfy the consumers but also to have a top position. Actually, this has benefited the customers greatly on consuming quality products (Rebekah & Sharyn 2004.)

Consumers often look for a benefit in the total service which requires inside cooperation among the department that is reliable for different elements of the offering, such as the core product (goods or services) delivering the product, product information, etc. Furthermore, from profitability and productivity perspectives only things that produce value for consumers should be carried out. Therefore, organizations have to get to know their consumers much better than before. Nevertheless, the organization should be able to build confidence with the consumer so it is easy to receive the opinion or feedback from the consumer. This is how consumer focused product or service could be progressed (Hill, Brierley & MacDougall 2003.)

Customer satisfaction is dynamic and relative. Only the idea “customer-centric” can help business improve satisfaction and keep customer truly, conversely, if competitors improve customer satisfaction, then it may lose corporate consumers. While refining consumer satisfaction, consumer expectations should be observed. Service superiority, product quality and value for money have a straight impact on consumer satisfaction. Worker satisfaction is similarly important before attaining the customer satisfaction. If workers have a positive effect, then they can play a big role to rise customer satisfaction level. Satisfaction is an active, moving target that may develop overtime, influenced by a variety of causes. Especially when product usage or the service experience takes place over time, satisfaction may be greatly movable depending on which point in the usage or experience cycle one is aiming. (Lovelock & Wright, 2007)

Customer satisfaction is affected by quality and perception of quality of a particular product or service.. Satisfaction may also be prejudiced by customer's emotional reactions, their attributions and their perception of equity (Zeithal & Bitner, 2003) Improving customer satisfaction benefits companies, such as customer loyalty, extends the customer lifecycle, extends the life of the products that customers purchase, and increases the number of positive customer reviews. When customers are satisfied with the company's products or services, they can make frequent purchases and to refer products or services to potential customers. It is impossible for an organization to grow up in case the firm ignores or neglects the requirements of customers (Tao, 2014)

Customer satisfaction can be seen adversely associated with customer expectations. When the consumer experience essential flats with consumer expectancy, the consumer satisfaction become higher. On the other hand, compared with the expectations, the worse consumer experience gets lower consumer satisfaction. There are two techniques to improve consumer satisfaction for organizations. First, service improvement, to develop the customer experience and second try to effectively manage customer expectations by decreasing the preferred level. Nonetheless, the first method is widely used in the business and achieved big achievement. In the future, business will need to make some modification for continuous improvement (Tao, 2014)

2.3 Brand Loyalty

Oliver (1999) states loyalty as "an entirely held commitment to rebuild and re-shop a preferred product or service in the future despite situational impacts and marketing efforts having the potential to cause switching trends." Brand loyalty is viewed as the strength of the connection between an individual's corresponding manner and re-patronage. Though consumer satisfaction is a vital part of a business, satisfaction alone cannot bring a business to a high level. Consumer satisfaction creates a positive business result, specifically in routine purchases. Today's demanding market where creating and maintaining brand loyalty is more complicated than before. This is because of scientific revolution and widespread of the internet uses. Loyalty setting up requires the organization to concentrate the value of its product and services and to show that it is intended to meet the desire or build the connection with consumers (Griffin 2002.)

Thomas and Tobe (2013) pointed out that "loyalty is more rewarding." The costs to gain a new consumer is much more than retaining existing one. Loyal consumers will inspire others to buy from the company and think more than twice before changing their

mind to buy other services. Brand loyalty is not gained by an accident, they are constructed through the sourcing and design decisions. Designing for brand loyalty requires customer-centered approaches that recognize the want and interest of service receiver. Brand loyalty is built over time across multiple transactions.

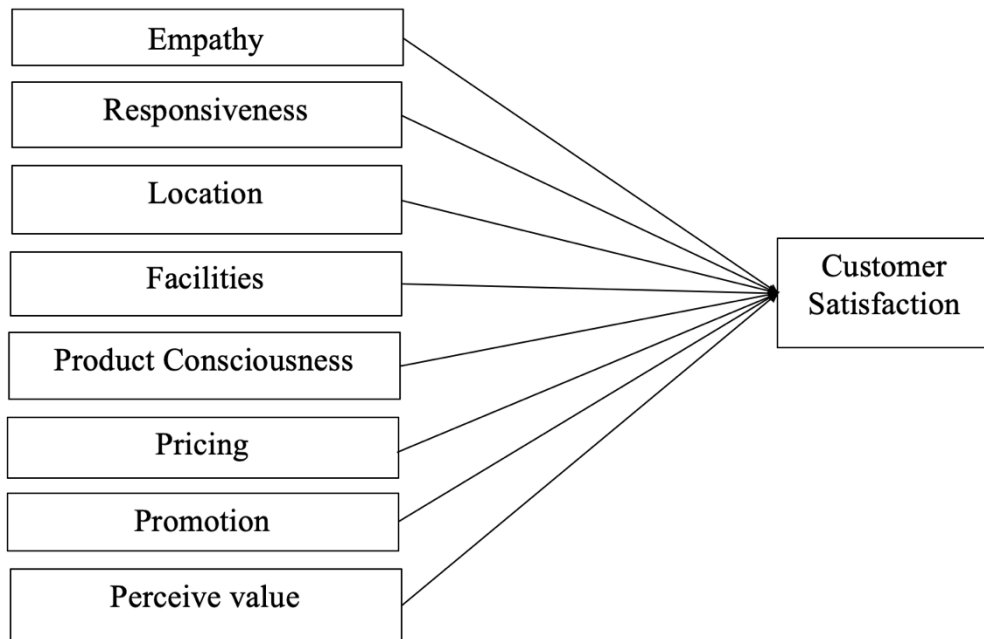
A connection with a consumer is equally important in consumer loyalty and this needs that organization works in a wider context that spreads beyond itself, as no organization can be top-class at everything (McDonlad& Keen 2000). Gremler and Brown (1999) separated customer loyalty into three diverse categories that include behavior loyalty, intentional loyalty, and emotional loyalty. Behavior loyalty is recurring purchasing behavior, while intentional loyalty is the likely buying intention. Emotional loyalty, however, is completed when a consumer feels that a brand agrees with their value, ideas, and passion.

2.4 Previous Studies

Based on Coyne (1986), there are two important tolerances affecting the connection between customer satisfaction and customer loyalty. On the bright side, when satisfaction touches a certain level, loyalty rises considerably, at the same time satisfaction dropped to a certain point, loyalty dropped equally noticeably (Oliva, Oliver & MacMillan 1992.) The customer is linkage to a business success. Customer satisfaction and loyalty should be combined into the long-term goal of a business. Consumer satisfaction is a main element for every business wishing to add customer loyalty and create a better business success. The position of satisfaction in loyalty mainly specifies that the former is a significant determinant of the latter (Dick & Basu 1994.)

“Satisfaction” is an standpoint, whereas loyalty is described as a behavior. Chen and Wang (2009) advise a view of customer satisfaction as a kind of regular evaluation between prior expectations and actual service act. Consequently, the optimistic evaluation of the product or service that the customer gets is a main reason to remain a relationship with a organization’s service or products, and an key pillar that sustains loyalty. Satisfied customers are therefore more likely to repurchase, reduce their price sensitivity, secure in positive word-of-mouth references, and become loyal customers (Chen & Wang 2009.)

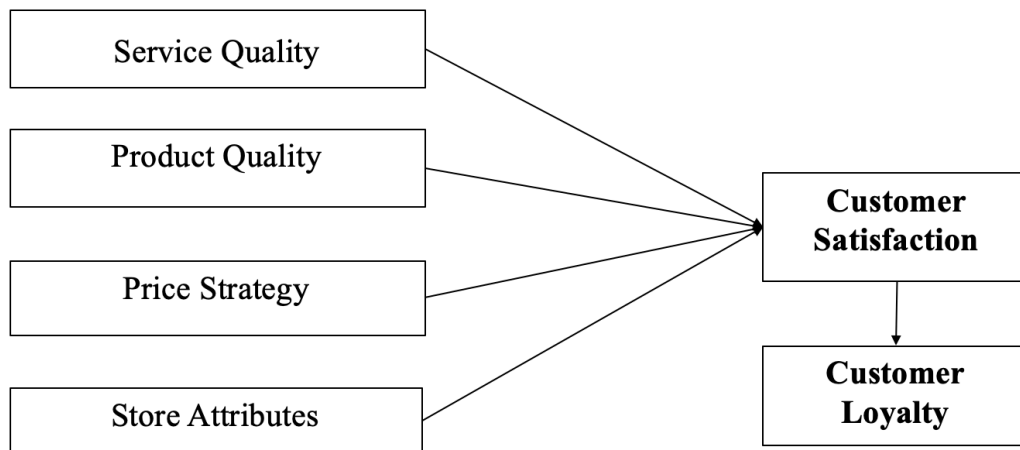
Fig (2.1) Conceptual Framework from Previous Study of Wang (2016)



By: Siyu Wang (2016)

Siyu Wang (2016) studied factors positively affecting customer's satisfaction of a supermarket's customers in Bangkok. The study investigated factors such as Empathy, Responsiveness, Location, Facilities, Product Consciousness, Pricing, Promotion, and Perceived Value. The 250 usable questionnaires were collected from Thai and foreigners in the supermarket. Multiple regression analysis and Pearson Product Moment Correlation Coefficient were applied for data analysis. The study found that Perceived Value, Location, Responsiveness, and Promotion were tested to be positively affected customer's satisfaction of supermarket's customers in Bangkok .01 level of significance, explaining 59.2% of the influence toward customer satisfaction.

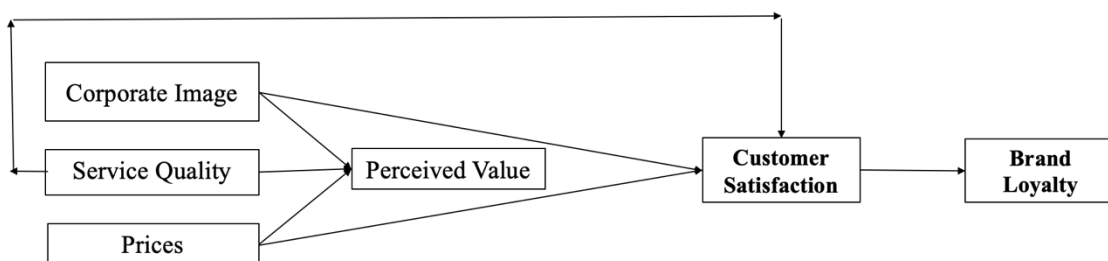
Fig (2.2) Conceptual Framework from Previous Study by Ng Lin, Sek Fung (2016)



By: Ng Shu Lin, Sek Wee Fung (2016)

Ng Shu Lin, Sek Wee Fung (2016) studied factors affecting customer's loyalty on domestic café in Ipoh, Malaysia. The study attempted to find out that Service Quality, Product Quality, Price Strategy and Store attributes were positively related to customer's satisfaction. Malaysians are normally price sensitive and they regard price fairness as an important matter which would allow them to become loyal customer with satisfaction when the price presented met the expectation.

Fig (2.3) Conceptual Framework from Previous study of Nguyen et al (2018)



By: Ha Thu Nguyen, Hoang Nguyen, Nhan Duc Nguyen and Anh Chi Phan, 2018

Ha Thu Nguyen, Hoang Nguyen, Nhan Duc Nguyen and Anh Chi Phan (2018) claimed determinants of Customer Satisfaction and loyalty in Vietnamese. The study defined the outcomes of an empirical analysis on the determinants of customer satisfaction and loyalty in life-insurance services. The results of statistical analysis indicated that customer satisfaction in life-insurance services was significantly affected by such factors

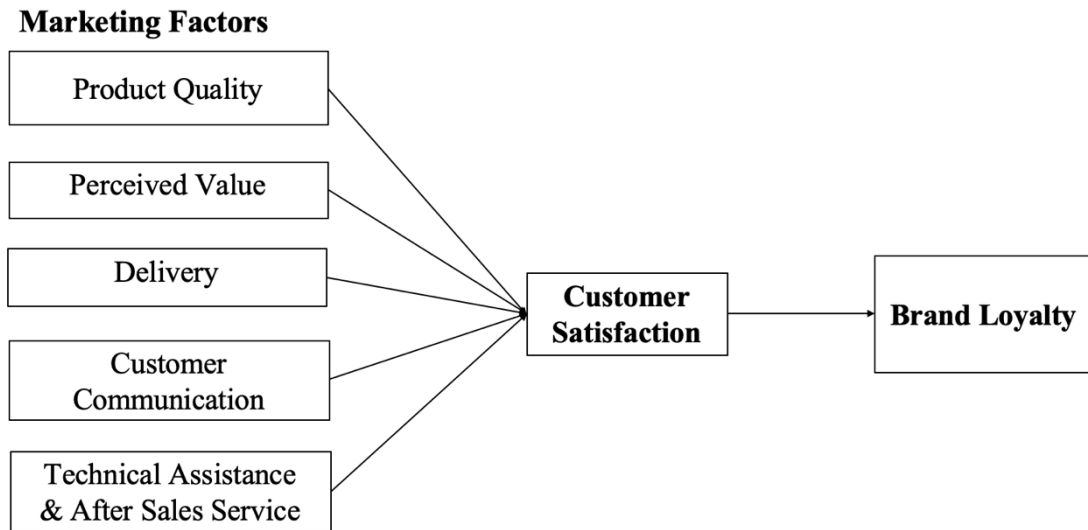
as corporate image, service quality and perceived value. Findings suggested that a life-insurance service provider should focus on enhancing service quality and corporate image in order to obtain customer satisfaction that leads to customer loyalty.

Customer satisfaction and loyalty represent a top importance of the company's accomplishment and benefit. Satisfaction does not automatically come to loyalty it needs a step by step development. Steps are mentioned as customers going through different stages such as awareness, investigation, expansion, assurance, and closure. (Arantola 2000.) Consumer loyalty can be studied to be a result of customer satisfaction. The satisfaction of business customer directs to consumer loyalty (Fornell 1992.) Customer loyalty will improve substantially when satisfaction achieves at a certain level and at the same time customer loyalty will drop automatically if the satisfaction level descends to a certain point. Additionally, highly satisfied consumers are tending to be more loyal than the consumers who are merely satisfied. Generally, it is clear that there is a clear positive relationship between customer satisfaction and customer loyalty. Consumer loyalty steers to an growth in both sales and profitability (Chi 2005.)

2.5 Conceptual Framework of the Study

The research provides a detailed information resource covering all key data points on factors influencing factors of customer satisfaction and brand loyalty of LSIS products at Alpha Power Engineering Co., Ltd. The independent variables are product quality, perceived value, delivery, customer communication and Technical assistance & After sales service. The model is constructed to study how well the value delivery and their influencing factors toward customer satisfaction and brand loyalty.

Figure (2.4) Conceptual Framework



Source: Own Compilation (2019)

Due to actual condition of the retail business of LSIS products in Alpha Power Engineering Co., Ltd, product quality, perceived value, delivery, customer communication and technical assistance & after sales service are independent variables of the study. The model specifies the role of customer satisfaction toward brand loyalty.

CHAPTER (3)

PROFILE AND MARKETING PRACTICES OF ALPHA POWER ENGINEERING CO., LTD

This chapter introduces the background history and profiles of Alpha Power Engineering Company Limited and LSIS, the demographic profile of the respondents, LSIS products and services applied at Alpha Power Engineering Power Engineering.

3.1 Profile of Alpha Power Engineering Company Limited

Alpha Power Engineering Co., Ltd. is a prominent EPC company in Yangon, Myanmar with an ambitious vision aiming to be a conspicuous value-oriented electrical engineering firm in Myanmar. Having involved in Government tenders in early years, the company has stretched to serve its private customers since 2010 because APE can offer one stop solution for electrical projects for low voltage, medium voltage and high voltage. APE is turnkey solution provider and it serves design, installation and services for all voltage levels. APE started retail business in 2012 by distribution of electrical components such as electrical breakers, magnetic contacts, protection relays, electrical line equipment, testing equipment, various energy meters, panel meters, distribution and power transformers.

APE is the authorized distributor of LSIS of South Korea since 2012. APE invested in switchgear panel factory namely as Alpha Link Industrial Company Limited in 2016 which consumes a lot of electrical equipment from APE. Alpha Link Industrial become one of major customer since then. APE invested in other manufacturers like Hero concrete pole factory and Myanmar Insulator Group (MIG) insulators to diversify the source of income in year 2015. Moreover, APE is the major investor in power generation company in Mon state which hold 30MW contract with regional Government in 2017.

APE was founded by U Thet San in 2009. There are five directors in the board. APE has high ambition of become top five electrical company in Myanmar so that they invested in various related business fields of electrical products in Myanmar.

Myanmar currently has generating capacity of 3500 MW which is only 5% of South Korea and 10% of neighbor Thailand. Ministry of Electricity and Energy has national electrification plan to increase of electrical generation capacity to 20,000 MW by 2030. There would be big gap or wide space available for expansion of electrical generation capacity in the country. Without development of basic electrical infrastructure, Myanmar

cannot attract foreign direct investment. APE will have competitive advantages of having all types of electrical equipment in its basket to compete in the market in the future.

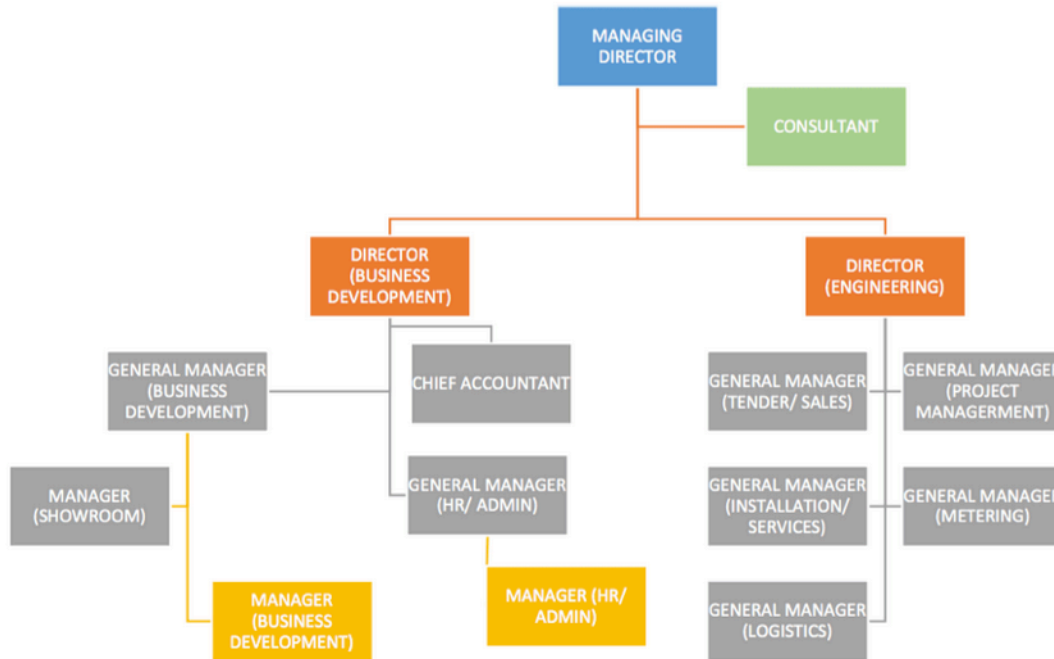
3.1.1 Mission and Vision

The mission is that to deliver the most trustworthy service with the best affordable products to customers while building of basic infrastructure of electrical requirement in Myanmar. Alpha Power Engineering will never fail customers' expectation and they will vow to exceed it. The vision is that to become a top Electrical Engineering Company in Myanmar providing best service and best products with most competitive price.

3.1.2 Organization Structure

In order to achieve effective administrative work and better service, Alpha Power Engineering Company has good organizational structure presented in Figure (3.1). There are two major departments under managing director. One is called business development department and the remaining one is called engineering department. Under business development, there are three sub departments called finance, HR & Admin and business development. Business development handles retail business of LS products. There are two showrooms in Yangon. One is situated in downtown 30th street and the other is located in Mayangone township. There are total of 15 resellers in Yangon, Mandalay, Taunggyi, Mawlamyaing and Dawei. APE plans to expand its territory to other parts of the country within a few years. Under engineering department, there are five departments namely; Tender & Sales, Project management, Installation & services, Metering and Logistics. APE main business comes from Engineering department. Tender & Sales department prepare electrical projects mainly from various Government ministries and private industrials. Project management department and Installation & services departments play major roles for the success of engineering turnkey projects if the company gets the projects. Metering department is new because of the big demand from the Government. Logistics department helps handing of delivery of goods for the company.

Figure (3.1) Organizational Structure of Alpha Power Engineering Company Limited



Source: Alpha Power Engineering Power Company Limited (2019)

3.2 Marketing Practices of Alpha Power Engineering

Alpha Power Engineering Power Engineering has received Quality Management ISO 9001:2015 since 2015. Alpha Power Engineering Power Engineering has diversity of products and services related to electricity. Since APE is a EPC company, APE designs and provides turn-key solutions of Electrical projects to customers. APE is an authorized distributor of LSIS products in Myanmar and APE distributed variety of LSIS products around Myanmar.

3.2.1 Practices Maintaining Product Quality

APE mission already dedicated to provide best product quality and most competitive price to its customers. APE always choose quality products like LSIS which can guarantee the value for money, conformity to international standards. APE always focuses to meet customers' expectation. APE always makes sure that the prices of LSIS are competitive compared to major competitors.

The company offers internationally recognized products that comply with the indispensable standards in the electrical engineering industry, IEC standards. The products are user-friendly which leads to complete the task in a short amount of time while carrying

out the installation work. The organization provides a good warranty period to cease the pain of the user from the future unexpected situation.

APE makes sure that all the materials are robust and reliable based on the experience in person. APE retail team always monitor the sales data of LSIS products weekly, monthly, quarterly and yearly so that APE can act right action to meet the sales objective and customer satisfaction and brand loyalty.

3.2.2 Practices Achieving Perceived Value

APE offered technical seminars and hosted technical workshops at Yangon Technological University and many other exhibition venues so that customers can always in touch with latest technology and receive technical knowledge related to LSIS products.

The prices of the product are recognizably lower than the top leading brand despite all the brands have identical quality. The enterprise tries to offers the best rate and services for the good products recognized internationally. Furthermore, the organization arranges to be available the products in various sizes and ranges that allow customers to accelerate the supply chain process.

In the case of the promotion period, the volume of the returns obtained by the customer is higher than the ordinary business transaction. Moreover, the products have a similar quality compared to the higher-end products. This allows customers to gain more profit while the business situation is very steady in recent years.

APE occasionally offered sales promotion of LSIS products so that customers can enjoy special discount. However, a certain ratio of intense competitors is unavoidably arising while the country leads the operation in the business sector with transparency. Besides, the country is bordering with many other large manufacturing countries. In contrast, the customers also have to bear the steady product cost escalation due to currency fluctuation.

3.2.3 Practices for Delivery

APE has appointed 15 main distributors or resellers of LSIS products across Myanmar major cities. APE keeps expanding the distribution network to better supply LSIS products with fastest delivery. APE owns its own logistic team to deliver materials with shortest delivery time. APE has been using Enterprise Resource Planning ERP software called Odoo to deliver products efficiently and effectively. APE constantly monitors customers' feedback regarding in-time delivery.

The company puts tremendous effort into keeping the stocks in hand to be able to deliver the products upon receiving a purchase order. A measurably large percent of the cases can fulfill the requirement of the customer professionally. Almost all the customers can receive the products in time without defects.

3.2.4 Practices to perform Customer Communication

LSIS products catalogues can be easily download from the website and customers can easily refer whenever they need to see technical documents. Product user guides are always included with the product packages for easy installation. APE set up communication channels such as viber, messengers, text messages, APE website communicators, email, phone, fax, etc. APE staffs are well trained with product knowledge so that they can help to customer regarding technical issues.

The company employs a considerable amount of channels to disseminate the information of the various marketing activities through social media, journals, Exhibitions, and others. The sales and marketing teams try to spread the news in person and all the internet resources such as email and mobile applications. Moreover, the manufacturer created a place to be available in the catalog and technical specifications. This facility allows the local business owner to engage the business smoothly.

3.2.5 Practices for reliable Technical Assistance After Sales Service

The enterprise provides a good response as fast as possible by adjusting the international standard in the documentation procedure upon the requests of the expected customers. This procedure may take a little in some cases. But, this practice can be denoted as a positive change of the organization and it will ease for both parties in the case of tracking history.

The marketing and sales team offers strong support to the customers upon the requests in every situation and circumstance through email, telecommunication, and mobile application. It is the main mechanism to enhance the relationship with the customers and secure the next business transaction. This particular strategy can be applied to maintain the situation for a certain period.

The enterprise shall return the materials within 30 calendar days of the replacement product's ship date. The company determines the material's warranty has been annulled and/or the defect was not due to flawed materials or faulty workmanship, then an estimate containing a repair option(s) will be produced to the customer. If the customer chooses not

to have the materials repaired, then the material shall be delivered back to the customer, if so demanded, at their cost. The customer will be invoiced for the replacement material. If the returned material is found to be fully functional and no problem can be found, the company will issue a report. In all cases, the remaining of the original material's warranty shall be affected to the replacement material.

APE technical team is well trained under LSIS supervision and guidance. LSIS give special product training in Korea every year to strengthen the knowledge of technical staff. Whenever customers seek for solution, APE staff can give best possible solutions. There is also good replacement policy for defected items. LSIS products are given 2-year warranty because of the good quality.

3.3 Profile of Respondents

In the analysis on the profiles of respondents, it focuses such questions as gender, age, education level, monthly income, and occupational experience. The demographic data of the respondents are very important for the company since it could show the major target segments of the company products.

Total 116 respondents of the LS products are given structured questionnaire. For each question, respondents are given multiple choices, out of which the respondents have to choose the most relevant one. The results are shown in frequency and percentage as shown in Table (3.1).

Table (3.1) Profile of the Respondents

Sr. No	Particular	No. of Respondents	Percent
	Total	116	100.0
1.	Gender:		
	Male	67	57.8
	Female	49	42.2
2.	Age:		
	20 or younger	7	6.0
	21-30years	53	45.7
	31-40years	33	28.4
	41-50 years	20	17.2
	51-60 years	3	2.6
3.	Education level:		
	Lower than Bachelor's degree	17	14.7
	Bachelor's degree	81	69.8
	Master's degree	9	7.8
	Higher than Master's degree	1	9.0
	Others	8	6.9
4.	Monthly Income:		
	150,000 Kyats or less	8	6.9
	150,000 – 300,000 Kyats	19	16.4
	300,000 – 500,000 Kyats	42	36.2
	500,000 – 800,000 Kyats	22	19.0
	800,000 – 1,000,000 Kyats	10	8.6
	More than 1,000,000 Kyats	15	12.9
5	Occupation:		
	Engineer	5	4.3
	Private company employee	73	62.9
	Business contractor	3	2.6
	Business owner	26	22.4
	Freelance	9	7.8

Source: Survey Data (2019)

According to Table (3.1), there are 116 respondents since male customers are the majority among the respondents. The result shows that more male customers are consuming electrical products. Regarding to the age, the majority of the respondents are between 21 and 30 years old as those people at that range use electrical product mostly at home and workplace. There are many new buildings, housing, hotels, and building renovations in Myanmar. The figure of between 41 and 60 years old respondents shows the least portion as they are not very familiar with modern electric products like young people. Regarding to the educational status, majority of the respondents are bachelor's degree holder and lower than bachelor degree holders. The result shows most of the respondents are educated. Among the 116 respondents, minorities are government staff and Engineers. According to the occupation result, the majority of the respondents are private company employees who can suggest the modern electrical products and they can learn all those things through social media and in touch with learning. The government staffs are the least portion among the respondents.

3.4 Reliability Test

Cronbach's alpha test or the reliability coefficient was used to determine the internal consistency between the multiple dimensions of a variable in a questionnaire. Sekaran (2000) defined that all questions of each variable are needed to measure the reliability which may apply Cronbach's coefficient Alpha scale. If the result of the calculation of Alpha Test is above 0.6 or equal to 0.6, all questions are consistent and reliable to be applied as the research instrument for this study. (Sekaran and Bougie, 2000).

Cronbach's alpha ranges in value from 0 to 1 and used to describe the reliability of factors of extract from questionnaires. According to Gliem and Gliem (2003), the closer Cronbach's alpha coefficient to 1.0 the greater the internal consistency of the items in the scale (Sekaran, 2003). If Alpha is less than 0.6 which means the results are unreliable. 0.6 or 0.7 indicates that the data resulted is reliable. Table (3.2) describes the reliability of the research instruments and the Cronbach's alphas found in the study for the factors influencing on customer satisfaction and brand loyalty at LS electrical products.

Table (3.2) Results from Reliability test

Variable	Alpha (a- test)	No of Questions
Product Quality	.780	6
Perceived value	.744	6
Delivery	.702	6
Customer communication	.711	6
Technical assistance & After sales service	.723	7

Source: Survey Data (2019)

Table (3.8) shows that the values of the reliability analysis which are tested with Cronbach's alpha outcome. Alpha values for all the variables are more than 0.60, so all the questions are trustworthy and suitable to apply as the study instrument for this research and all the respondents are appropriate and willing to answer for this study.

CHAPTER (4)
ANALYSIS OF FACTORS INFLUENCING CUSTOMER
SATISFACTION AND BRAND LOYALTY AT LS ELECTRICAL
PRODUCTS

This chapter consists of three sections. Firstly, profile of the respondents is presented in frequency and percentage. Secondly, the mean scores of the product quality, price, delivery time, technical assistance and after sales services are presented. Finally, the relationships of the entities are presented based on the regression results from SPSS.

4.1 Analysis of Influencing Factors on Customer Satisfaction

In this study, influencing factors that could effect on the customer satisfaction are analyzed by using the structured questionnaire. In order to find out the influencing factors, five-point Likert scale (1- strongly disagree, 2 - disagree, 3 - neutral, 4 - agree, 5 - strongly agree) is used in the structured questionnaire.

4.1.1 Customer Perception on Product Quality

Product characteristics are very important for the customers. The product variables that were measured include availability of various types, warranty, international brands etc. In this study, 116 customers are surveyed. Mean scores for each question are computed and the results are shown in Table (4.1).

Table (4.1) Product Quality

Sr. No	Product Quality	Mean Score
1.	Conform to IEC standards.	4.24
2.	Good warranty.	4.34
3.	International brand	4.19
4.	Easiness to use	4.19
5.	Robust and reliable	4.13
6.	User friendly and easy to install.	4.28
	Overall Mean	4.22

Source: Survey Data (2019)

According to Table (4.1), it is found in the result that the highest mean score was 4.34 which mean most of the respondents considered LS product had secured warranty so that using this brand can feel safe for consumers. Moreover, most of the users trusted the products which they think those were error free and reliable since LS products have strict QC procedures. Additionally, LS products meet IEC standard (International Electro technical Commission's International standard). In additions, Myanmar people believe that LS products can provide good quality with full service. Many respondents stated that LS products are internationally recognized brands which are easy to install. According to the overall mean score, most of the respondents are satisfied with LS electrical products as people believe that LS products are reliable, modernize, user friendly, and widely well known.

4.1.2 Customer Perceived Value

LS products offer value for customers by providing quality products, value for money, reasonable price and special discounts etc. It is important to analyze the perceptions of the customers and the findings are shown in Table (4.2).

Table (4.2) Perceived Value

Sr. No	Perceived Value	Mean Score
1.	Reasonable price for quality	4.06
2.	Value for money.	4.12
3.	Prices and quality is appropriate	4.04
4.	Competitive price against major competitors.	4.09
5.	Prices are appropriate with the benefits.	4.02
6.	Special discount on special sales promotions.	4.17
	Overall Mean	4.08

Source: Survey Data (2019)

According to Perceived Value, many people think that they learn other products before they buy LS products because they need to know how to operate, resist, manufacture, and etc. Many people think that prices are reasonable comparing to the quality of the product commented that LS product is worthy. Also, most consumers think that prices of LS products

are competitive compared to other brands in terms of quality. Few people think that prices of LS products are suitable and advantages. Most people enjoy the promotion and discount that LS products frequently offer. . According to the overall mean score, it can be said that perceived value influenced on people' buying behavior as LS products are affordable, reliable and reasonable which are competitive advantages compared to other brands.

4.1.3 Customer Perception on Delivery

Delivering the products on time is very important for most customers. Customers prefer the ability of delivery to their desired destination. It is crucial to know whether the delivery service of the company is satisfactory or not. The findings are shown in Table (4.4).

Table (4.3) Customer Perception on Delivery

Sr. No	Delivery	Mean Score
1.	Good Packaging	4.21
2.	Enough Stock-In-Hand	4.10
3.	Reliability in delivery time.	4.09
4.	Safe delivered without defects.	4.09
5.	Good Product handling	4.14
6.	Systematic Documentation	4.13
	Overall Mean	4.13

Source: Survey Data (2019)

The respondents state that packaging of LS products is good since they receive the products in good conditions without defects. Thus, this packaging factor gets the highest mean score 4.21. Customers could easily get LS products whenever they need since the company always enough stock in hand and the products are available at many regions. In additions, customers receive the products according to the exact delivery schedule as the company has enough delivery cars and people. Since the company uses Enterprise Resource Planning ERP software called Odoo to deliver products efficiently and effectively. While delivering the products, the company is taking care of product handlings and customers are much satisfied about it. Customers think delivery documents are well set up since LS Company makes it

systematically. According to the overall mean score, most respondents look at the packaging quality of the products.

4.1.4 Customer Perception on Communication

Customers want good communication and information about the specific products that they are interested. The perception towards the customer communication of the company is presented in Table (4.4).

Table (4.4) Customer Communication

Sr. No	Customer Communication	Mean Score
1.	Product catalogues can download from website	4.11
2.	Product information can be received from website	4.06
3.	Various communication channels are available (phone, fax, email, messenger, viber etc.)	4.25
4.	Efficient delivery of promotion messages	4.05
5.	Attractive promotion plan	4.06
6.	Availability of Educated and experienced experts for product information	4.14
	Overall Mean	4.11

Source: Survey Data (2019)

According to Table (4.4), the researcher found that the highest average mean is 4.25 which represent the majority of the respondents prefer for easy communications with wide range of modern applications. Nowadays, people use social media, mobile applications and other communication apps like viber, Whatsapp, tc.. so that visibility of the products on those apps becomes essential. LS products already have been launched on all those apps to enhance the vicinity of the products . Moreover, the second largest mean is 4.14 which indicates that LS employees have full of product knowledge. The knowledgeable staff can help customers to get the best choice of the products and more understanding of the products. In addition, many of the respondents prefer to get catalogue easily online so that they can save time and they can discuss with the family or working team for the item selection. Moreover, as today is

information age, many people prefer the things to search on websites and social media by sitting at home or work so that LS products have active and fruitful website. LS website can mention the promotion items or promotion period, or special discount prices which lead viewers to purchase. Additionally, many respondents like the promotion items that LS products put on website. According to the overall mean score, it is found that customer communication influence on buying behavior that most people got the well communication with LS products and the webs or social media apps can lead people to buy the products.

4.1.5 Customer Perception on Technical Assistance and After Sales Service

LS products are electrical items and after sales service are important for the users. Offering the good and reliable after sales service is necessary. The findings about technical assistant and after sales service are presented in Table (4.5).

Table (4.5) Technical Assistant & After Sales Service of the Respondents

Sr. No	Technical Assistant & After Sales Service	Mean Score
1.	Inclusive of product manuals	3.91
2.	Fast response for technical assistance	4.09
3.	Good technical recommendation for right model and products.	3.95
4.	Efficient Inquiry handling	4.08
5.	Good replacement policy for defect items.	4.06
6.	Customized care with good responsibilities	4.10
7.	Professional sales & Service	4.12
	Overall Mean	4.04

Source: Survey Data (2019)

Table (4.5) presents “Technical Assistant & After Sales Service of the Respondents”. According to the research, the highest mean score is 4.12 which indicates that majority of the respondents like LS staff relationship with customers. Today, there are many brands which emerge in the market. To be more competitive, the skill of the employees’ relationship with customers is important because they are the people who can drive sales force well. LS staffs are quite polite and good understanding about what they are selling. Many people like LS

employees' individual care and concern for each customer. Technical help is always ready and many people indicate their satisfaction for that. The majority of the people enjoy that LS employees are ready to be assistant as they are well trained for product knowledge and provide right decision. In addition, many respondents satisfy for the replacement scheme that LS offered. Today, there are many rivals in the market as they are vying to get the market share. According to the overall mean score, it can be said that majority people satisfied the scheme of LS during sales service and after sales service.

4.1.6 Customer Satisfaction

For every product, customer satisfaction is necessary in order to achieve long term success. If the consumers are satisfied with the goods they use, they will buy again. It could lead to gain loyal customers of LS products. The company could also make marketing plan based on the findings. Quality of the products, user friendly of the equipment, price, wide-range of products and matched specifications of the products are questioned. The satisfaction levels of the respondents towards LS products are presented in Table (4.6).

Table (4.6) Customer Satisfaction

Sr. No	Customer Satisfaction	Mean Score
1.	The quality of LS products meeting customer expectations.	4.03
2.	Satisfied with product's user friendliness	4.08
3.	LS product specifications conform to customers' needs and wants	4.13
4.	Wide range of products to choice.	4.05
5.	Competitive prices of LS products.	4.04
6.	Delivery of LS products.	4.06
7.	Excellent Services offered for LS products.	4.04
8.	LS product's specifications according to the promise.	4.05
9.	Satisfied to be a customer of the LS products	4.11
10.	Overall, LS product providing a very satisfying experience.	4.08
	Overall Mean	4.06

Source: Survey Data (2019)

Table (4.6) figure out the customer satisfaction. LS products match with the requirements of the majority of the people. As LS products have a wide choice of the category, many people prefer to pick this brand for the needs. Products' user friendliness and easy to use are the perfect matching to the majority. Since, many respondents have experiences with multi brands, they prefer LS products' service and they have good experience with this brand. Today, many people are very familiar with online shopping so that most of the products catch the market and LS is one of them. Many respondents please with LS online shopping experiences. Moreover, people satisfied with LS products which normally provide what customers want. According to the overall mean score, the research found that majority people satisfied that LS products can fulfill the people's requirements.

4.1.7 Influencing Factors on Customer Satisfaction

This section finds out the relationship between dependent variable and independent variable. It needs to analyze which factors have the significant effect on customer satisfaction. In order to find out the relationship, multiple regression is applied and the findings are shown in Table (4.7).

Table (4.7) Influencing Factors on Customer Satisfaction

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.578	.302		1.916	.058
Product Quality	.254***	.091	.246	2.787	.006
Perceived Value	.209**	.086	.232	2.434	.017
Delivery	.145	.095	.152	1.532	.128
Customer Com	.027	.091	.029	.292	.771
Tech Ass and After sales service	.211**	.086	.238	2.443	.016
R Square	.565				
Adjusted R Square	.545				
F Value	28.522***				

Source: Survey Data (2019)

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

According to regression result above, the specified model could explain about the variation of the customer satisfaction of the respondents towards LS products since the value of R^2 is almost 56 percent. The model can explain 54 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.545. In additions, the overall significance of the model, F value is highly significant at 1 percent level. This specified model can be said valid. Among the five independent variables, product quality is strongly significant at 1 percent while perceived value and technical assistant and after sales service are significant at 5 percent.

Product Quality has the expected positive sign and significant coefficient value at 1 percent level. The positive value indicates that the increase in product quality leads to more effect on customer satisfaction. Product quality is very important factor for the customers. If the product quality is not good, it is not worth of money and users will not be satisfied. The company offers internationally recognized products which were approved by IEC standards. An increase in product quality by 1 unit raises the customer satisfaction by 0.254 unit.

Regarding Perceived Value, the variable has the expected positive sign and significant coefficient value at 5 percent level. The positive value indicates that the increase in perceived value will increase customer satisfaction. If the customers perceived well about the products, they will be satisfied. LS products could compare to the higher-end products by reasonable price. An increase in perceived value by 1 unit raises customer satisfaction by 0.209 unit.

Regarding Technical assistant and after sales service, the variable has the expected positive sign and significant coefficient value at 5 percent level. The positive value indicates that the increase in technical assistant and after sales service will increase customer satisfaction. Technical assistant and after sales service are very important for technical products. An increase in technical assistant and after sales service by 1 unit raises customer satisfaction by 0.211 unit.

The standardized coefficient (Beta) of product quality has the largest value (0.246) among five explanatory variables indicating that product quality 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 models explain the variation in customer satisfaction variable well. The increases of perceived value and technical assistant and after sales service have the positive effects on customer satisfaction.

The reasons having good product quality results seemed to be competitive price against competitors, conformity of international standards, excellent warranty and product robustness.

The reasons behind good perceived values results are offering special sale promotion, availability of wide range of products and reasonable price with international brand.

The company can offer good replacement policy for defective materials. The technical team is well trained under LS Korea supervision and guidance. Those are reasons for higher survey results for technical assistant after sales service.

In summary, the results show that most factors have significant value and the main determination of customer satisfaction to be product quality since quality of the electrical products is essential for all customers.

4.2 Analysis of Effect of Customer Satisfaction on Brand Loyalty

In this research, in order to find out the effects of customer satisfaction on product loyalty, multiple regression model is used. Table (4.9) shows the effect of customer satisfaction on brand loyalty.

4.2.1 Customer Loyalty

To get the loyal customers is the main objective of every business. Manufactures are trying to get more loyal customers in various ways. The loyal status of the respondents towards LS products is presented in Table (4.8).

Table (4.8) Customer Loyalty

Sr. No	Customer Loyalty	Mean Score
1.	Recommend LS products to other.	4.09
2.	Feel positive about LS products.	4.17
3.	Willing to try other products from LS again.	4.04
4.	LS products would be the first choice electrical products.	3.97
5.	Not switching to other brands even other brands give more attractive offers.	3.94
	Overall Mean	4.04

Source: Survey Data (2019)

According to the Table (4.8), the majority of respondents feel the positive confident of the products. As the respondents have a good experience with the LS brand, they would recommend the brand to others. Word of mouth advertisement is free and many people rely on their trustworthy people' recommendation. As people please with LS product, so they like to try another item in LS brand. Experiencing with the brand is quite nice so that LS brand will pop up in mind at the first place whenever the majority respondents require the electrical items. According to the overall mean score, it is found that customer loyal influence on majority people that they are pleased with LS brand so that this brand would be the first choice among respondents and they would recommend others to select LS brand which has a wide choice of products.

4.2.2 The Effect of Customer Satisfaction on Brand Loyalty

The effect of customer satisfaction on product loyalty is found out by using multiple regression model. Table (4.9) shows the effect of customer satisfaction on brand loyalty.

Table (4.9) Effect of Customer Satisfaction on Brand Loyalty

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.695	.277		2.511	.013
Customer Satisfaction	.824***	.068	.751	12.153	.000
R Square	.564				
Adjusted R Square	.561				
F value	147.701 ***				

Source: Survey Data, 2019

Notes: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

According to regression result above, the specified model could explain about the variation of the customer loyalty of the respondents towards LS products since the value of R^2 is almost 56 percent. The model can explain 56 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.561. In additions, the overall

significance of the model, F value is highly significant at 1 percent level. This specified model can be said valid.

Customer Satisfaction variable has the expected positive sign and strongly significant at 1 percent level. The positive value indicates that the increase in customer satisfaction will increase brand loyalty.

LS products could compare the quality of the international brands and get international certificates and all kinds test reports from reputed third party laboratories. In additions, the company offers reasonable price, quality delivery, and values for customers. Thus, customers are satisfied to specific product leading to buy repeatedly and will be loyal customers finally. An increase in customer satisfaction by 1 unit raises brand loyalty by 0.824 unit.

The results can be very positive and good news for the company. The company focus on customer satisfaction, the customers tend to be loyal to the brand in return.

In summary, the results show that the main determination of brand loyalty to be customer satisfaction since people makes repeated purchase if they are satisfied with the specific products. Then customers may not switch to other brands.

CHAPTER (5)

CONCLUSION

This chapter presents the findings and discussions, suggestions and recommendations based on the findings. This chapter also presents the suggestions and needs for the further study.

5.1 Findings and Discussions

This study finds out the customer perceptions by surveying the responses of 116 customers. The findings reveal that most of customers are male of 21 to 30 years old. They are graduated and work as the private company employees. Majority of the respondents earn 300,000 – 500,000 Kyats per month. LS' distributor in Myanmar, Alpha Power Engineering Co., Ltd. is responsible for distribution of the products across the nation by partnering with wholesalers and resellers.

Regarding product quality, most of the customers are much satisfied with the product quality since the products have good reliable warranty and meets IEC standard. In addition, the product brand is internationally recognized. Most of the customers state that LS products are reliable and robust. Many respondents remark that LS products are user friendly and easy to install.

Perceived value means how users experience while they use the brand. It is found that Alpha Power Engineering Company offers attractive promotions and customers state that LS products are value for money since majority of customers like the quality of LS products. In additions, the company offers competitive prices for LS products and most of the respondents feel the price is reasonable.

Customers are satisfied with the delivery quality of LS products. Finding reveals that the packaging of the LS products is good enough for protecting item damage. LS delivery team also carefully handles during packaging and delivery. Alpha Power Engineering company makes delivery document systematically thus the products are delivered according to the promise. Therefore, major customers state that they trust the cargo arrival time and products will be delivered without defects.

Regarding customer communication, respondents are satisfied about the staff communication since Alpha Power Engineering company recruits and trains employees to have enough product knowledge and skills. Thus, most respondents believe that the employees are skillful and reliable. Furthermore, most respondents feel that promotion plan is attractive and they get promotion message regularly. Findings reveal that Alpha Power Engineering Company has enough communication channels so that customers always get contact with the company. Customers state that they get enough information from the company website.

Regarding technical assistant and after sales service, most respondents are satisfied with the technical staff behaviors since customers get individual attention from staff whenever they need the technical assistant. In additions, customers receive recommendations and suggestions from the company employees according to their needs. LS products come with manual and warranty thus most of the respondents like those. The company has good replacement policy which minimizes the burden of people if there is error or damage.

According to the survey result, most of the customers are satisfied with the LS products and services offered by Alpha Power Engineering Company since they get good warranty, exact delivery and help from the employees. In additions, people are satisfied since the specifications of the products meet their needs and wants.

It is found that most of the respondents have intention to buy the LS products again whenever they need since they experience positive feeling about the products. Thus, they do not have intention to switch other electrical brands. Moreover, they will share their experience about LS products and recommend to others to use LS products.

According to the regression result, among five independent variables, three variables are significant with customer satisfaction. Product quality, perceived value and technical assistant and after sales service are strongly positive significant with customer satisfaction. If the higher those factors, the greater customer satisfaction will get. The most influencing factor on the customer satisfaction is product quality because most respondents choose the electrical item by considering the product quality first. In additions, if customers perceive that they get good items in turn of money, they will be more satisfied. Technical assistant and after sales service are very important for electrical users since sometimes customers need help from experts or return damage items. Thus, they look for the products that give good warranty and service.

To get the loyal customers, the findings prove that customer satisfaction strongly effects on brand loyalty. According to the regression result, customer satisfaction has the positive relationship with brand loyalty. If customers are more satisfied about the product, they will use more and become loyal customers.

5.2 Suggestions and Recommendations

Alpha Power Engineering company is now doing well according to the findings but the company needs to change in order to improve more customer satisfaction and brand loyalty.

Even though customers are satisfied with product quality, there is always room to improve for Alpha Power Engineering company. They should keep offering the same quality products or better-quality ones in the future. In addition,, the company should offer more types of user-friendly products and internationally recognized products. In order to be more easily to install, it would be better if the instructions in user manual written in Myanmar language.

Regarding perceived value, Alpha Power Engineering Company should always monitor the prices and quality of the competitors since users compare those factors before they buy the products. In additions, the company should find out the needs and wants of the customers in order to give more values to customers in promotions. By focusing the more reasonable price and better quality than those of competitors, the company could get more customer satisfaction and get more loyal customers.

Regarding delivery, Alpha Power Engineering Power Company should focus more distribution networks in order to extend its market and increase effectiveness of delivery by monitoring those of competitors. In additions, company should analyze the order items based on the region so that company could prepare the stocks in order to supply and reduce delivery time.

In order to increase customer communication, Alpha Power Engineering Power Company should make the website in English and Myanmar languages. The company needs to use high speed internet line and social media team in order to respond inquires more technically. In additions, at the website, company should post most frequently asked questions (FAQ).

Customers care warranty and technical assistance, thus company should pay more attention to give more than 2 years' warranty or faster product inspections and replacement

policy for defected items. According to the regression result, the company must give the highest priority for product quality because it is the most influencing factor on customer satisfaction. By doing the above suggestions and recommendations, the company will get more customer satisfaction and loyal customers.

5.3 Needs for Further Research

This study focuses only some influencing factors on buying behavior of the LSIS products in Yangon and few major cities so this it is not cover the whole country. If the research is countrywide, it could be superior. This study does not cover the whole electrical industry. If future study can go for end users level, the results could be more accurate than current one. For company side, the further research for other brand items to get better business opportunities such as better revenue and profit for the company. There should be always room for better research to improve the study so that the company understand their strength and weakness of their strategy for the products. Then company can find ways to improve for the better results. Further researches should study customers' attitudes and buying behaviors towards all types of electrical products in Myanmar to cover the whole industry by studying customer attitude models and additional marketing mix activities.

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Appendix I- QUESTIONNAIRE

Factors Influencing Customer Satisfaction and Brand Loyalty at LS Electrical Products

This survey is conducted by Thet San, a Master degree student of Yangon University of Economic, Department of Management Studies. It is one of fulfilments of completing my study of Master of Business Administration (EMBA). This is completely voluntary, and all your response would be anonymous. It will take an average of 10 to 15 minutes to fill it out. Thank you very much for your time and kind support.

Part (A) Demographics Factors

1. Gender:

- Male
 Female

2. Age:

- 20 or younger 31-40 years 51-60 years
 21-30 years 41-50 years Older than 60 years

3. Education Level:

- Lower than Bachelor's degree Ph.D.
 Bachelor's degree Others, please specify _____
 Master's degree

4. Monthly Income:

- 150,000 Kyats or less 500,001 - 800,000 Kyats
 150,001 - 300,000 Kyats 800,001- 1,000,000 Kyats
 300,001 - 500,000 Kyats More than 1,000,000 Kyats

5. Occupation:

- Contractor Business owner
 Private company employee Other, please specify _____
 Government staff

Part (B) Influencing Factors

Please describe to what extent you agree with each of the influencing factors on customer satisfaction by using the 5-point Likert scale where:

1 = strongly disagreed 2 = disagreed 3 = neutral 4 = agreed
 5 = strongly agreed

Particulars	1	2	3	4	5
A. Product Quality					
1. LS products meet IEC standards.					
2. LS products have good warranty.					
3. LS products are internationally recognized.					
4. LS products are easy to use, thereby allowing me to perform task faster.					
5. LS products are robust and reliable.					
6. LS products are user friendly and easy to install.					
B. Perceived Value					
1. Prices are reasonable for the quality of LS Products					
2. LS product provides value for money.					
3. Prices of LS products compared to their quality is always acceptable.					
4. LS product price is competitive against major competitors.					
5. Prices of LS products are appropriate with the benefits I received					
6. LS products are offered special discount on special sales promotions.					
C. Delivery					
1. LS products provide quality packaging when delivered to customers.					
2. LS products are available all the time.					
3. There is reliability in delivery time and timeliness.					
4. LS products are delivered safely without defects.					
5. Product handling is good.					
6. Delivery document is formatted systematically.					

D. Customer Communication	1	2	3	4	5
1. LS products catalogues are easy to download from website					
2. LS products information can be easily received from website					
3. Various communication channels are available. (phone, fax, email, messenger, viber etc.).					
4. LS products promotion message are hit to the customers.					
5. LS products promotion plan can incline to purchase.					
6. Staff are knowledgeable, highly educated and experienced to provide sufficient information about products/ services.					
E. Technical Assistant & After Sales Service					
1. LS products include manuals for technical assistance.					
2. LS support technical assistance whenever users request.					
3. LS technicians give technical suggestions such as right model and products.					
4. When making inquiry, sales person can give suggestions and explain patiently about the product.					
5. LS has good replacement policy for defect items.					
6. Staffs offer personal care to everyone and they take full responsibilities.					
7. All LS staff's manner and politeness are truly great.					

Part (C) Customer Satisfaction

Please describe to what extent you agree with each of the following statements by using the 5-point Likert scale where:

1 = strongly disagreed 2 = disagreed 3 = neutral 4 = agreed
5 = strongly agreed

Particulars	1	2	3	4	5
1. The quality of LS products always meets customer expectations.					
2. I am satisfied with product's user friendliness.					
3. LS product specifications conform to my needs and wants.					
4. I feel pleased what LS have wide range of products to choice.					
5. I am satisfied with prices of LS products.					
6. I feel delighted with the delivery of LS products.					
7. I am satisfied with the services offered for LS products.					
8. LS product's specifications are consistent according to the promise.					
9. My choice to be a customer of the LS products is a wise one.					
10. Overall, LS products provide a very satisfying experience.					

Part (D) Customer Loyalty

Please describe to what extent you agree with each of the following statements by using the 5-point Likert scale where:

1 = strongly disagreed 2 = disagreed 3 = neutral 4 = agreed
5 = strongly agreed

Particulars	1	2	3	4	5
1. I would like to recommend LS products to others.					
2. I feel positive about LS products.					
3. I am willing to try other products from LS again.					
4. LS products would be my first choice electrical products.					
5. I will not switch to other brands even other brands give more attractive offers.					

Thank you for your time.

Regression result for Influencing Factors on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.751 ^a	.565	.545	.27937	.565	28.522	5	110	.000

a. Predictors: (Constant), Tech_AssMean, P_QualityMean, P_ValueMean, DeliveryMean, Cus_ComMean

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.130	5	2.226	28.522	.000 ^b
	Residual	8.585	110	.078		
	Total	19.715	115			

a. Dependent Variable: Cus_SatMean

b. Predictors: (Constant), Tech_AssMean, P_QualityMean, P_ValueMean, DeliveryMean, Cus_ComMean

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.578	.302		1.916	.058
	P_Quality Mean	.254	.091	.246	2.787	.006
	P_Value Mean	.209	.086	.232	2.434	.017
	Delivery Mean	.145	.095	.152	1.532	.128
	Cus_Com Mean	.027	.091	.029	.292	.771
	Tech_Ass Mean	.211	.086	.238	2.443	.016

a. Dependent Variable: Customer Satisfaction

Regression result for Customer Satisfaction on Brand Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.751 ^a	.564	.561	.30092	.564	147.701	1	114	.000

a. Predictors: (Constant), Cus_SatMean

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.375	1	13.375	147.701	.000 ^b
	Residual	10.323	114	.091		
	Total	23.698	115			

a. Dependent Variable: Brand_LoylMean

b. Predictors: (Constant), Cus_SatMean

Coefficients

Model		Unstandardized Coefficients		Standardized	Sig.	
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	.695	.277		2.511	.013
	Cus_SatMean	.824	.068	.751	12.153	.000

a. Dependent Variable: Brand Loyalty Mean