YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

CUSTOMER SATISFACTION AND BRAND LOYALTY OF BREADTALK IN YANGON

MYAT PANN PHYU

MBA II-64

23rd BATCH

DECEMBER, 2019

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ACADEMIC YEAR (2017 – 2019)

Supervised by	**Submitted by**
Dr. Sanda Win	**Myat Pann Phyu**
Professor	**MBA II – 64**
Department of Commerce	**MBA 23rd Batch**
Meiktila University of Economics	**2017 – 2019**

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BREADTALK IN YANGON

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

Supervised by	Submitted by
Dr. Sanda Win	**Myat Pann Phyu**
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Meiktila University of Economics	**2017 – 2019**

ACCEPTANCE

This is to certify that the thesis entitled "**Customer Satisfaction and Brand Loyalty of Breadtalk in Yangon**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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(Chairman)

Dr. Tin Win

Rector

Yangon University of Economics

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(Supervisor)	(Examiner)

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(Examiner)	(Examiner)

DECEMBER, 2019

ABSTRACT

The purposes of the study are to examine the influencing factors on customer satisfaction and to analyze the effect of customer satisfaction on brand loyalty of Breadtalk in Yangon. Questionnaire survey is used to collect data from the consumers who have a previous eating experience with Breadtalk. The study found that product, price, recommendation by friend and workmate are positively affecting on customer satisfaction. The study also found that customer satisfaction has positive significant effect on brand loyalty of Breadtalk in Yangon. Based on the result of this study, it is recommended that management of Breadtalk need to monitor and control the standard for ensuring product's quality, reasonable price and making efforts with good responsive manners in order to promote customer satisfaction and brand loyalty on Breadtalk.

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CHAPTER 1

INTRODUNCTION

Nowadays, bakery products offer a constructive outcome on the human wellbeing because of the nearness of numerous significant healthful parts. Eating grain nourishments like bread assumes a significant job in human's eating routine by giving numerous supplements, for example, dietary fiber, nutrients and minerals that are imperative for the wellbeing and upkeep of bodies. Both entire grains and advances grains ought to be a piece of adjusted eating routine, to get more supplements and advantages.

Modern days, bakery products are becoming one of the most essential food items in human diet due to ready availability and high nutritive value. Nowadays, as individuals particularly ladies are getting experts, thy have less time to give at home and family. The growth of the bakery product has reduced the responsibilities of kitchen. They can now easily prepare food with the readymade food items which need less work and time. Earlier these products were expended for need presently individuals search for taste, assortments and point of view of wellbeing too. It was found from the study that three variables which influence the consumer behavior towards the acquisition of baked good and breads are freshness, cost and quality. Individuals leaving home can without much of a stretch fulfill their nourishment needs. Accordingly the bakery products have tackled numerous issues of individuals.

Khudsen (2014) conducted a study to measure the attitude of customers towards the wholegrain bread. It was found from the study that consumers specially concern towards the taste and ingredients of the bread. Bread with healthy and nutritious ingredients attracts the consumers. The acceptability of food items by the consumers affect by the tastefulness, healthy and natural ingredients. Food products with some logo which reflects the health are generally popular among the consumers.

Customer Satisfaction and Loyalty have develop into a major marketing topic today. Brands are beginning each and every day leads to an ever ending competition. In this competitive environment, making a customer brand loyal is emerging as a big challenge but it is the need of the hour for getting better market share and profitability and can only be made by making customer satisfaction and developing a good image in

customers'mind. In today's busy lifestyle, everybody wants to get everything they need in a ready-made and quickest way. When the customer's expectations are being met then they satisfied and go for repurchase from same brand. But dissatisfied customer do not give a surely to go back and make a purchase again. Customer satisfaction's high level has many benefits for the brand, such as raised consumer loyalty, enhanced brand, reputation, reduced price elasticity, positive word of mouth and lower switching tendency (Anderson et al.1994; C Fornell, 1992).

The love of the customers with the brands they use can be described as satisfaction, loyalty or love depends on the level of attraction displayed towards the brands (Kand, 2014). Nowadays consumers consider the brand when they purchase any product and any service. Brands represent the consumer's perceptions and opinion about presentation of the product. A strong brand has powerful appeal in public eyes. It has the power to attract people to buy the service or product even in the competitive marketplace. Also, it has the ability to attract the customers towards their product. It tries to assess influence on the consumer with the help of groups such as family, friend. The four P's Product, Price, Place and Promotion are all the part of consumer enticements.

In this study, it focuses on the affecting factors of consumers such as social and marketing mix. Different consumers have different loyal products based on their factors affecting which leads to dominance of businesses. This study aims to analyze and explore affecting factors such as social and marketing mix factors that customer satisfaction and brand loyalty of BreadTalk Myanmar in Yangon.

1.1   Rationale of the Study

In Myanmar, business trends, including the bakery industry, has gradually changed since the transition to democracy of Myanmar. In this 21st century, bakery industry is very competitive business environment, which is a good area to study brand loyalty and customer satisfaction. In order to get a sustainable competitive advantage in business brand loyalty and customer satisfaction are the significant and crucial factors for Management. Yangon has various kinds of bakery brands such as SP bakery, Season, Shwe Pu Zun and Fudo. Breadtalk bakery brands and some bakery brand such as Fudo, Season, SP bakery, Shwe Pu Zun, Eldorado, Parisian enters the Myanmar bakery market.

Breadtalk is one of the most famous local bakeries shop in Yangon and it is also a quick service restaurant providing a lot of variety of products such as cakes, bread, soft drinks, cold drinks and hot drink. It is famous for the product of cake for birthday and offering order for cakes for their customers with much kind of variety products. Breadtalk Bakery restaurant open together with Junction Square, Junction City, Myanmar Plaza and the latest open area is in Hledan. It has a large selection of bread and cake. The quality of food is good enough and the prices are quite reasonable.

Some loyal customers of Breadtalk bakery brand change from Breadtalk customers to other brands .In order to get competitive advantage among its competitors, Breadtalk needs to have more and more customers who are loyal to Breadtalk brand, and on the other hand, the company should have lots of satisfied customers by serving excellent customer satisfaction. If Breadtalk customers are satisfied, they are loyal to the bread brands, the company do not need to take of its competitors.

The process of marketing is finding out and translating consumer wants into products and services. Consumer desires can be satisfied only with the help of marketing mix. The purpose of the marketing mix is to satisfy the needs and wants of the customers in most effective and economical manner. Marketing mix is the combination of four inputs which constitute the core of a company's marketing system which consists of 4P's which are product, price, place and promotion.

For marketers, brand loyalty is essential because it aids in maintaining customers and often requires less marketing resources than acquiring new ones (Reichheld and Sasser 1990). There is numerous studies which show that increased customer satisfaction results in improved loyalty of the customers with the brand. To satisfy customers, the product and service of the company which is not price sensitive and they also don't easily obtain attracted towards the competitor's offerings.

The research tries to find out how to provide to get customer satisfaction, what are effectively target customers and also how to improve products and services and how customers view products versus their competitors' products. The research also tries to find out how many times throughout the day do people make to buy product and also for the study of customers satisfactions on their purchases. The low level of consumer's perception of product quality doing at a similar standard, increased numbers of superior brands and alternatives greater acceptance of generic and private label brand in today's

competitive environment. To address this issue, researchers suggest that brands are perceived as having highly rated image may generate more loyal customers.

In this study, the factors influencing on customer satisfaction and brand loyalty are focused for Breadtalk in Yangon Breadtalk is opened the distinct shopping area such as Junction City, Junction Square, Myanmar Plaza and Hledan. These four areas are major shopping mall in Yangon. This research studies that the influencing factors on customer satisfaction are product such as quality, taste, freshness, price factors such as value of money, discount and allowance, promotional price, place factors such as location, transport, display, and social factor such as recommendation by family, friend and workmate and have the positive relationship between the customer satisfaction and brand loyalty.

1.2   Objectives of the Study

The objectives of this study are as follows;

(1) To examine influencing factors on customer satisfaction of BreadTalk in Yangon.
(2) To analyze the effect of customer satisfaction on brand loyalty of BreadTalk in Yangon.

1.3   Scope and Method of the Study

In this study, social factors and marketing factors influence on customer satisfaction and brand loyalty of BreadTalk's products in Yangon. This study includes customers in Junction Square, Junction City, Myanmar Plaza, Hledan because the Breadtalk is located only on four shopping malls in Yangon. There are many factors that influence the consumer when satisfying after product to purchase and then loyal this product, however only social factors and marketing factors are selected to study as they are relevant with the BreadTalk's products consumers.

The sample of this study is 120 respondents who are consuming at Breadtalk branches from Junction Square, Junction City, Myanmar Plaza, Hledan shopping malls. The respondents are surveyed by systematic random sampling method. This study used both primary and secondary data. A structured questionnaire is used to collect primary

data from customers in Junction Square, Junction City, Myanmar Plaza, Hledan shopping malls. The respondents of this study are only the customers who are eating in BreadTalk at these four areas. Data are collected from every 5th customers at Junction Square, Junction City, Myanmar Plaza, Hledan shopping malls from morning to evening. And data collection time was a week. Secondary data are extracted from related website, international research paper and previous paper, thesis and relevant textbook. This study is descriptive quantitative research. Descriptive statistic such as frequency and percentage are used to report the demographic information of the samples. Descriptive method (calculation of mean values) is applied to show the social, marketing mix factors and satisfied and loyal consumer in Junction City, Junction Square and Myanmar Plaza, Hledan. Line regression analysis is applied to evaluate the factors influencing on customer satisfaction and brand loyalty of BreadTalk Myanmar products in Junction Square, Junction City and Myanmar Plaza, Hledan.

1.4 Organization of the Study

This study consists of five main chapters. Chapter one include the introduction of the study, the rationale of the study, objectives of the study, scope and method of the study and organization of the study are explained. Chapter two is about theoretical background of the study. The components are theory of customer satisfaction, the concept of brand loyalty, the factors influencing on customer satisfaction, empirical studies and finally conceptual framework of the study. Chapter three is about the factors affecting on customer satisfaction of BreadTalk Myanmar in Yangon. There are two parts of chapter three: profile of the respondents and influencing factors on customer satisfaction. Chapter four analyzes customer satisfaction and brand loyalty of respondents. Chapter five is the conclusion that involves findings and discussions of the study, suggestions and recommendation and needs for the further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter includes theoretical background of customer satisfaction, brand loyalty, the effect of social factors and marketing mix factors on customer satisfaction are discussed. In the last part, conceptual framework of the study is presented.

2.1   Concept of Marketing Mix

The concept of marketing mix was first suggested by Neil Borden in 1949. However, marketing mix of most common variables such as product, price, distribution and promotion were set up by Mccarthy and were known as 4Ps. Until now, there has been no considerable change in the concept of marketing mix and in many researches, 4P is still the coordination concept that other aspects of marketing are organized around it. Marketing mix shows the fundamental activities of marketing managers. After choosing a target market, the marketing managers must build up a systematic plan for selling to customers and establishing long-term and loyal relationships. Marketing plan includes decision on product, price, promotion and distribution. There are the most important parts that marketing managers must allocate company resources to them to achieve the objectives of sale and profitability (Garavand, Nourayi, & Saee Arasi, 2010).

Marketing mix (4P) is a controllable part of marketing tools that influences the demand and increases it. By combination, it is indicated that the Four P (product, price, promotion, place) should have an established and coordinated systematic approach in order to have effective influence on persuading the customers.

Therefore, while satisfying the needs of consumers, the company makes decision related to the product, its price, distribution/place and promotion, and the four of the group is considered to be present the main marketing mix elements also called- "4P" marketing mix. An successful marketing strategy joins together the 4Ps of the marketing mix. It is planned to meet the company's marketing objectives by offering its customers with value. The marketing mix of 4P is communicated and combined to establish the product's position within its target market.

2.1.1 Product

Product is the thing or service of an industry creates on a large scale in a specific volume of units. Product can be tangible and intangible. All of the products need to meet demand of customers. The key for product is to know the problem or put the feature of goods or service and unique point of product for consumers (Entrepreneurial insight, 2015). Product is defined the goods and / or services offered by a company to its customers. Product's own tools are features, design, quality, brand name, packaging, services and variety.

The characteristic of product bring together with the satisfaction level of consumers' needs and wants through the owning of the product, usage, and utilization of the product (Kotler, Philip, Armstrong, and Gary, 2007). Kotler and Armstrong (2010) defined the product as anything which is offered to a market to attend, acquire, use or consume and it may satisfy the consumers. Goods or services that are launched in the market to be consumed or to be used by customers to satisfy their needs and demands are called products (Armstrong & Kotler, 2011). Product quality according to Kotler and Keller in Herviana and Anik., (2018) defined Product Quality as the totality of features and characteristics of a product or service that depends on the ability it has to satisfy expressed or implied needs.

2.1.2 Price

Price as a marketing tool is a key factor in selling product to customers. Price is the amount or cost of the good. Product or service's price is decided by all factors that an organization puts in during the preparation of the product. One of the most important marketing mix items is price and many scientists regard the price as one of the most important elements of the market, which increases not only profits but also market share. However, the price is not only one of the key factors in a competitive situation, which directly affects the company's sales and profitability indicators, but also one of the most elastic marketing mix elements, which can quickly adjust to change environments. Therefore, it is the price is perceived as the only element of the marketing mix, generating revenue and the most important customer satisfaction and loyalty factor.

The brand's high price is on the market whose image is seen as the main factor. The customer often buy the brands mainly for image and are willing to give a premium price for their perceived high quality and status, which do them price-inelastic (Bolton,

1989). Consumers tend to calculate higher prices with higher quality, and low prices are perceived as an indication of inferior quality (Rao and Monroe, 1988). According to the Etgar and Malhotra's (1981), they explained that most of the consumers will observe high price goods and services equals to high quality. Thus, if the level of is at a climax but the quality or features are fulfill with the consumers' expectation; they might perceive as fair and are more willing to give at a higher price to own a better quality goods or services (Monroe, 2003).

2.1.3   Place

Place represents the location where the customers can get this product or service. It is potential that the product is not available in all locations but only in a certain selection of locations. Distribution channel is also one of the essential one in place matter. Distribution refers to activities that are done to deliver a product or service to customers. Distribution and place are the simplest terms in 4P; however, they play a very important role in it.

Place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumer. A place is anywhere that the customer can obtain a product or receive a service (Kwon, 2011). In consumer marketing, research demonstrates that channel performance adds to building brand loyalty. Good store-image not only attracts more attention, interests, and contacts from potential consumers, but also it increases consumer satisfaction and positive word-to-mouth. Distribution helps customers and users to find and keep purchase those products from those manufacturers / providers with them at the time of need. The part of the marketing mix is distribution or place, which be full of decisions and actions related to the movement of goods from the producer to the consumer" (Matola (2009).

2.1.4 Promotion

The last of marketing complex part of the promotion, which aids to increase consumer awareness in terms of their products, leads to higher sales and assists to build brand loyalty. Thus, the promotion of the marketing mix is a tool that helps disseminate information, encourage the purchase and affects the purchase decision process. Promotion includes all the efforts the company creates to stimulate the popularity of their product in the market, for instance by advertising, promotional programs, etc. It is a communication

process to obtain the target markets. Marketing promotions are the way to let customers know about the products information.

In marketing mix, advertising or promotion refers to create relationships with customers to inform them or affect their attitude or behavior. Promotion is applied to inform people of products and give confidence the buyers in target market to buy particular brands. Promotion stimulates attention and sometimes arouses interest. Promotion methods such as prize draw, price stimuli, free samples, etc. has huge impact on promoting the customers to shopping through encouraging the customer to test a brand. The foundation of promotion is communication and then consists of all the communicative tools that pass on a particular message (Khazaei Pool & Baloee Jam Khaneh, 2011).

2.2   Social Factors

Social factors affect consumer behavior significantly. Every person has someone around affecting their buying decisions. Societal norms, values that affect the buying behavior of customers like reference group, family members and role & status of each member in society are social factors .It may be noted that family, friend, relatives and workmates have positive impact on customer satisfaction thus increasing customer retention. Group has a direct effect on a person's behavior are called membership groups which includes family members, friends, neighbors and coworkers with individual interact resonably continuously and informally.

Family defined as social group which consists of two or more people living together as a result of marriage. (Odabasi and Baris, 2011). A person is affected from environment while they are growing up and family members have a big influence on buyers. A family appears the environment for an individual to obtain values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics.

A family makes first awareness about brands or products and consumer habits.(Kotler&Armstrong 2010, Khan 2006). Schiffman and Kanuk (2007) suggested that the roles of family members in the context of influencing purchase decisions keep changing as the members in the context of influencing purchase decisions keep changing as the members transition with age or as the family progresses with times. Adcock et al (2001)

defined the degree to which a buying decision is made by either husband or wife as individuals or shared between the partners has been shown to depend on the type of product involved.

Impact of family is an important matter and a sociological factor in terms of consumer behavior. Family is the smallest unit of a society. Family structure, culture and roles of family members vary from country to country. In every stage of purchasing, family members are influenced by each other. In some families, father is at the forefront, his role is important in the process of decision-making. Assael (2004) observed that marketers frequently advertise their products in a group setting, for example, friends having a drink after work. The purpose is to mirror the influence that friends and relatives have on consumers and the implementation is that product is accepted by the group and enhances their interaction.

2.3   Customer Satisfaction

Satisfaction has been conceptualized in a number of ways in the literature of marketing. Marketing is said to be a social and managerial process providing individuals and groups with the thing they need and want by creating, offering and exchanging value products (Kotler and Armstrong, 2010) As general principle, an organization's success is affected by the level of consumer's satisfaction of their demand. It is great challenge for any organization to achieve highest possible level of consumers' satisfaction). Satisfaction is a critical role in marketing because it is predictor of purchasing behavior such as repurchase, purchase intentions, brand choice and switching behavior. (Oliver, 1993; McQuitty et al., 2000). In a competitive marketplace, businesses try to win for consumers, customer satisfaction is distinguished as a key differentiator and increasingly has developed into a key element of business strategy. Therefore, it is important for businesses to consequently manage customer.

 Customer satisfaction is important for long-term success in business and is one of the most crucial research topics in marketing (Nam, Ekinci, & Whayatt, 2011). The key motivation for improving emphasis on customer satisfaction is that higher customer satisfaction may direct to stronger competitive position, higher market share and profitability, reduction in price elasticity, lower cost of business, prevention of cost breakdown, development in customer lifetime value, and reduction in cost of new

customer attraction (Bayraktar, Tatoglu, Turkyilmaz, Delen, & Zaim, 2012; Torres & Tribó, 2011). Satisfaction is defined as the general evaluation based on shopping knowledge and bringing a particular product or service during the time (Lee, & Back, 2010). Customer satisfaction is the customer's attitude towards products or services which influence their behavior. If customers are satisfied with a particular product or service, they will probably re-buy them (Ryu, Han, & Kim, 2008).

Consumer satisfaction basically covers the difference between expectations and perceived performance or results. Their assessment have three different forms, namely, (1) Positive disconfirmation, where the performance is better than expectation (2) Simple confirmation, where the performance is the same as expectation (3) Negative disconfirmation, where performance is worse than expectation. In 1994, Ganesan shows that satisfaction is a positive significant reaction to an outcome of a previous experience and is a central factor to be successful the business. According to the Kotler and Keller, in Bela et al., (2016), satisfaction is feeling happy or disappointed someone who raises because of comparing the perceived performance of the product (or result) to their expectations. This term is often used as a measure of how the products and services provided by the company meet or exceed customer expectations.

Customer satisfaction has a higher likelihood of doing again purchases in time (Zeithaml et al., 1996), of recommending that others try the source of satisfaction Reynolds and Arnold, 2000; Reynolds and Beatty, 1999), and of being converted into less receptive to the competitor's offerings (Fitzell, 1998). Satisfied customer intend to be loyal customers with (Rowley, 2005) or without the mediation of other variables (Coyne, 1989; Fornell, 1992; Oliva et al., 1992). The response of satisfaction will be replicated towards the level of affection for the brand which is in line with the suggestions by Oliver (1997, 1999). Oliver (1999) showed that consumers would develop a positive thinking towards the brand or liking the brand as a result of customer satisfaction repeated usage over time. When consumers are satisfied with the product/brand, they are more likely to recommend the product to others, are less likely to switch to other alternative brand, and are likely to repeat purchase (Bennett and Rundle-Thiele, 2004). As in this study, five categories of perceived bakery quality are provided as greatest potential determinants of customer satisfaction. These general categories are product, price, place, promotion and social factors.

2.4   Brand Loyalty

Nowadays, brand is defined as a strategic requirement of organizations which established them in placing more value on customers and developing competitive advantages (Gilani Nia & Mousavian, 2010). Customers used brand to determine producers, products, product value, and the image of the company and are compared into a device for purchasing decisions (Sheng, & Teo, 2012; Wang, & Tzeng, 2012). Brand loyalty is one of the essential and famous concepts in marketing and it refers to keeping customer's deep commitment to repurchase and choose a product or service from a particular brand and re-buy it continually in the future (Chandon, Leo, & Philippe, 1997). The main objective of brand management is to improve customer's loyalty. (Boo, Busser, & Baloglu, 2009). A loyal customer submits not only to its favourite organization frequently to purchase products or use services, but also is an important role in increasing profit and developing the organization image in potential customers' minds through advertising products and services of the organization for friends, and other people (Gharecheh & Dabooeian, 2011).

Brand loyalty is a consumer's first choice to purchase a particular brand in a product category. It happens when consumers recognize that the brand offers the right product features, images or level of quality at the right price. This perception may decode into repeat purchase resulting in loyalty. Brand Loyalty is therefore communicated to a customer's preference and adding to a brand. It may happen due to a long history of using a product and trust that has improved as a consequence of the long usage. Brand Loyalty is not simply behavior of repurchase. Brand loyalty, therefore, can grind down either because of negative experiences with or information about the brand currently owned or because of positive new information about alternative brands. The history of values and perceptions of these attributes depended on ownership experience or information obtained in other ways will make a payment to the formation of brand loyalty. Brand loyalty is the condition in which a consumer generally buys the same manufacturer initiated product or service repeatedly more time rather than purchasing from numerous suppliers within the category or the degree to which a consumer consistently buys the same brand within a product class.

Brand loyalty is an essential concept in understanding consumer buying behavior (Day, 1969; Huang and Yu, 1999; Lee et al., 2001; Wood, 2004; Yim & Kannan, 1999). It is a deeply apprehended commitment to repurchase or re-patronize a preferred product

or service consistently in the future, thereby becoming repetitive same brand or same brand set purchasing, even with situational influences and marketing efforts having the potential to become switching behavior" (Oliver, 1999). On the other hand, loyalty can persuade a higher perceived quality base, stronger associations or improve awareness such as loyal customers tend to provide brand exposure to new customers through "mouth to mouth" communication.

The consumer's loyalty is the basis of the success of the organization and the brand in the long-term range, maintain consumer happiness is the essence of any business vision, the loyalty depends on the consumer's good or service wants to purchase it or enjoy the use (Ellwood, 2002).

2.5 Previous Studies

The different researcher shows that satisfaction was put together as a influence factor which conducts to brand loyalty. They also examine that purchase decision of loyal customers become a practice in nature. Many scholars believe that customer satisfaction is one of the essential elements which affect brand loyalty. It is found that customer satisfaction develops reputation in services markets and reputation mediating the effect of customer satisfaction on brand loyalty. According to previous researcher, existing customers is easier than adding new customers (Farhanullah & Adeeba, 2013).

Customer satisfaction has a strong relationship with brand loyalty furthermore researcher maintain that customer satisfaction could not be clearly understood without loyalty. After estimating of different factors including brand loyalty many researchers found a positive effect of customer satisfaction on brand loyalty (Li & Chaipoopirutana, 2014). Satisfaction is often applied as a predictor of future consumer buying behavior. (Newman and Werbel, 1973; Kasper, 1988).

When consumers are satisfied with the product/brand, they are more likely to recommend the product to others, are less likely to switch to other alternative brand, and are likely to repeat purchase (Bennett and Rundle-Thiele, 2004). Customer satisfaction is the single most important factor in the successful pursuit of customer referrals and loyal of customers. Customers have become the lifeblood of any organization without customers, organizations would not exist alone survive in this competitive market. Customers are today different. As soon as they feel dissatisfied with the current products

or service, they switch over to look for other products. It is the responsibility of customers to retain their satisfaction. Different researchers developed various factors to influence on customer satisfaction. These are listed in Table 2.1.

Many researchers developed various factors to influence on customer satisfaction and brand loyalty that can be related to this research. This study mainly based on three previous research papers from foreign university. The first previous research was a study about factors influencing brand switching behavior of mobile phone users and the mediating effect of customer satisfaction. The conceptual framework of this previous research paper is shown in Figure 2.1.

Figure 2.1: Conceptual Framework by Muhammad Abdul Rauf Shah, Mudassir Husnain, Amir Zubairshah
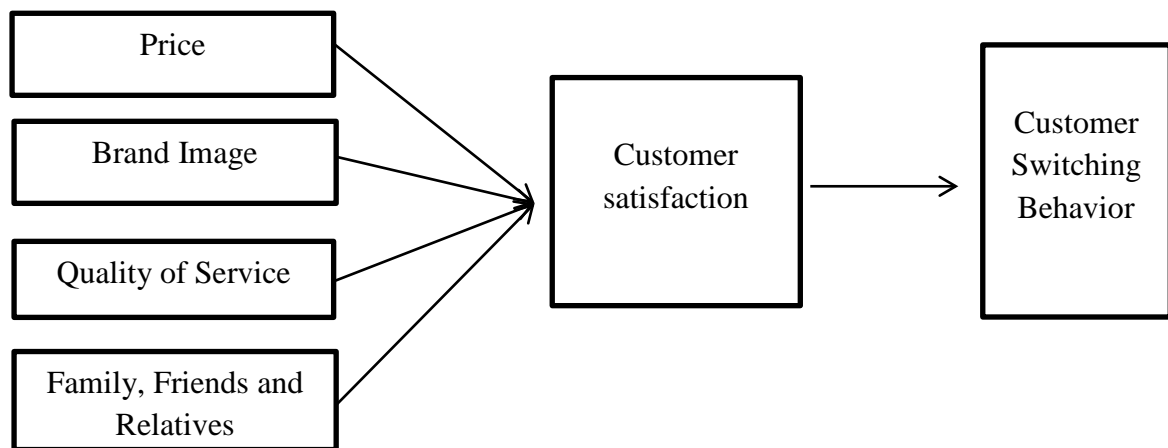
Source: Muhammad Abdul Rauf Shah, Mudassir Husnain, Amir Zubairshah (2018)

According to Muhammad Abdul Rauf Shah, Mudassir Husnain, Amir Zubairshah (2018), the model showed factors that impact on brand switching behavior, mediating the customer satisfaction and how factors (price, brand image, quality of service, family, friends and relatives, customer satisfaction) affected on brand switching behavior. This research found that product quality has been found to be the most influential predictor of customer satisfaction and quality of the service is the major affecting on customer satisfaction and the customer satisfaction is a positive determinant of how strong the relationship between the customer and the product provider is and is a good mediator.

The second conceptual model of previous research paper was a study about the impact of marketing mix elements on brand loyalty. The conceptual framework of previous research is shown in Figure 2.2.

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Figure 2.2: Conceptual Framework by Adel Pourdehghan
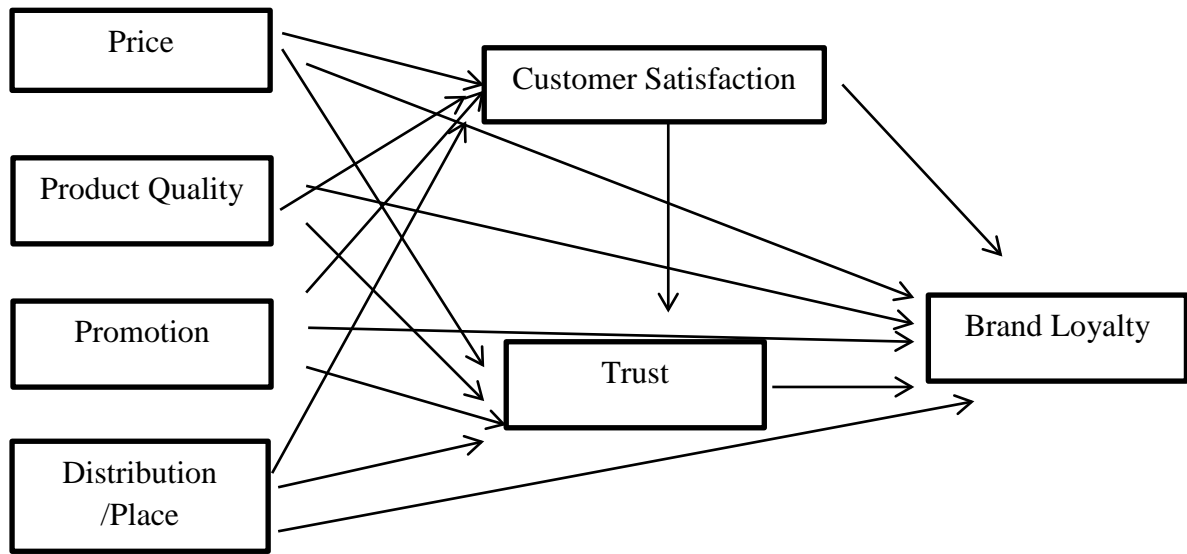
Source: Adel Pourdehghan (2015)

This model demonstrated the impact of marketing mix elements on brand loyalty: A case study of mobile phone industry. The study shows, there are significant marketing mix factors influence on customer satisfaction and trust, the marketing mix effects on brand loyalty and then the relationship between the customer satisfaction and trust and brand loyalty. However, price does not have significant on customer satisfaction, trust and brand loyalty in this model. Distribution channels do not have direct and significant impact in customer trust and brand loyalty but they indirectly impact on customer satisfaction. Therefore, there are the impact of product, promotion, customer satisfaction and trust on brand loyalty.

The third previous research paper is a study about the effect of price and product quality towards customer satisfaction and customer loyalty on Madura Batik This is shown in Figure 2.3.

Figure 2.3: Conceptual Framework by PribanusWantara, MuhammadTambrin
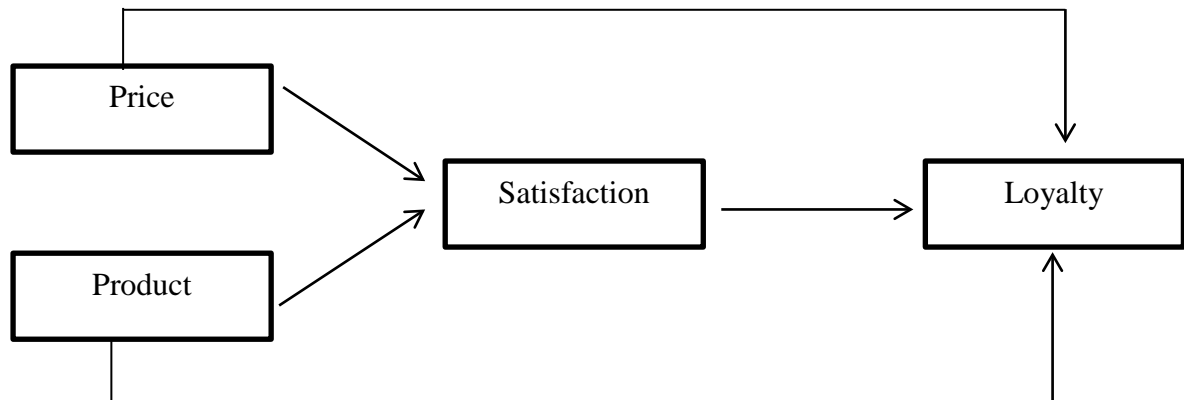
Source: PribanusWantara, MuhammadTambrin (2019)

According to PribanusWantara, MuhammadTambrin (2019), it is found that price has a significant effect on customer satisfaction and customer loyalty and product quality has a significant positive influence on customer satisfaction but product quality does not have a significant effect on customer satisfaction in this model. And then customer satisfaction has a significant and positive impact on customer loyalty.

2.6   Conceptual Framework of the Study

The study aims to explore influencing factors on customer satisfaction and to analyze the relationship between customer satisfaction and brand loyalty of Breadtalk in Yangon. This conceptual framework for this research study is the combination of the theoretical reviews and previous researches. Based on the previous literature review, the conceptual framework of the study is shown in Figure 2.4.

According to the conceptual framework in Figure 2.4, marketing factors including such as (product, price, place, promotion) and social factors are independent variables and customer satisfaction is dependent variables. These variables are analyzed by using one way ANOVA test to know relationship between them. The next portion is social factors included recommendation of family and recommendation by friend and workmate is independent variables and customer satisfaction is dependent variables. These variables are analyzed by using regression to know how independent variables can influence the dependent variables. The last part is customer satisfaction link with brand loyalty.

Figure 2.4: Conceptual Framework of the Study
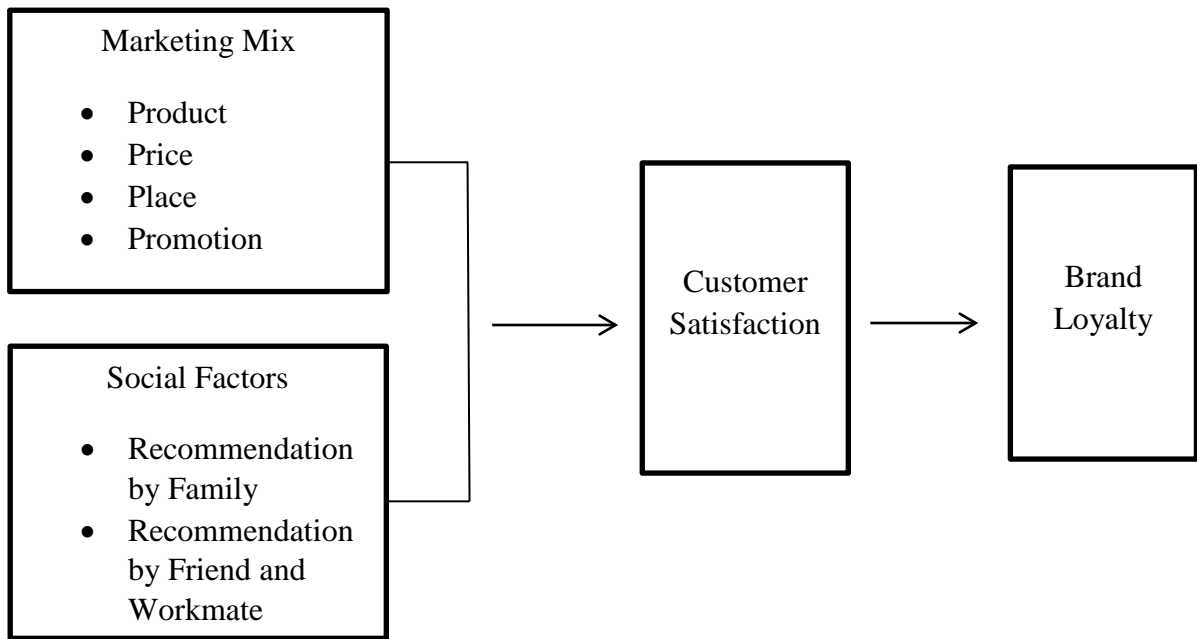
Source: Own Compilation (2019)

CHAPTER 3

PROFILE AND MARKETING ACTIVITIES OF BREADTALK IN YANGON

In this chapter, profile, background and marketing mix activities of the Breadtalk in Yangon are presented. And then, the demographic characteristics of respondents and factors affecting on customer satisfaction at Breadtalk are presented in the last section of this chapter.

3.1   Profile of Breadtalk

The company taken here is namely as Breadtalk, which mainly produces different food and beverages. The company is founded in the year of 2000, and the number of available stores is around 836 all over the world (Breadtalk.com 2016). BreakTalk Group is listed on the Singapore Exchange. It currently rushs 337 outlets in Southeast Asia, measure up to 119 outlets in Singapore and 341 outlets in China. BreadTalk Myanmar is operated by Myanmar Bakery Co.ltd, a member of the Shwe Taung Group. Myanmar Bakery held the master franchise to improve and drive BreadTalk in Myanmar.

Bread Talk is most popular in Myanmar. The decoration of shop is suprising and fantastic, provided roomy accommodation with hygienically, various kinds of products with quality control and original flavor so that the feel will surely be of liking to those who love tasty bakery products. Also, it is a very pleasant place to relax while shopping with your family or friend and workmate. Since the shops are open at the Junction City shopping center(March 25,2017), Junction Square shopping center (November 9,2017), Myanmar Plaza shopping center (June 15,2018) and the latest shop is opened in Hledan on the Insein road(September 17, 2019). The breadtalk opening hours is from 8:00 AM to 10:00 PM every day. Not off days in breadtalk shop.

Breadtalk has clearly defined its Vision, Mission and corporate objectives. The vision of Breadtalk is "Establish Breadtalk as the foremost international, trend-setting, lifestyle bakery brand". The mission of Breadtalk is "Leading a new lifestyle culture with new, innovative changes and creative differentiation to craft products with passion and vibrancy". It is also defined its objective good product and service to its customers. Its

objective is to capitalize on strong consumer demand for its cakes and pastries, which are priced for the mass market.

3.2 Marketing Activities of Breadtalk

Breadtalk is the most popular bakery shop in Myanmar. In market, for bakery items is overly situated, there is intense competition between local and international food chains. For gaining revenue and greater market share it is necessary to have differentiated in product and services. For Breadtalk to operate in Korea and Japan it should offer more and more confectionary items because the flavors and tastes should be different. Customers are unhappy of old flavours they have preferences that are not fulfilled yet.

(a) Product

Breadtalk has successfully utilized it to gain more customer attention and awareness. A creative and interesting name is given to each Breadtalk's bread in order to convey the story and taste of the bread to customers as. The name of Breadtalk agrees to the customers to study about the bakery before purchasing. Every bread has a unique and interesting names and they make it appealing to eye.

The main menu items are bakery, cakes, sweet and in addition a big choice of ice, café and also presented signature drinks such as Green Tea Lattee, Sweet Potato Latte, Pumpkin Latte and Banana Latte. Moreover, Breadtalk is a Singapore franchise bakery shop so that the quality and flavors are the best. From time to time new varieties of bread and cakes are launched. They also widen create 8-10 new products every three months. The most popular bakery products of Breadtalk are Floss, Cranberry Cream Cheese, Red Bean Sesame, Mala Tuna, Himalayan Pink Salt Roll and Mala Chickenand and it is best-selling food that so it is highly recommended by baker because good quality and original taste. Now, Breadtalk Myanmar has launched colorful and healthy breads and cakes to create new products for the upcoming Christmas. Christmas special products are Valrhona Passion log, Choco Bauble, Merry- Go-Ground, Snow White Yam and Jolly Candy Cane.

(b) Price

The premium pricing strategy should be adopted. The pricing strategy intended to exploit the tendency for buyers to assume that expensive bread enjoy an expectation

reputation or represent exceptional quality and distinction (Gettings, 2002). Breadtalk's bread price begins from 900 kyats and cakes are priced from 3,200 kyats to 29,800 kyats. Breadtalk has to offers affordable prices on their products sometimes at loss to capture potential customers ad capture the loyalty of existing customers as their competitors are offering lower cost to compete with Breadtalk but at the same times, Breadtalk offers some offerings with higher prices but this will not deter customers to purchase as customer believe their products or services are higher quality or more prestigious.

(c)   Place

Breadtalk is one of the perfect places to celebrate birthday party, family party or group party since their decoration is adorable and different with other shops. The decoration of Breadtalk is amazing and fantastic, provided roomy accommodation with hygienically, various kinds of products with quality control and original flavors so that they feel surely like to those who like tasty bakery products. Also, it is a very nice place to relax while shopping with family or friends since the shop is open at the Junction City, Junction Square, Myanmar Plaza shopping center. Breadtalk's retail outlets are mostly near the public transport systems like bus terminals. And then the staffs are polite and attentive so that every customer satisfies because of their excellent service.

(d)   Promotion

Breadtalk uses a main media of advertising. Facebook page, instagram of Breadtalk creates and encourages customers to follow. Breadtalk's products, promotions and campaigns promotes through these channels in order to reach out the mass target markets. Breadtalk promotes for Christmas, make a wish to Santa contest, Holiday Snap Contest and winners are given gift card and coupons. And then by playing puzzle gives coupons and gift and Breadtalk has many interesting discounts. It gives" buy 5 breads and get 1 free gift voucher, cheese cake and get a 3,000kyats gift voucher, buy 2 Sakura Cottony Cake with total 2,200kyats (the original price- 1,300 kyats for 1 piece).

3.3   Research Design

This study aims to explore the factors influencing customer satisfaction of Breadtalk and to analyze the relationship between customer satisfaction and brand loyalty of Breadtalk in Yangon. Analytical research method is used in this study. To achieve

these objectives, both primary and secondary data are used in this study. Secondary data are obtained from text books, previous research papers and internet websites. The sample size was determined by using Taro Yamane's sampling size formula.

According to Yamane Formula:

$$n = \frac{N}{1+N(e)^2}$$

When n= sample size, N= population size and e= acceptable sampling error at 90% confidence level. The sample size was accumulated based on the total population of people in Yangon (7.8 million). According to the calculation result, the sample size for this study was 100 respondents. Primary data is especially indicated for making a survey using structured questionnaire to total 120 respondents. To get the primary data, the respondents at Junction City, Junction Square, Myanmar Plaza and Hledan of Breadtalk were asked whether they have satisfaction and loyalty towards Breadtalk or not. The respondents were survey with the systematic survey question in Yangon. It is found that the responses from 8 respondents were not completed out of 120 respondents. Therefore, this study's sample size is only 112 respondents. The respondents were surveyed by systematic random sampling method.

After the survey data were collected, these results were entered in SPSS to examine the results and test the reliability analysis. The survey question is applied for this study consists of two main sections. Section (A) includes the questions for profile of demographic factors. Section (B) involves questions for the influencing factors on customer satisfaction and the questions for customer satisfaction and brand loyalty at Breadtalk. The questions in section (A) are closed questions . The questions in section (B) are measured with a five point Likert scale. In this chapter, all parts of the profile of the respondents will be discussed by descriptive research method.

3.4 Reliability Analysis

Reliability was accepted in order to test the internal consistency of the variables in the questionnaire. A measure of internal reliability of the questionnaire is Cronbach's alpha. Cronbach's alpha was chosen to conduct the reliability of the most common tool for internal consistency reliability coefficient in particular emotional measurement. The reliability test is a process of measuring the consistency or repeatability of the scale. Cronbach's alpha test to know if multiple question Likert scale surveys are reliable. These questions measure latent variables- hidden or unobservable variables like: a person's conscientiousness, openness. Cronbach's alpha will say if the test is accurately measuring the variable of interest. (Tavakol and Dennick, 2011).

Table (3.1) Reliability Analysis

Category	Cronbach's Alpha	No. of Items	Interpretation
Product	0.757	6	Acceptable
Price	0.888	5	Good
Place	0.793	5	Acceptable
Promotion	0.875	5	Good
Recommendation by family	0.837	5	Good
Recommendation by friend and workmate	0.824	5	Good
Customer Satisfaction	0.880	6	Good
Brand Loyalty	0.862	5	Good

Source: Survey Data (2019)

The Table (3.1) showed that the Cronbach's Alpha of all the factors in this study were more than 0.7. Therefore, it can be interpreted that the data is considered to be reliable and valid.

3.5 Demographic Factors of Respondents

According to the survey data, the respondent's personal (demographic) factors are arranged into five groups. They are gender, age, education level, occupation and monthly income. There are total 112 respondents who were surveyed with structured questionnaire to measure influencing factors on customer satisfaction and brand loyalty of Breadtalk in Yangon. All of these topics are discussed in the Table (3.2) as follow. The data are presented in term of percentage and number of respondents as below.

Table (3.2) Profile of Respondents

Demographic Factors	Description	No. of Respondents	Percentage (%)
	Total	**112**	**100**
Gender	Male	35	69
	Female	77	31
Age(Years Old)	Under 21 years	9	8
	21-25 years	45	40
	26-30 years	20	18
	31-35 years	13	12
	Over 35 years	25	22
Education	High School	12	11
	Undergraduate	14	13
	Graduate	71	63
	Postgraduate	15	13
Occupation	Student	15	13
	Dependent	15	13
	Self-employed	20	18
	Salaried worker	62	56
Monthly Income (kyats)	Under 100,000 kyats	12	11
	100,001-300,000 kyats	64	57
	300,001-500,000 kyats	22	19
	300,001-500,000 kyats	4	4
	Above 700,000 kyats	10	9

Source: Survey data (2019)

According to the Table (3.2), male respondents are less than female respondents because female population is higher than male population according to the Myanmar population 2019. Then five different types of age group are evaluated for this research such as under 21, 21-25years, 26-30years, 31-35years and above 35years. The largest age group is age between 21 and 25 years old. The second age group is above age 35 years old. The third place resided by the respondents who are age between 26 and 30 years old.

The respondents who are age between 31 and 35 years old were ranking the fourth place. The smallest age group is under age 21 years old. Therefore, it can be demonstrated that the young people between 21 and 25 years old would like to consume Breadtalk and enjoy eating out activity.

The level of education is distinguished into four categories such as high school, under-graduate, graduate and postgraduate. From this surveyed of 112 respondents, graduate is the major of education level of the respondents. The second largest group and the third largest group are postgraduate and under graduate. According to the survey data, most of consumers are well educated and nearly half of respondents reach the bachelor degree level.

In this study, the occupation of the respondents is also classified into four groups such as student, dependent, self-employed and salaried worker. The majority of respondents' occupations are salaried workers. The second largest groups are self-employed. The third place is student and dependent. This result represents that most of consumers of Breadtalk are salaried workers because most of companies pay attractive salaries and consumers like to enjoy hanging out with colleagues, friend and workmate to release their stress from work.

For the monthly income, income level of divided into five categories. The majority of respondents' income is 100,001-300,000 kyats. The second largest categories is the respondents with monthly income 300,001-500,000 kyats and then follow by the respondents with monthly income under 100,000 kyats and above 700,000 kyats. The minority of respondents' income is 500,001-700,000 kyats. In conclusion of this study, the age of and 21 and 25 years old, salaried worker, female customer with monthly income 100,001-300,000 kyats are mostly the consumer of Breadtalk in Yangon.

3.6   Consumer Perception on Marketing Activities

In this study, the factors influencing on customer satisfaction of Breadtalk will be examined. This study uses marketing mix 4P (product, price, place, promotion) and social factors such as recommendation by family and recommendation by workmate and friend to measure that is effecting on customer satisfaction. The marketing mix is important in its ability to aid a business determine the suitable product or service for a particular target consumer base. The likert scale method is used to score and rate

responses. All data are shown by analyzing mean value and standard deviation for each dimension. The results are presented in Table (3.3), (3.4), (3.5), (3.6), (3.7), (3.8) and (3.9).

3.6.1 Product

Product is the most basic building block for every business. Thinking about business's product, the goal is to visualize what consumers need or want. This can be tangible, something physically sells or it can be intangible such as a service. Businesses are able to forecast the lifecycle of a product can get a competitive advantage by having new products or services ready for customers.

The following Table (3.3) shows the mean value and standard deviation of product that influence on customer satisfaction of Breadtalk. The respondents were asking by rating important scale from strongly disagree, disagree, neutral, agree, strongly agree. In product category, there are five questions to analyze. The results are calculated and drawn on the following Table.

Table (3.3) Product

No.	Description	Mean	SD
1.	Soft texture and tasty.	4.01	0.56
2.	Product freshness and nutritious.	3.94	0.54
3.	Product presentation	3.73	0.70
4.	Varieties of product items.	3.70	0.74
5.	Smell of product	3.93	0.65
6.	Various design	3.72	0.71
	Overall Mean	**3.84**	

Source: Survey data (2019)

According to the Table (3.3), most of the respondents agree with the six questions. Their mean value is more than 3. Among them the mean value of bakery's taste and soft texture are maximum. It indicates that most of customers are satisfied the tasty bakery products of Breadtalk. And then customers look at fresh ingredients that are used in preparing bakery products. The second largest mean value is that bread and cake are fresh

and nutritious, followed by the mean value of the smell of food, attractive design of food and food presentation. The mean value of varieties of product items minimum. However, the overall mean value of product is 3.84 which means that the product factor is the positively influence on customer satisfaction. Therefore, the customers are satisfied product of Breadtalk such as taste and soft texture of bread, cake, various of bread are attractive, the freshness of ingredients of Breadtalk .

3.6.2 Price

The price that a consumer is willing to pay for a product is of almost important to business's marketing mix. Every business need to make a profit, but wouldn't happen if the price of product is more than customers are willing to pay. Price is important to keep in mind is the customers' view of the quality and value of products in today's business environment.

The following Table (3.4) shows the mean value and standard deviation of factor influencing on customer satisfaction and there are five questions to analyze. The mean value and standard deviation of each questions and overall mean are shown as below.

Table (3.4) Price

No.	Description	Mean	SD
1.	Reasonable price	3.20	0.90
2.	Price meets expectations	3.26	0.90
3.	Good value compared to other shop	3.37	0.84
4.	Cheaper when big amount.	3.04	0.99
5.	Everyday best price.	3.29	0.85
	Overall Mean	**3.23**	

Source: Survey data (2019)

According to the Table (3.4), the respondents agree with the five statements of price and all the mean value is more than 3. The highest mean value is the price is good value compared to other shop. It indicates that customers like more than other bakery shop because they seem the costs of Breadtalk appropriate for what they get. The mean value of maintain every best price is the second largest mean score. The third largest mean score is price meets their expectation, followed by the reasonable price and the

lowest mean score is price offered are cheaper when purchase in big amount. It indicates that most of respondents are not agreed that price is cheaper when buying many products. They think that it is expensive products and don't know about cheaper when buying big amount. It can be conclude that the overall mean value of price factor is 3.23 which means the price positively effect on customer satisfaction of Breadtalk.

3.6.3 Place

The place's business position is not only to create the attention of customer base but also to attract the right sort of talent to do the business a success. It should be effortless for customers to find and in a location that will attract business. The location of the business also aids that it create a brand and image, since there are always parts of a city that carries a reputation, whether it is a reputation for simple living. Therefore, place is also essential for every business. The section analyzed the mean value and standard deviation of place factor and there are five questions to analyze. The mean value and standard deviation of each question and overall mean are shown as below.

Table (3.5) Place

No.	Description	Mean	SD
1.	Enough car parking	3.09	1.01
2.	Convenient public transport	3.56	1.01
3.	Attractive design and decorations	3.71	0.86
4.	Relaxed atmosphere and ambience place	3.38	0.89
5.	Layout makes easy to find	3.79	0.74
	Overall Mean	**3.51**	

Source: Survey data (2019)

As shown in the Table (3.5), the respondents agree with five statements and their mean value is more than 3. The layout makes it easy for them to find what they need is the highest mean score. It demonstrates that customers satisfy the layout of Breadtalk. The second mean score is the design and decoration is visually appealing. It indicates that customers seem that the design and decoration of Breadtalk is attractive for them. And then followed by mean value is convenient public transport to get and relaxed atmosphere and ambience place. The overall mean of place is 3.53 which mean that the place factor is

positively influence on customer satisfaction of Breadtalk. It can be assumed that the customers are unconcerned with car parking, they just attached with easy to find the layout, attractive design and decoration, public transport and atmosphere.

3.6.4 Promotion

Promotion is the way in a business does its products known to customers, both current and potential. Promotion includes all the methods that business uses to attract customers and alert people to the existence of the product. It integrates methods of advertising, public relations, sales and customer service. The section presented the mean value and standard deviation of promotion factor and there are five questions to examine. The mean value and standard deviation of each questions and overall mean are shown as below.

Table (3.6) Promotion

No.	Description	Mean	SD
1.	Attractive advertising	3.37	0.82
2.	Attractive promotions.	3.27	0.86
3.	Give interesting discounts	3.21	0.87
4.	Attractive present, lucky draw and coupons	3.35	0.82
5.	Seasonal promotions	3.39	0.83
	Overall Mean	**3.32**	

Source: Survey data (2019)

According to the Table (3.6), the respondents agree with the five statements and their mean value is more than 3. The highest mean score is seasonal promotions. The second highest score is advertising of Breadtalk. It indicates that the customers think that the advertising is attractive them. The third mean score is present, lucky draw and coupons during sale promotion period. It means that customers are interested Present, lucky draw and coupons of Breadtalk. And then, followed by attractive promotions and interesting discounts. The overall mean of promotion factor is 3.32 which mean that the promotion factor is positively influence on customer satisfaction

3.7   Social Factors of Customers

Social factors consider market as a group, how consumers are likely behave en mass. Social factors may effect on the decision of business such as what stock to carry, where to locate brick and mortar shops and how aggressively follow online selling options, increasingly prominent in today's business environment. This study presents two parts of social factors such as recommendation by family and recommendation by friend and workmate. The mean value of recommendation by family and friend and workmate are in the following.

The section showed the mean value and standard deviation of recommendation by family from social factors influence on customer satisfaction and there are five questions to analyze. The mean value and standard deviation of each question and overall mean are shown as below.

Table (3.7) Recommendation by Family

No.	Description	Mean	SD
1.	Encourage to buy Breadtalk.	3.46	0.88
2.	Give their opinion when buying bakery product	3.55	0.86
3.	Collect information from family	3.02	0.97
4.	Affect decisions when buying bakery product	3.44	0.97
5.	Follow family's advice to buy bakery products.	3.26	0.95
	Overall Mean	**3.35**	

Source: Survey data (2019)

As shown in Table (3.7), most of the respondents agree with the five statement and their mean value is more than 3. The largest mean value is family give them opinion when buying bakery products. The second mean value is family encourage me to buy bakery from Breadtalk. And then, the third mean value is family affect their decisions when buying bakery product, followed by they follow family's advice to buy bakery products. The mean value of they will collect Breadtalk's information from family is minimum. Moreover, overall mean value is 3.35 which mean the recommendation by family factor is positively influence on customer satisfaction of Breadtalk

The next section presented the mean value and standard deviation of recommendation by friend and workmate from social factors influencing on customer satisfaction and there are five questions to analyze. The mean value and standard deviation of each questions and overall mean are shown as below

Table (3.8) Recommendation by Friend and Workmate

No.	Description	Mean	SD
1.	Affect decisions when buying bakery products.	3.54	0.83
2.	Follow friend and workmate's advice to buy bakery products	3.38	0.91
3.	Collect information from friend and workmate.	3.35	0.87
4.	Give their opinion when buying bakery product	3.61	0.75
5.	Encourage to buy Breadtalk.	3.32	0.89
	Overall Mean	**3.44**	

Source: Survey data (2019)

According to Table (3.8), the respondents agree with five statements and their mean value is more than 3. The highest mean value is friend and workmate give them opinion when buying bakery products. The second mean value is friend and workmate affect their decisions when buying bakery products. It indicates that customers take their friend' opinion when they buy bakery product, followed by the mean value of follow my friend and workmate's advice to buy bakery products and will collect information about Breadtalk from their friend and workmate. The mean value of friend and workmate encourage to buy bakery from Breadtalk is minimum. However, overall mean value of recommendation by friend and workmate factor is positively influence on customer satisfaction of Breadtalk.

CHAPTER 4

ANALYSIS ON THE EFFECT OF CUSTOMER SATISFACTION ON BRAND LOYALTY OF BREADTALK IN YANGON

In this chapter, the study analyzes on the relationship between customer satisfaction and brand loyalty of Breadtalk in Yangon. This chapter distinguished four parts. The first part, the mean value and standard deviation of customer satisfaction towards Breadtalk is presented. In the second part, influencing factors on the customer satisfaction of Breadtalk is analyzed. The third part shows the mean value and standard deviation of respondents' brand loyalty and the final part analyses the relationship between customer satisfaction and brand loyalty of Breadtalk in Yangon.

4.1 Customer Satisfaction of Breadtalk

. The following Table (4.1) shows the mean value and standard deviation of customer satisfaction of Breadtalk. There are five questions to be analyzed. The mean value and standard deviation of each and overall mean are shown as follow.

Table (4.1) Customer Satisfaction

No.	Description	Mean	SD
1.	Truly enjoyed Breadtalk.	3.86	0.64
2.	Prevent from looking cheap and another shop.	3.26	0.84
3.	Make feel good.	3.74	0.67
4.	Satisfied with decision to buy Breadtalk	3.73	0.64
5.	Satisfied for visiting Breadtalk	3.63	0.68
6.	Overall, satisfied as a customer of Breadtalk.	3.73	0.66
	Overall Mean	**3.66**	

Source: Survey data (2019)

The result shows that respondents feel good impression and fulfill their expectation. This means that Breadtalk meet the needs of customers. The lowest mean

value is Breadtalk prevents me from looking cheap and another shop. However, all items of the variables are more than 3. It can conclude that customer satisfaction is important issue. Overall mean value of customer satisfaction is 3.66.

4.2   Brand Loyalty of Breadtalk

The following Table (4.2) show that the mean value and standard deviation of brand loyalty of Breadtalk. The indicators of brand loyalty are the final set of items included in the analysis. The mean value and standard deviation of each and overall mean are shown as follow.

Table (4.2) Brand Loyalty

No.	Description	Mean	SD
1.	Raise the price or rate, continue to buy in Breadtalk.	3.19	1.02
2.	Say positive things to other people.	3.84	0.61
3.	Encourage to buy Breaktalk	3.77	0.64
4.	Recommend Breadtalk to family, friend and workmate	3.77	0.63
5.	Choose Breadtalk in the future.	3.29	0.98
	Overall Mean	**3.57**	

Source: Survey data (2019)

As shown in the Table (4.2), the respondents intend to say positive things about Breadtalk, encourage other to buy bakery, intends to recommend this Breadtalk to family, the friend and workmate. The lowest mean score of brand loyalty is Breadtalk's products were to raise the price or rate, they would still continue to buy in Breadtalk. However, the overall mean score is more than 3. So, brand loyalty of Breadtalk is good.

4.3   Analysis of Influencing Factors on Customer Satisfaction

This section analyzes the influencing factors on customer satisfaction and explores the most influencing factors on customer satisfaction. The six factors which are product, price, place, promotion, recommendation by family, recommendation by friend and

workmate will be analyzed. To know the detail about this, the linear regression method is used. The result is shown in Table (4.3)

Table (4.3) Influencing Factors on Customer Satisfaction

Model	Unstandardized Coefficient		Standardized coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	0.554	0.287		1.932	0.056	
Product	0.338***	0.103	0.273	3.289	0.001	1.978
Price	0.195***	0.062	0.266	3.131	0.002	2.078
Place	-0.039	0.066	-0.047	-0.588	0.588	1.867
Promotion	0.058	0.066	0.073	0.876	0.383	1.975
Recommendation by family	0.116	0.072	0.153	1.623	0.108	2.552
Recommendation by friend and workmate	0.212***	0.075	0.254	2.850	0.005	2.278
R Square	0.635					
Adjusted R	0.614					
F Value	30.447***					

Source: Survey Data (2019)

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

It indicates that the model can describe the correlation between the variance of dependent In Table (4.3), R square is at 63.5 percent and adjusted R square is 61.4 percent respectively variable (Customer Satisfaction) with independent variable (Product, Price, Place, Promotion, Recommendation by Friend and Workmate) 61.4 percent. All VIF values are less than 10. Thus, there is no problem of multicollinearity among independent variables.

Three variables among six are strongly significant and then the other three are not significant as stated by regression analysis table. Therefore, product, price, recommendation by friend and workmate have positively significant effect on customer satisfaction. Product, price factors and recommendation of friend and workmate are significant at 1% confidential level. It indicates that product, price and recommendation by friend and workmate increase customer satisfaction. Every one unit increase in product helps customer satisfaction to increase by 0.338 and then one unit increase in price aids customer satisfaction to increase by 0.195. Recommendation by friend and workmate is significant at 1% confidential level. It shows that recommendation by friend and workmate increases customer satisfaction. It presents that one unit increase in recommendation by friend and workmate aids customer satisfaction to increase by 0.212. Therefore, the higher product, recommendation by friend and workmate and the better pricing plan, customers are more satisfied.

On the other hand, other three factors, place, promotion and recommendation by family are not significant at any significant level. It means that place, promotion and recommendation by family do not effect on customer satisfaction of Breadtalk. Customer satisfaction will not increase or decrease due to place, promotion and recommendation by family.

In terms of the standardized coefficients (Beta), product, price and recommendation by friend and workmate are relatively the most important in explaining customer satisfaction on purchasing behavior of Breadtalk. Therefore, among six of influencing factors, product, price and recommendation by friend and workmate are the key determinants of customer satisfaction. According to the t-test result that explains the significant of coefficients, product has more positive on customer satisfaction

By considering on research results, Breadtalk offers the best product because nowadays customers are more awareness about good taste, freshness of ingredient and smell of cake and bread as their first choice when they choose bakery shops. The appropriate cost and reasonable price can draw the customer satisfaction. The social factors with friend and workmate help to receive the sufficient information about the reliability of the brand's products. Therefore, the friend and workmate caused the customer satisfaction.

4.4   Analysis on the Effect of Customer Satisfaction on Brand Loyalty

In this section, to find out the effect of customer satisfaction on brand loyalty of Breadtalk, the regression model is used to analyze the findings of surveyed collected from the respondents. The result of the effect of customer satisfaction on brand loyalty of Breadtalk is shown in following Table (4.6).

In Table (4.4), R square is at 60.1 percent and adjusted R square is 59.7 percent respectively. It shows that the model can explain the correlation between the variance of dependent variable (Brand Loyalty) with independent variable (Customer Satisfaction) 59.7 percent. The value of F-test, the overall significance of the models, turned out highly significant at 1% level. This specific model can be said valid.

Table (4.4) Analysis on the Effect of Customer Satisfaction on Brand Loyalty

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig	VIF
	B	Std. Error				
(Constant)	0.248	0.261		0.949	0.345	
Customer Satisfaction	0.908***	0.071	0.775	12.859	0.000	1.000
R Square	0.601					
Adjusted R Square	0.597					
F Value	165.359***					

Source: Survey data (2019)

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

Customer Satisfaction variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in customer satisfaction by one unit raise the effect on brand loyalty of Breadtalk by 0.908 units. The overall evaluation makes known that models explain the variation in customer satisfaction of Breadtalk well because the estimation produced expected signs and significant coefficients. The raise of customer satisfaction has the positive effects on customer loyalty of Breadtalk. The result shows that customer satisfaction is significant.

According to the survey findings, customer satisfaction could significantly raise brand loyalty of Breadtalk. The conclusion is that there is a positive relationship between customer satisfaction and brand loyalty of Breadtalk in Yangon because they are satisfied with the product's taste, flavor, good quality and the appropriate cost. Therefore, Breadtalk gets the customer satisfaction and then customer satisfaction can activate the customer's revisit intention and level of loyalty.

CHAPTER 5

CONCLUSION

This chapter is conclusion of the study that is included the finding and discussion of the previous chapter, the suggestion and recommendation of the study and needs for further research of the study. Findings and discussions are based on the influencing factors of customer satisfaction and the analysis of customer satisfaction and brand loyalty of Breadtalk in Yangon. Suggestion and recommendation are based on the result of finding and need for further research described on the result of the finding.

5.1   Findings and Discussions

The study is done by collecting structured questionnaires to 120 customers who usually eating at Breadtalk. This study used both primary and secondary data. In this study, the result found that customer satisfaction is strongly relationship to brand loyalty. Therefore, the higher customer satisfaction levels results in a higher brand loyalty. The customer satisfaction is measured by six factors which are product, price, place, promotion, recommendation by family and recommendation by friend and workmate in this research and outcomes, several major discussions are evolved.

According to the research result, product factor is existed as important factor of customer satisfaction of Breadtalk. In general, fresh ingredients, taste, soft texture and smell of bakery, in a fresh and nutritious are the most influencing items on customer satisfaction. From the survey result, most of respondents mean value is less on varieties of product items. However, overall mean value can be concluded that customers are highly satisfied with product of Breadtalk with highest mean value.

In the result of price, the customers are pleased that combination of cost and quality meets their requirements. The good value of Breadtalk can attract the customers and customers agree that the price and cost is relevant for what they get. Most of respondents mean value is less on price offered are cheaper when they purchase in big amount. However, the role of price plays a significant role of customer satisfaction of Breadtalk.

According to the survey result of place, customers are pleased with layout because they easy to find the bakery product. Customers like design and decoration of Breadtalk because they are attractive to the customers. Most of respondents mean value of place is less on enough car parking. Then some other diverse factors are also affected place towards customer satisfaction. Therefore, place factor is one of the influence factors of customer satisfaction of Breadtalk.

The research finding discovered that promotion is another contributing factor on customer satisfaction. Its mean score is relatively low compared to other factors. Seasonal promotion, attractive lucky draw, coupon, present and advertising is the most influence factor on customer satisfaction of Breadtalk. It can be said that customers are interested and want seasonal promotion and sale promotion. Most of respondents mean value of promotion is less on interesting discounts. Therefore, promotion factor has moderately influence on customer satisfaction.

According to the survey research, the research found that customer take their family, friend and workmate's opinion, family, friend and workmate encourage is the most influence factors on customer satisfaction of Breadtalk. Family, friend and workmate' advices affect when buying bakery product. Customers consume Breadtalk's products according to the recommendation by family, friend and workmate. Therefore, recommendation by family, friend and workmate is one of the influence factors of customer satisfaction of Breadtalk.

According to the mean value of brand loyalty, respondents intended to continue to Breadtalk in the future and they also want to say positive things about Breadtalk and encourage to buy other Breadtalk's product. These intentions are based on the customer satisfaction and the owner of bakery shop needs to encourage becoming satisfaction towards Breadtalk.

Through statistically analysis, analysis of the effect of the influencing factors on customer satisfaction, this research found that, product, price, recommendation by family and recommendation by friend and workmate have a significant positive effect on customer satisfaction of Breadtalk. But promotion has not coefficient significant on customer satisfaction and then place is a significant negative effect on customer satisfaction of Breadtalk due to analysis research result of the study.

From analysis of the relationship between customer satisfaction and brand loyalty, it is found that customer satisfaction has positive and highly coefficient significant effect on brand loyalty of Breadtalk. Therefore, it can be concluded that there is a relationship between customer satisfaction and brand loyalty of Breadtalk in this study.

5.2 Suggestions and Recommendations

According to the analysis, the major factor of influencing on customer satisfaction of Breadtalk customers, the following state the suggestion on the points relating to product, price and recommendation by friend and workmate, customer satisfaction and brand loyalty.

According to the analysis, it can be found that product factor has a high significant impact towards customer satisfaction and brand loyalty of Breadtalk in Yangon. Product quality is the main factor that has great impact on the customer satisfaction because it is fixed to customers'need and expectation. For this reason, manager should develop and maintain long lasting relationship with customers as well as sustainable growth in competitive market. Customer's prime concern is good quality of product because they cannot compromise with health.

As study identified that a good product is considered as one of the essential component in influencing customer satisfaction and brand loyalty. Breadtalk needs to maintain quality of product by using good, ingredients and new taste. So, Manager have to continuously providing higher quality bread and cake to their customers in terms of offering meals with fresh ingredient, tasty and soft texture of bread and cake and also the reasonably high quality flour. Thus, Breadtalk needs to have the efficient and excellent ingredient supply chain in order to obtain high quality and fresh ingredients from the reliable vendors. And then, doing bread and cake preparing process must be kept monitored and controlled from time to time to ensure bakery product's standard is able to meet the customer expectation.

According to the survey data, price is influenced on customer satisfaction. The price is the main factor which plays an important role in attracting the new customers, retaining the existing consumers and for the repeated purchase of the bakery products. In the result of studies, manager should make the right price for good quality and use price promotion to raise awareness of brand and stimulate customers. Moreover, the manager

should do that the price should be of high quality, reasonable price and offer cheaper or discounts when customers buy big amount of products in order to differentiate from the competitors in the competitive environment.

According to the survey data, recommendation by friend and workmate is another influencing factor on customer satisfaction of Breadtalk in Yangon. In this result, most of respondents have satisfaction on suggestions and recommendation from others, especially of their friend and workmate before doing the purchase. Social factor is important to be successful for Breadtalk in the long term. For that reason, Breadtalk should try to get the faith of the customer who has already accessed and always makes the efforts this through good responsive manners. Therefore, manager should do good value of the product, attractive design and decoration of shop, creating attractive new products and interested promotion. Because customers who had a friendly interaction with Breadtalk were likely to recommend and encourage other people such as friend and workmate, to buy Breadtalk from among bakery shop.

According to the result, customer satisfaction is positively influence on brand loyalty. Loyal customers are the cherishing for the bakery and loyalty is more profitable in today's business. Customer satisfaction is an important tool to gain the brand loyalty. As there is a linkage between the customer satisfaction and brand loyalty, managers should be conscious and emphasize on the three significant product, price, recommendation by friend and workmate that can have a significant effect on the level of satisfaction experienced by customers. In addition, due to the changing of the customer requirements and expectation, the managers are advised to measure the customer expectation and satisfaction regularly and able to handle the complaints made from customer timely and effectively as to satisfy the customers at Breadtalk.

It can be concluded that marketing mix is of great importance in determining of the position of Breadtalk in target market and attracting customers. Therefore, every factor of marketing mix must be well suited with one another and with the various needs of target markets of business. Manager must directly plan and do marketing activities like distribution, promotion and personal selling to stimulate purchase behavior. By having quality of products it is possible to keep customer from switching to other competitors. Therefore, Breadtalk must be well aware of want and needs of the customers. Once they are satisfied with the products that provided by Breadtalk, they will communicate about products of Breadtalk to the other customer.

5.3   Needs for Further Research

This study is only focus on identify influencing factors on customer satisfaction and the effect of customer satisfaction on brand loyalty of Breadtalk in Yangon. There are some limitations during the progress of the research. Limitation is important for further researchers because they have to learn and acknowledge as a way to improve the quality of the research paper. In this study, it is only limited to one specific bakery shop, Breadtalk. Thus the future researcher should try to examine of other bakery shops and then make comparison between different bakery shops such as season, parisian. Moreover, the problem in research is the small amount of limited sample and limitation of time and resources. The survey questions were collected from only 120 respondents who have eaten at Breadtalk (Hledan, Junction Square, Junction City, Myanmar Plaza) in Yangon. It is advisable to include the new branches of Breadtalk for further research. This allowed obtain greater responses as well as wider perspectives.

Therefore, the survey does not cover the whole city's people satisfaction toward brand loyalty of Breadtalk. Different townships have different consumer behaviors in market. Therefore, further research should obtain a large sample size of respondents from different townships in order to analyze the data more precise. Moreover, in future research, other factors such as brand image, service quality should be used as a measurements tool towards customer satisfaction.

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APPENDIX A

Rule of Thumb for Results

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Tavakol and Dennick, 2011

APPENDIX B

Questionnaire

MBA Thesis

Customer Satisfaction and Brand Loyalty of Breadtalk in Yangon

The information is obtained from the questionnaires will be used only for the MBA (Master of Business Administration) thesis. It is not related to any other business purpose and the information about respondents will be kept as confidential. Thank you for your time and cooperation.

Section (A): DEMOGRAPHIC FACTORS OF THE RESPONDENTS

Please choose the most relevant answer below.

1. Gender

   o   Female

   o   Male

2. Age

   o   Under 21

   o   21-25 years

   o   26-30 years

   o   31-35 years

   o   Over 35

3. Education

   o   High School

   o   Undergraduate

   o   Graduate

   o   Postgraduate

4. Occupation

- o Student

- o Dependent

- o Self-employed

- o Salaried worker

5. Monthly Income (kyats)

- o Under 100,000 kyats

- o 100,001-300,000 kyats

- o 300,001-500,000 kyats

- o 500,001-700,000 kyats

- o Above 700,000 kyats

6. Have you ever eaten at Breadtalk

- o Yes

- o No

SECTION (B): FACTORS INFLUENCING ON CUSTOMER SATISFACTION

Please tick (✔) in the box to indicate how agreeable you are with the following statements.

(Strongly Disagree =1, Disagree =2, Neutral =3, Agree =4, Strongly Agree)

I. Product

No.	Statement	1	2	3	4	5
1.	Breadtalk's products are soft texture and tasty.					
2.	Breadtalk's products are fresh and nutritious.					
3.	Breadtalk's presentation is good and visually attractive for me					
4.	Breadtalk offers varieties of product items.					
5.	The smell of Breadtalk's product stimulates my appetite.					
6.	Various design of Breadtalk' products attract my attention.					

II.   Price

No.	Statement	1	2	3	4	5
1.	Breadtalk's price offered is reasonable .					
2.	The price of Breadtalk's product meets my expectations.					
3.	Breadtalk's price is good value compared to other shop .					
4.	Breadtalk's price offered are cheaper if we purchase in big amount.					
5.	Breadtalk maintains everyday best price for most products.					

III.   Place

No.	Statement	1	2	3	4	5
1.	Breadtalk have enough car parking.					
2.	Convenient public transport to get to Breadtalk.					
3.	The design and decorations of Breadtalk are visually appealing.					
4.	Breadtalk has relaxed atmosphere and ambience place					
5	Breadtalk layout makes it easy for me to find what I need.					

IV. Promotion

No.	Statement	1	2	3	4	5
1.	Advertising of Breadtalk is attract to me purchase					
2.	Breadtalk has attractive promotions.					
3.	Breadtalk gives me interesting discounts.					
4.	Present, Lucky draw and coupons during sale promotion period of Breadtalk are attractive.					
5.	Breadtalk has seasonal promotions					

V. Recommendation by family

No.	Statement	1	2	3	4	5
1.	My family encourage me to buy bakery from Breadtalk.					
2.	I ask the opinions of my family when buying bakery products.					
3.	I will collect Breadtalk's information from my family.					
4.	My family suggest that I should buy Breadtalk.					
5.	My family are helpful to me in making decision of buying bakery products.					

VI.   Recommendation by friend and workmate

No.	Statement	1	2	3	4	5
1.	My friend and workmate affect my decisions when buying bakery products.					
2.	I follow my friend and workmate's advice to buy bakery products					
3.	I will collect information about Breadtalk from my friend and workmate.					
4.	My friend and workmate give me their opinion and advice when buying bakery products.					
5.	Friend and workmate encourage to buy bakery from Breadtalk.					

SECTION (C): CUSTOMER SATISFACTION AND BRAND LOYALTY

Please tick (➖) in the box to indicate how agreeable you are with the following statements.

(Strongly Disagree =1, Disagree =2, Neutral =3, Agree =4, Strongly Agree)

I.   Customer Satisfaction

No.	Statement	1	2	3	4	5
1.	I have truly enjoyed Breadtalk.					
2.	Breadtalk prevents me from looking cheap and another brand.					
3.	Breadtalk makes me feel good.					
4.	I am satisfied with my decision to buy Breadtalk's product.					
5.	I am satisfied that I have visited Breadtalk					
6.	Overall, I am satisfied as a customer of Breadtalk					

II.   Brand Loyalty

No.	Statement	1	2	3	4	5
1	If Breadtalk's products were to raise the price or rate, I would still continue to buy in Breadtalk.					
2	I intend to say positive things about Breadtalk to other people.					
3	I intend to encourage other to buy bakery from Breaktalk					
4.	I intend to recommend this breadtalk to my family , friend and workmate.					
5.	I will lilkely to choose Breadtalk even I have alternatives of other shop in the future.					

APPENDIX C

STATISTICAL OUTPUT

Regression Analysis Result for Factors Influencing Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimated	Durbin-Watson
1.	.797[a]	.635	.614	.33965	1.894

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	21.075	6	3.513	30.447	.000[b]
	Residual	12.113	106	.115		
	Total	33.188	112			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Friend and Workmate, Place, Promotion, Product, Price, Family

Coefficients

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.554	.287		1.932	.056		
Product	.338	.103	.273	3.289	.001	.506	1.978
Price	.195	.062	.266	3.131	.002	.481	2.078
Place	-.039	.066	-.047	-.588	.558	.536	1.867
Promotion	.058	.066	.073	.876	.383	.506	1.975
Recommendation by family	.116	.072	.153	1.632	.108	.392	2.552
Recommendation by friend and workmate	.212	.075	.254	2.850	.005	.439	2.278

a. Dependent Variable: Customer Satisfaction

Analysis on Relationship between Customer Satisfaction and Brand Loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimated	Durbin-Watson
1	.775a	.601	.597	.40689	2.065

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	27.377	1	27.377	165.359	.000[b]
Residual	18.212	111	.166		
Total	45.589	112			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Customer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(constant)	.248	.261		.949	.345		
	Customer Satisfaction	.908	.071	.775	12.859	.000	1.000	1.000

a. Dependent Variable: Brand Loyalty