

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

MARKETING MIX, PERCEIVED QUALITY, AND
LOYALTY OF SKYNET VIEWERS

SUBMITTED BY
KYAW MOE HEIN
EMBA II - 9
EMBA 17th Batch

MARCH 2022

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Academic Year (2018 – 2022)

Supervised by

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"This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for a degree of Executive Master of Business Administration (EMBA)"

Supervised by

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2018 – 2022

ACCEPTANCE

This is to certify that the thesis entitled "**Marketing Mix, Perceived Quality, and Loyalty of Skynet Viewers**" has been accepted by the examination board for awarding Master of Business Administration (MBA)

Board of Examiners

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MARCH 2022

ABSTRACT

This study is conducted with two main objectives: to examine the effect of marketing mix practices on perceived quality, and the effect of perceived quality on the loyalty of viewers towards the Skynet Pay-TV channel. The primary data are collected from 436 Skynet viewers. A simple random sampling method is applied. An online survey is conducted by sending structured questionnaires to selected viewers. Descriptive analysis and multiple linear regression analysis are conducted for data analysis. From descriptive analysis, most of the respondent Skynet viewers strongly agreed that Skynet has been conducting good marketing practices in its product and services, pricing, distribution, and promotion. They also positively believed that they are receiving good qualities concerning the functions and technical performance of Skynet. Thus, their loyalty is strong to Skynet. Regression analysis also proved that the price and promotion of Skynet have a high impact on buyer perception towards both functional and technical qualities of Skynet. These qualities are influencing their loyalty to the Skynet Pay-TV channel. Thus, the Skynet top management needs to emphasize their pricing strategies not only to attract new buyers but also to retain the existing customers. They also should upgrade their promotion strategies to transfer some viewers (who are watching Skynet without purchase on their own) into owner-viewers. Skynet also must retain existing qualities by function and technical service for keeping the current loyalty of buyers because the analysis shows that there is a positive relationship between these qualities and the loyalty of Skynet customers.

ACKNOWLEDGEMENTS

First, I would like to convey my gratitude to Professor Dr. Tin Tin Htwe, Rector of Yangon University of Economics (YUE), for her kind permission to carry out this paper.

I also would like to express my greatest gratitude to Professor Dr. Nu Nu Lwin, Programme Director and Head of the Department of Management Studies, Yangon University of Economics, for her invaluable comments, guidance, and suggestions for this thesis. Furthermore, I would like to express my great appreciation to Professor Dr. Myint Myint Kyi for her insightful comments and advice. I am also incredibly grateful to Professor Dr. Hla Hla Mon, Department of Management Studies, Yangon University of Economics, for her suggestion and comments on my thesis. I am very thankful to examiner Daw Kay Thi Soe, Department of Management Studies, Yangon University of Economics, for her advice and comments. I am incredibly grateful to lecturer Dr. Yan Yan Myo Naing, Department of Management Studies, for her guidance and constructive comments. I am gratefully indebted to my former thesis supervisor Daw Myint Myint May, Department of Management Studies, for her valuable comments throughout the preparation for this thesis.

In addition, I would like to extend my appreciation to the faculty and all the staff in the Department of Management Studies who have provided me with administrative support during my academic years.

My sincere appreciation goes to all my classmates in the EMBA 17th Batch for their friendship during the study. It has been such a wonderful experience sharing knowledge with all of you. My special thanks go to everyone in my study group (G-2). This accomplishment would not have been possible without their inspiration and help.

Finally, I am thankful for the continuous support and encouragement of my family throughout my academic years. And I could not imagine having completed this dissertation without the admiration and kind understanding of my loving wife throughout my extended student life.

Kyaw Moe Hein

EMBA II – 9

EMBA 17th Batch

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Chapter 1

Introduction

Nowadays, people have many different accesses to Pay-TV channels through traditional TVs and online with some updated mediums (e.g., set-top boxes). As there are many options among different channel providers, it is interesting to study why customers are loyal to a certain Pay-TV channel provider. Pay-TV channel customers' loyalty will rely on their perception towards the quality of service and products provided by Pay-TV marketing companies. If the quality they received is poor, they will suffer from technical problems and functional problems with the Pay-TV channels they bought.

There were 1.7 billion households who bought Pay-TV in the world in 2019, compared to 1.67 billion in 2018. The revenue from Pay-TV sales is about \$400 billion, which is about 35% of all media (A. Guttmann, 2020). In 2020, global Pay-TV revenue is \$173 billion, however, in 2026 its revenue can decrease to \$143 billion although there will be additional 15 million subscribers (Balderston, 2021). The potential of decreasing sales will result from customers switching from Pay-TV services to other substitutes (e.g., online entertainment). However, existing Pay-TV marketers' marketing efforts and the quality will be a solid foundation to retain the current buyers to be loyal to Pay-TV channels (Stoll, 2021).

In Myanmar, among 12 million households, half of them have access to TV (Census, 2014). In 2020, 37% of Myanmar's population owns satellite dishes and among four million satellite dish owners, 16% own Skynet dishes (Nielsen, 2021). Although 78% own PSI brand satellite dishes, and 16% own IPM brand satellite dishes, Skynet is the only paid service in Myanmar. In 2021, Skynet owners will increase up to 20% of satellite dish owners (Nielsen, 2022).

Skynet, under the Shwe Than Lwin company, is one of the top Pay-TV in Myanmar. It has more than 2,000 employees. In November, it started DTH broadcasting and in February 2011 Skynet's MPS (Multi-Play Services) was launched. It transmitted about 120 channels in 2018 but now it only broadcasts 80 channels, with many international Pay-TV channels such as sports and movies (Skynet DTH, 2019).

Skynet practices a marketing mix, including products, promotion, price, and place/distribution.

Skynet products are audience-specific, especially for sports and movies lovers. Sports audiences can choose the Power package and movie lovers can choose the Fantasy package. Full package target those who want to watch all channels by paying the most and Peekaboo package basic channels with minimum pay.

Skynet sets price variables for different audiences on purpose. Although the price range differs from the lowest to the highest, there are some medium price ranges for movie lovers and sports audiences.

Skynet set-top boxes and accessories are accessible to buy throughout the country, especially in major cities with Skynet branch offices. Even if the Skynet branch office is not in place, Skynet delivers set-top boxes with a technical team. Therefore, it is accessible in many places even if there is no branch office, it can reach customers directly or indirectly.

For package services, it can be bought not only at branch offices but also at many distributors. The best part of it is the package can be bought online so that customers do not even need to go outside because it is just a click-away to get what customers want. It can be paid with KBZ pay, KBZ bank account, CB (Cooperative Bank) bank account, Yoma bank account, AGD bank account, Shwe bank account, UAB (United Amara Bank) bank account, and MAB bank account. It can even pay with mobile-pay applications such as Wave Money and One-Pay mobile apps.

Skynet usually offers promotion plans periodically and occasionally. It also offers discounts for those who buy packages continuously or for a long time. For example, it sells the set-top box for MMK 31500 but if a customer buys a package for a two-month contract, the box can be bought with only MMK 24150. Moreover, there are seasonal discount prices of at least 15 percent. It also reduced the price range when COVID-19 started to break out so that more people can watch when they are staying at home.

The marketing mix elements affect customer perceived value, and the customer perceived value is affecting customer loyalty (Li M.L., 2011). Perceived quality is also based on technical and functional qualities. TV channel technical qualities include zapping time, packet loss and quality of services whereas functional qualities include service quality such as tangibility, reliability, responsiveness, assurance, and empathy (Khodabandeh, 2014)

This study will focus on the marketing mix of Skynet, perceived quality, and loyalty of Skynet viewers.

1.1 Rationale of the Study

Customer loyalty is a key for a firm to carry on business. Li M.L., (2011) stated that the marketing mix elements influence customer perceived value, and the customer perceived value is affecting customer loyalty.

The marketing mix includes the product, price, place, and promotion. Perceived quality is also based on technical and functional qualities. TV channel technical qualities include zapping time, packet loss and quality of services whereas functional qualities include service quality such as tangibility, reliability, responsiveness, assurance, and empathy (Khodabandeh, 2014)

Skynet is the top Pay-TV in Myanmar due to its influence with over 120 channels. Although another multi-channel television service Canal + also broadcasted over 80 channels, Skynet takes an advantage of inclusive rights to broadcast international sports, especially football, as a sole provider. Moreover, Skynet television programs can be watched through smartphones, Tablets, and other digital devices by using applications such as MPT football. Therefore, Skynet is chosen to study as a leading Pay-TV among others in Myanmar.

According to Myanmar Marketing Research & Development (MMRD), TV advertising spent more than US\$135 million, which covers 75 percent of total advertising spending in Myanmar in 2016 (as cited in medialandscapes.org). Although Skynet is currently top in the market as mentioned above, the competition in this market is fiercer with new providers entering the market, customers' changing knowledge of technology, and their higher demand for quality, variety, and innovation of service and products from marketers. Thus, the existing Pay-TV channel marketers should not be satisfied with their marketing activities alone: they urgently need to pay attention significantly to existing customers' perception of the functional and technical quality of Pay-TV channels.

If the Pay-TV channel providers conduct their marketing practices at a high standard to satisfy customers, and if they retain their products and service at functionally and technically high quality, the living standards of buyers will be high, and their quality of lives will also be good. On the providers' side also, they can sustain their financial performance through strong customer loyalty.

Therefore, it is important to study the marketing mix, perceived quality, and customer loyalty.

1.2 Objectives of the Study

This study includes two objectives:

1. To analyze the effect of marketing mix on the perceived quality of Skynet viewers,
2. To examine the effect of perceived quality on the customer loyalty of Skynet viewers.

1.3 Scope and Method of Study

This study will focus on the marketing mix of Skynet, perceived quality, and loyalty of Skynet viewers in 2022 February.

To identify the sample size for this study, the Yamane formula is used. According to Nielsen Myanmar (2021 data), there are 848,000 Skynet users in Myanmar. In this study, 400 users were randomly selected as a sample from the population (848,000). A simple random sampling method is applied to select 400 from 848,000.

As the data collection method, an online survey is conducted by sending questions in a structured format, sent to respondents online. For a high response rate, 500 questionnaires are sent, and 436 respondents replied.

For data analysis, multiple linear regression methods are applied to test the effect of marketing mix on perceived quality, and the influence of perceived quality on customer loyalty. The descriptive analysis is also conducted to present the marketing mix, perceived quality, and customer loyalty with mean values.

In this study, secondary data are also used. Secondary data are collected from Nielsen MMRD's reports, the Skynet website, some records from the Skynet operator, and some relevant texts and previous research articles.

1.4 Organization of the Study

The study is divided into five chapters. Chapter (1) is the introduction to this study that includes objectives of the study, rationale of the study, scope, method of the study, and the organization of the study. Chapter (2) describes the theoretical background of the marketing mix, perceived quality, and customer loyalty, and presents the reviews on some related research papers. Chapter (3) shows the profile of Skynet and its marketing mix practices. Chapter (4) is the analysis of the 4P's marketing mix, perceived quality, and customer loyalty of Skynet users. Chapter (5) is the conclusion part presenting the summary of the main findings and discussions, critical analysis of the results, suggestions, recommendations, and the needs for further studies.

Chapter 2

THEORETICAL BACKGROUND

This chapter consists of three main parts: empirical studies, background theories, and the conceptual framework of the study. This chapter starts by explaining the marketing mix theories related to Pay-TVs. It is followed by the explanation of perceived quality including functional and technical qualities. Next, the impact of marketing mixes on perceived quality is studied from various aspects. The effect of perceived quality on customer loyalty is explained, and the chapter concludes by describing the conceptual framework for the study.

2.1 Background Theories

In this study, the integrated marketing theory combined with marketing mix elements, perceived quality theory from Pay-TV marketing aspects, and customer loyalty theories are reviewed.

2.1.1 Integrated Marketing

Kotler & Keller (2009) stated the holistic marketing dimensions: integrated marketing, internal marketing, relationship marketing, and performance marketing. Internal marketing focuses on the marketing organization's values and philosophy to employees, as well as providing product and service knowledge to employees. Relationship marketing concerns the relationship with customers, channels, and partners. Performance marketing is marketing for gaining sales revenues, brand, and customer equity, in compliance with ethics, environmental, legal, and community.

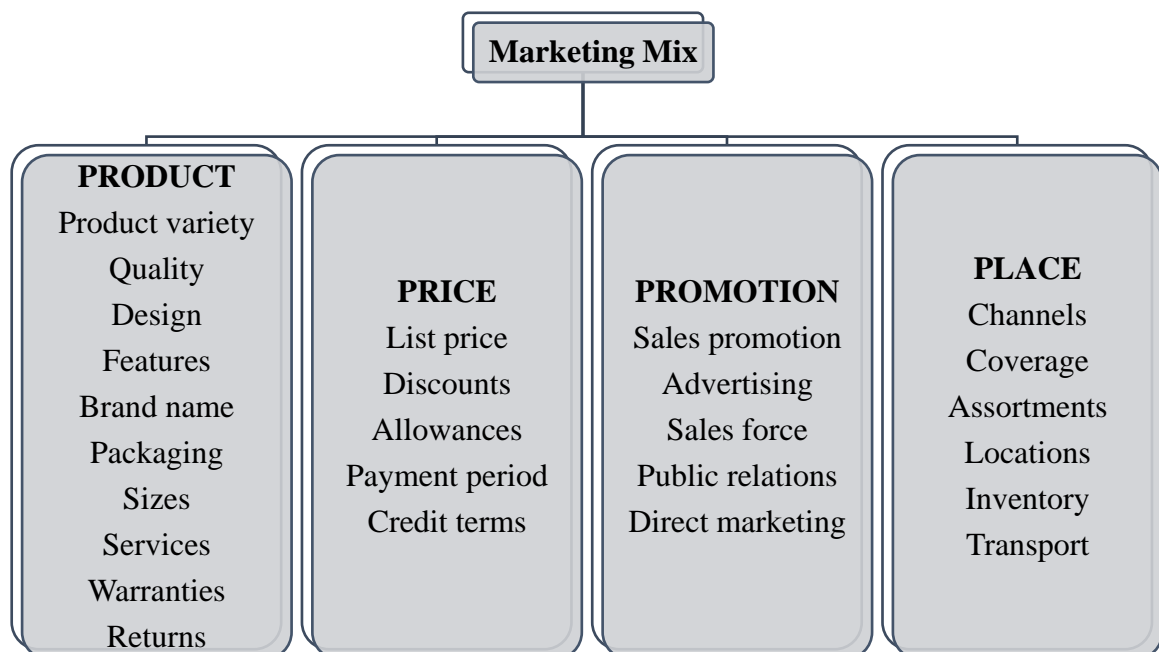
Integrated marketing is a major part of holistic marketing. The businesses must conduct the activity to device the marketing practices and assemble them to be completely integrated for creating, communicating, and delivering values for customers. If they understand the marketing practices of relevant groups (for product, place, price, and promotion), they can create superior products or services with attractive prices and can deliver to the places where the customers can assess easily and can give enough messages to customers.

Businesses' marketing practices must answer the four questions: solution, information, value, and access. For a solution, the question of customers will be how to solve the problem” For information, the question from customers will be where to learn more about it. For value, the question from customers will be the total sacrifice to get the solution. And for access, the question from customers will be where to find it.

Marketing Mix

The concept of marketing mix is one of the fundamental concepts of marketing which include products, places, price, and promotion known as 4Ps. Although there are 4Ps of the fundamental marketing mix, nowadays there are extended forms of the 4Ps marketing mix including products, places, price, promotion plus people, process, program, performance, politics, public opinions, public relations, physical environment, profit, performance, plan, position, planet, etc. Among them, some scholars group them as 4Ps, 5Ps, 6Ps, 7Ps, and even up to 15Ps (Luenendonk, 2019).

Figure 2.1. Marketing Mix



Source: Kotler & Keller (2009)

In 1960, E. Jerome McCarthy formulated the 4Ps of marketing mix including product, place, price, and promotion. In 1987, Vaughan Judd added people to consider in the marketing mix and it is known as 5Ps including 4Ps plus people. In 1984, Philip Kotler added two elements: political power and public opinion formation so 6Ps-mix is formulated from 4Ps. In 1981, Booms & Bitner, added people, process, and physical environment in 4Ps and it became 6Ps. Some scholars also extended 4Ps in many forms: for example, in 1991, Baumgartner extended 4Ps to 15Ps by adding people, public relations, partition, position, plan, positive implementations, performance, profit, prioritize, probe, and politics (Luenendonk, 2019).

Although there are many diverse types of marketing mix, well-known scholars like Philip Kotler accept 4Ps as the basis of all forms of marketing. The Marketing 4Ps strategy consists of several marketing tools to be used by the company to achieve its objectives related to marketing.

(a) Product

A product is an item to satisfy the consumer's needs or wants. This can be tangible like goods or intangible like services. As mentioned above, a product includes features, quality, branding, packaging, services, and warranties. Marketing decisions for a product include managing products through the life cycle, product assortment, product design, services, branding, packaging, labeling, guarantees, warranties, and returns (Needham, 1996). The product is a key marketing factor because it can affect marketing strategies (Kotler & Keller, 2009).

(b) Price

Price is the amount to pay for a product or service. According to the marketing mix-4P, price strategy, pricing, allowances, discounts, and payment terms need to be considered. Marketing decisions for a price include price strategy, price tactics, price-setting, allowances, discounts, and payment terms. (Needham, 1996). Price can affect customer satisfaction by providing value to meet customer expectations. The pricing strategy is essential for making all marketing strategies (Kotler & Keller, 2009).

(c) Place

Place refers to distribution which includes channels, market coverage, assortment, location, inventory, and transport as shown in the 4Ps model. Marketing decisions for a place include strategies such as selective distribution, intensive distribution, exclusive distribution, channel member selection and channel member relationships, franchising, market coverage, assortment, location decisions, inventory, logistics, warehousing, and transport (Needham, 1996).

(d) Promotion

Promotion is a marketing communication that includes advertising, direct marketing, public relations, and sales promotion in the marketing mix. Marketing Decisions for promotion include a promotional mix – an appropriate balance of advertising, direct marketing, public relations, and sales promotion, channel/ media strategy, message strategy, and message frequency (Needham, 1996). Activities to inform and communicate are also part of promotion activities (Kotler & Keller, 2009).

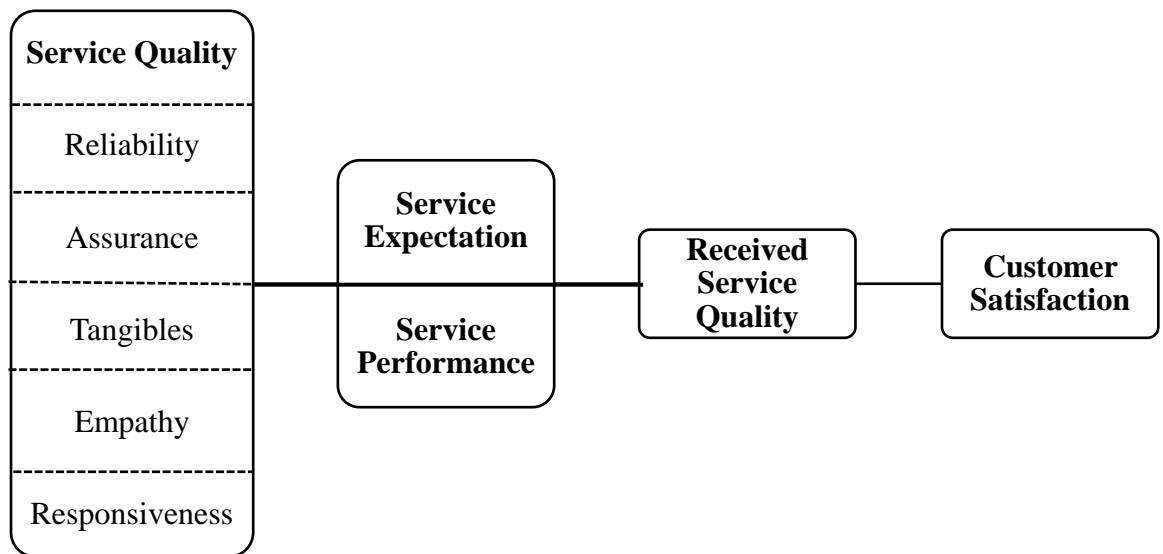
2.1.2 Perceived Quality Theories

Perceived Quality is the impression of excellence that a customer experiences about a product, brand, or business, derived through sight, sound, touch, and scent. Perceived quality plays a key factor to buy products or use services, differentiate position, customer interest, price, and brand extension (Vantamay, 2008). In the case of buying the product-service hybrid with technology, the customers' perceived quality should be approached from two aspects: technical quality and functional quality (Gronroos, 2007). Kobiruzzaman (2020) also mentioned the theory of perceived quality to be applied in the Pay-TV channels marketing field.

(I) Functional Qualities of the Pay-TV

In previous research and studies, the SERVQUAL model is used as the functional quality of Pay-TV. According to the SERVQUAL model, service quality contains reliability, responsiveness, assurance, tangibles, and empathy. (Khodabandeh, 2014).

Figure 2.2. The Five Key Service Dimensions of the SERVQUAL Model



Source: Kobiruzzaman (2020)

For Pay-TV marketing, the SERVQUAL model's dimensions can be considered as the functional quality measures: tangible, reliability, responsiveness, assurance, and empathy.

(a) Tangible

Tangible focuses on the product's appearance or display of the service. Accessories and packaging can be considered as the tangible dimension of Pay-TV. Accessories come with the product to function. Packaging is an enclosure with a product to be offered to the market with relevant information about the product. Package influences customer attitude to the product (Khodabandeh, 2014).

(b) Reliability

Reliability is fulfilling the promises to the customers. Product functioning and on-time delivery can be considered as the reliability in this study (Khodabandeh, 2014).

Reliability is related to the delivery of services as promised to the customer (Grönroos, 2007).

Reliability is also one of the most important dimensions of SERVQUAL by fulfilling the promised service to ensure the relationship between the customer and the organization. Moreover, reliability reflects the company's ability to fulfill promises to the customer, and provide resolution to the problem, with pricing and service provision. Customers want to deal with companies that honor their promises.

Therefore, effective communication and delivery related to the reliability dimension are extremely important to the company and customers. Product functionality is a set of advantages for the consumer to engage in useful activities. Hence, companies should take care of reliability to meet customer expectations, which is important (Zeithaml, Bitner, & Gremler, 2006).

(c) Responsiveness

Responsiveness refers to employees' interest in helping customers with quick services. Pre-sales customer service, post-sales customer service, warranty, and technical support can be considered reliable to study (Khodabandeh, 2014).

Responsiveness is to help customers with prompt service. It includes a quick response with great care to handle customer complaints, problems, questions, and requests. Responsiveness includes the waiting time for the customers to respond to their questions or pay attention to their problems. It also needs the ability in providing customized service to the customer's needs. (Zeithaml, Bitner, & Gremler, 2006).

A company should improve information and service quality even before and after-sales to provide high-quality service and information. A warranty is a liability to assure the buyer. Technical support with customer assessment and knowledge of the problem are also needed for responsiveness. (Khodabandeh, 2014).

(d) Assurance

Assurance can be identified as giving customers confidence with courtesy and adequate knowledge of employees. Both 'knowledge and skills' and 'service assurance' can be considered reliable to study (Khodabandeh, 2014).

Assurance relates to the employee's knowledge and ability to build trust between the company and the customers. Assurance assures a firm image to build trust and loyalty between customers and the organization. According to this theory and the evidence, assurance influences customer satisfaction positively when the service employees solve technical problems of customers (Zeithaml, Bitner, & Gremler, 2006).

(e) Empathy

Empathy refers to the individual attention to each customer as a special customer. Response time to customer inquiry and customer record data system to customize service that matches individual needs can be regarded as reliable for this study (Khodabandeh, 2014).

Empathy refers to giving individual attention to customers by treating everyone as a special customer. Therefore, the company should keep a record of customers' information and their problems (Zeithaml, Bitner, & Gremler, 2006).

(II) Technical Qualities of the Pay-TV

Quality of technical services, channel zapping time, and repairing of packet loss are found to be the key elements satisfying TV channel viewers (Nasir & Khan, 2014).

Figure 2.3. Technical Quality Factors in Pay-TV Market



Source: Nasir & Khan (2014)

(a) Quality of Service (QoS)

Quality of Service (QoS) is among the most key factors for customers because it can directly affect customer satisfaction which can also affect customer loyalty (Nasir & Khan, 2014). The quality of service can affect the number of viewers, especially when the number of users goes up, the quality-of-service decreases, which can have an impact on customer loyalty negatively (Khodabandeh, 2014).

In the Internet Protocol Television (IPTV) sector, Quality of Service (QoS) is also one of the essential elements necessary for multimedia applications' development (Oche et al., 2015). QoS is an overwhelming task for most companies and is highly related to novel services according to recent technology (Jang & Noh, 2011). According to Oche et al. (2015), the number of users who connect to the service can affect the QoS, such that when the number of users goes up, the quality-of-service decreases; thus, influencing customer satisfaction directly. Nasir and Khan (2014) suggest that companies improve QoS by decreasing the congestion of a network.

(b) Channel Zapping Time (CZT)

Channel zapping time (CZT) refers to “the time difference between the time it takes to change a channel by pressing a button on the remote control and the time it takes to display the frame of the requested channel on TV (Dekeris & Narbutaite, 2010). In short, channel zapping time refers to the time to switch from one channel to another (Nasir & Khan, 2014).

On the one hand, channel zapping time can have negative effects on customer satisfaction if it needs to wait more than two seconds; on the other hand, it can have positive effects on customer satisfaction if it does not need to wait for two seconds or less than that. Therefore, rising channel-zapping time is a problem, and decreasing this is the winning solution for that. The shorter gets the better results for higher customer satisfaction while the longer affects the poor result which can also negatively affect customer satisfaction (Nasir & Khan, 2014).

(c) Packet Losses

Packet loss means viewing jittering images, frozen frames, and error blocks in pictures and losing sound quality (Choi, Silvester, & Kim, 2011) as cited in (Nasir & Khan, 2014). When the traffic congestion in the network is crowded and data bandwidth transfer slows down, packet loss will occur (Nasir and Khan, 2014).

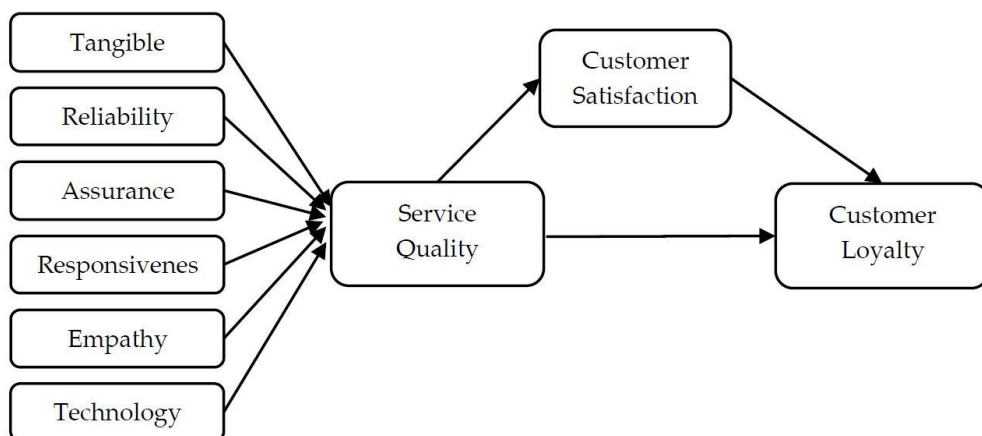
Packet loss is also one of the key factors for Pay-TV as it can have a significant effect on service quality. Nasir and Khan claim that packet loss is also one of the principal causes of disqualified images which can have a negative effect on customers. Thus, it has a significant effect on service quality and customer satisfaction.

2.2 Empirical Studies

This section presents models and findings of some previous researchers' findings on relationships of the 4Ps marketing mix, perceived quality, purchase decision, and customer loyalty.

Service quality elements such as tangible, assurance, reliability, responsiveness, empathy, and technology have effects on customer loyalty (Rana & Kanwal, 2018).

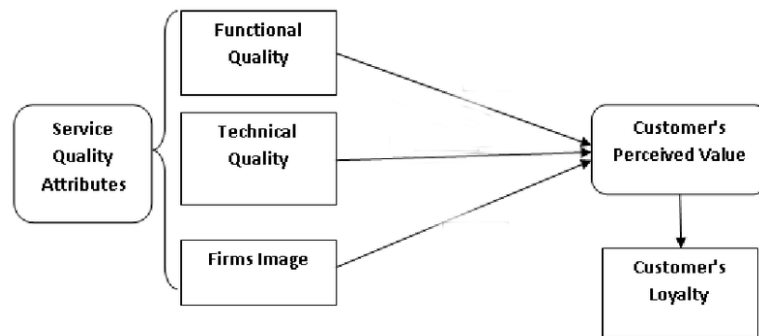
Figure 2.4. Service Quality, Customer Loyalty, and Customer Satisfaction



Source: Rana & Kanwal (2018)

Service quality including functional quality, technical quality, and firm image affects the perceived value of customers and their loyalty (Fattah, Rahman, & Mohamad, 2016). This concept is shown in Figure (2.5).

Figure 2.5. Service Quality to Customers' Perceived Value and Customer Loyalty

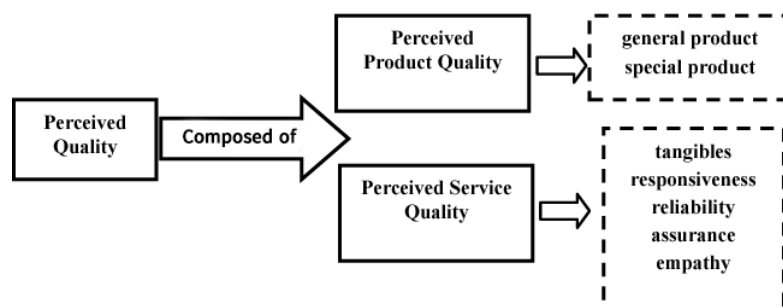


Source: Fattah, Rahman, & Mohamad (2016)

Although the service quality attributes theoretically lead to perceived values first, especially in Pay-TV channel buying, customer perceived values will be tied with the channel's technical quality and functional quality. Thus, the customer perception of such qualities directly affects customer loyalty.

Perceived quality can be classified as perceived product quality and perceived service quality (Wang & Cheng, 2012).

Figure 2.6. Perceived Product Quality and Perceived Service Quality

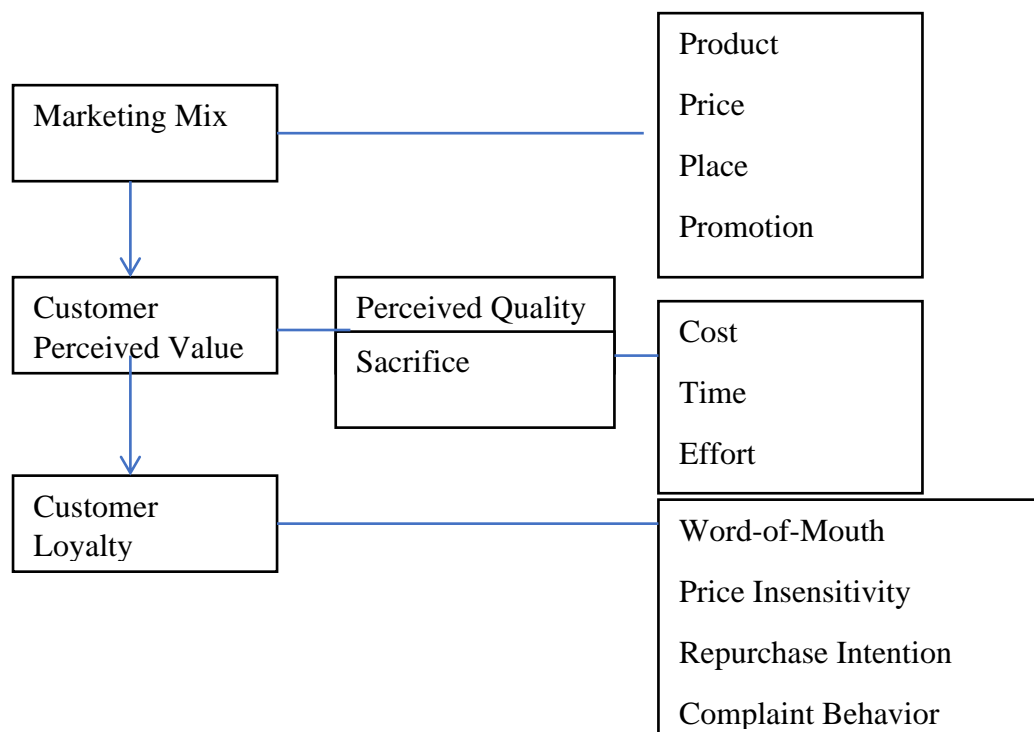


Source: Wang and Cheng. (2012)

According to the model of Wang and Cheng (2012), the perceived quality of service composes of reliability, tangibility, responsiveness, assurance, and empathy is influencing customer loyalty. The product quality can be seen in two aspects: general and special.

The perceived quality can be grouped into two: technical quality and functional quality. Functional quality is the same as the service quality mentioned in the SERVQUAL model. Thus, functional quality measures are tangible, reliability, responsiveness, assurance, and empathy; and the technical quality criteria are the quality of service, channel zapping time, and packet loss in buying Pay-TV channels (Khodabandeh, 2014).

Figure 2.7. Marketing Mix, Perceived Value, and Customer Loyalty



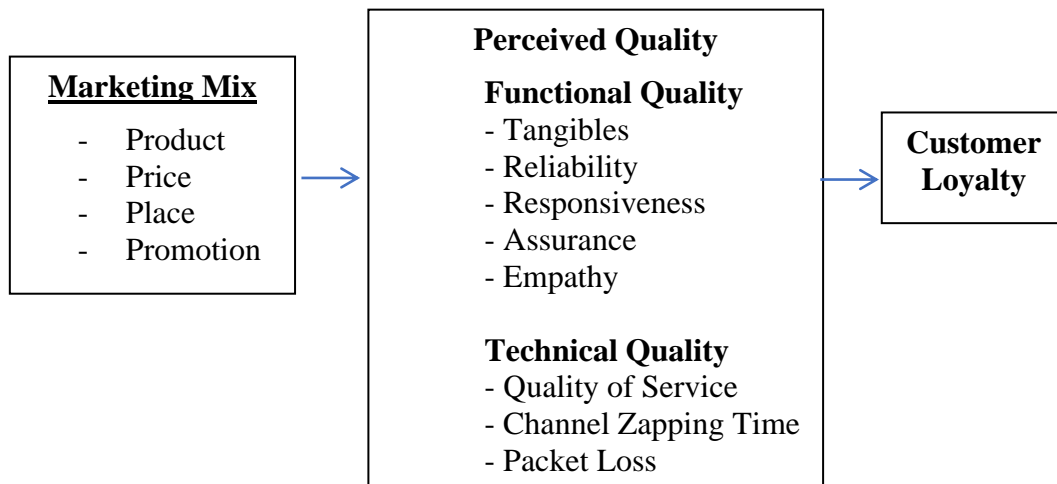
Source: Li (2011)

Li M. L., (2011) argued that the marketing mix elements affect customer perceived value, and the customer perceived value is affecting customer loyalty. The Figure (2.8) shows the relationships of marketing mix, customer loyalty, and perceived value.

2.3 Conceptual Framework

Considering the previous research's models develops the conceptual framework of the study. Marketing mix practices of Pay-TV channel providers will be affecting customers' perceived quality (perception of their purchase decision after the purchase). Then, their repurchase intention or loyalty will result from their perception of such quality.

Figure 2.8. Conceptual Framework



Source: Own Compilation (2022)

Skynet practices a marketing mix including product, place, price, and promotion. According to Li M. L., marketing factors can influence the perception of the viewers by two aspects known as technical quality and functional quality because if the service or product quality is not good or other marketing factors are bad, there will be negative user perception. If user perception is not good, users will not be loyal to the firm. Therefore, the conceptual framework is constructed on the theory that marketing mix influences perceived quality which can also lead to customer loyalty.

Khodabandeh (2014)'s observation is based on constructing variables of perceived quality: technical quality and functional quality. The functional quality measures in this study are reliability, responsiveness, tangibles, assurance, and empathy; and the technical quality is approached from three variables such as quality of service, channel zapping time, and packet loss as mentioned by Khodabandeh (2014). This perceived quality leads to customer loyalty as mentioned by Li (2011).

Chapter 3

PROFILE AND MARKETING MIX PRACTICES OF SKYNET

This chapter is organized into three main sections: the profile of Skynet, the marketing mix practices of Skynet, and the research design of the study.

3.1 Profile of Skynet

Skynet, under the Shwe Than Lwin company, is one of the top Pay-TV in Myanmar. It has more than 2,000 employees. In November, it started DTH broadcasting and in February 2011 Skynet's MPS (Multi-Play Services) was launched. Skynet DTH Facebook page is one of the most popular pages in Myanmar with 2,639,777 people's likes and 3,457,040 people following it, according to Skynet DTH official Facebook page data in March 2022 (Skynet DTH, 2022). Therefore, Skynet DTH Facebook followers alone can cover about 17% of 20,790,000 Facebook users in Myanmar as of February 2022 (NapoleonCat, 2022).

Skynet is operated by a media company known as Shwe Than Lwin. Shwe Than Lwin group of companies consists of 30 companies and Shwe Than Lwin media company limited is one of them. Shwe Than Lwin group of companies share a common vision and mission. Its vision is "Developing the nation and its people by contributing capital, investments and resources available", and its mission is "To establish as a professional company in all aspects by developing its resources and systems" (Shwe Than Lwin, 2014).

According to the directorate of investment and company administration (DICA)'s Myanmar companies online (MyCO), Shwe Than Lwin media company limited was registered on 28 April 2010 as a private company limited by shares to produce motion picture, video, and television program production, music publishing, and sound recording activities (DICA, 2022).

Shwe Than Lwin media company provides television and radio channels. Because of its Direct-to-Home (DTH) satellite broadcasting, it can distribute television signals of high quality across the country. As Skynet is the only DTH service provider in Myanmar, its radio and television channels can cover 100% coverage throughout the country.

Shwe Than Lwin broadcasts the only English TV channel in Myanmar known as Myanmar International (MITV) channel which also broadcasts to more than 200 countries across the world. MITV broadcasted news, current affairs, and documentaries to show Myanmar in many aspects.

Myanmar National (MNTV) is well-known a 24-hour free-to-air television channel, jointly run by Skynet and Dream Vision Co, Ltd, established under Shwe Than Lwin. Founded on October 1, 2012, MNTV intends to promote the quality of news and programs. It is an infotainment TV channel broadcasting information and entertainment programs. MNTV also highlights news and business, entertainment, lifestyle, current affairs, and sports programs.

MNTV analog network stretched out half of Myanmar's population by reaching 25 million viewers throughout most major cities in Myanmar. MNTV channel can reach the whole nation by using the Skynet DTH receiver. Since the MNTV channel can be accessed through MRTV (DVB-T2) satellite, it can cover two-thirds of Myanmar's population by reaching up to 35.4 million people. MNTV's Facebook page has 1,191,039 people's likes and 1,651,283 people following as of March 2022 (MNTV Channel, 2022).

Skynet also runs Channel 9, a 24-hour free-to-air television channel broadcasting entertainment programs. Although Channel 9 Myanmar Facebook page was created on 22 June 2018, it now has 651,688 people like and 897,473 people following as of March 2022 (Channel 9 Myanmar, 2022).

There are also many paid programs on Skynet channels. Among them, sports channels are the most popular in Myanmar as many sports channels can only be watched through Skynet as a sole provider.

Skynet Up-to-Date channel also broadcasts current affairs and updated news including events, talk shows, people's daily lives, reports, daily market prices, and coverage of politics and government affairs are also featured. Skynet UpToDate Facebook page has 1,259,356 people like and 2,125,763 people followers which is about 10% of Facebook users in Myanmar as of March 2022 (Skynet UpToDate, 2022).

Shwe Than Lwin also broadcasts Shwe FM radio channel under the name of Golden Wave company. Shwe FM entertains and informs its listeners through radio programs throughout states and regions across Myanmar with full coverage (Shwe Than Lwin, 2014).

Skynet has transmitted about 120 channels in 2018 but now it only broadcast 80 channels with many international Pay-TV channels including football leagues like Barclays Premier League, French League, Italia Series A, Spain La Liga, German Bundesliga, and many other sports and entertainment. (Skynet DTH, 2019)

Skynet also gets media rights from the Union of European Football Associations (UEFA), UEFA Champions League, Euro 2016, Europa League, and the FIFA world cup. Besides, there are also in-house channels including Myanmar International Television (MITV), Myanmar National Television (MNTV), Up-to-date, tine yin thar (ethnic minorities), police, parliament (Hluttaw), health, education, and agriculture. Skynet signal coverage is particularly good due to satellite transmission throughout the whole country. Skynet's motto is known as “Skynet for the people.”

Although another multi-channel television service Canal + also broadcasted more than 80 channels, Skynet takes advantage of inclusive rights to broadcast international sports, especially football, as a sole provider. Moreover, Skynet television programs can be watched through smartphones, Tablets, and other digital devices by using applications such as MPT football.

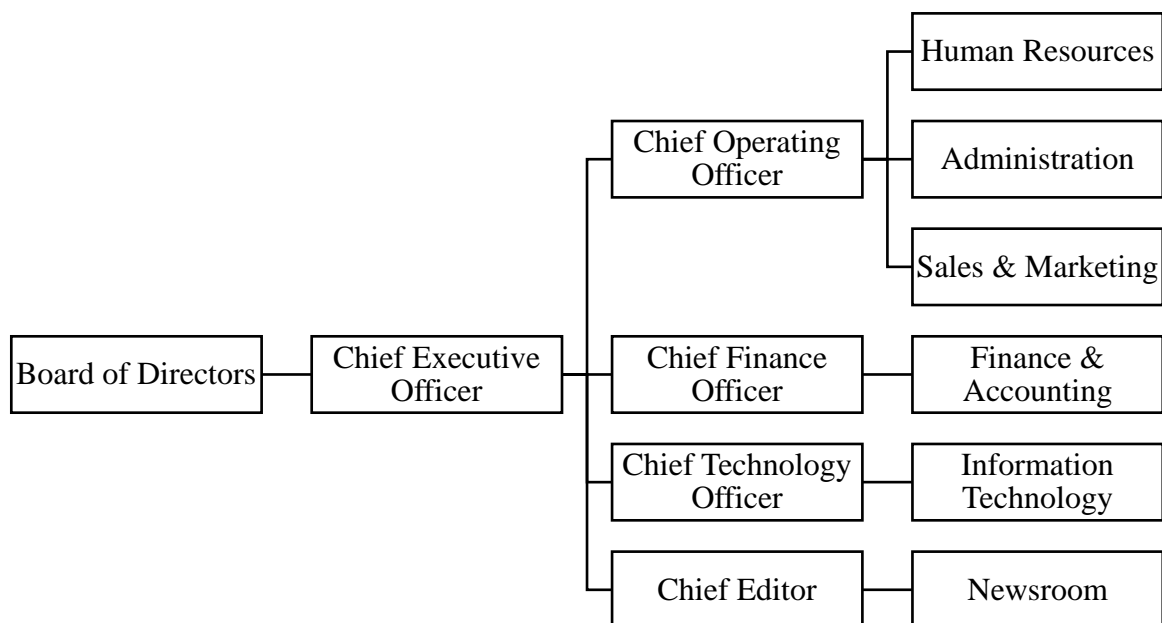
Due to the COVID situation since 2020 March, many people started working from home. According to Nielsen MMRD research data, Skynet users increased about 10 percent after the COVID outbreak as more people are watching TV when they are staying at home. Moreover, the advantage of Skynet is that most sports channels can be watched only through Skynet as it is the sole provider in Myanmar with a commercial license to broadcast international football matches like the world cup.

Another competitive advantage of Skynet is that many Skynet channels can be watched through mobile apps. Therefore, people can watch many Skynet channels on their phones even if they do not own a TV or set-top box.

Skynet's organizational structure is changing these days and country situations are changing these days. Board of directors' positions are changing because some directors retire in 2021. A new chief operating officer and a chief finance officer were appointed as the former resigned from the job. There will be new organizational changes due to top management changes.

The chief executive officer oversees other chief officers such as chief operating officer, chief finance officer, chief technology officer, and chief editor. The chief operating officer manages many departments including the human resource department, administration department, and sales and marketing department. The chief finance officer takes care of the finance and accounting department. The chief technology officer takes charge of the information and technology department. The chief editor oversees the newsroom.

Figure 3.1. Skynet's Organizational Chart



Source: Skynet (2019)

3.2 Profile of Respondents

There are 436 respondents in the survey on marketing mix, perceived quality, and customer loyalty to Skynet. Profiles of respondents will be classified into two groups: demographic and behaviors.

Demographic factors include age, education, income, and place while behavioral factors include time spent watching Skynet, time-length of owning Skynet, and viewers' experience.

By classifying into related groups, each group can be analyzed easily and conveniently.

3.2.1 Demographic Factor

Demographic factors show which age groups are watching Skynet more or less, the education level of Skynet viewers, the monthly income of Skynet viewers, and the states and regions of Skynet viewers.

The first demographic factor is the age of viewers. The age composition of respondent viewers on Skynet can be seen in the Table (3.1).

Table 3.1 Age of Skynet Viewers

Sr. No	Age Categories	No. of Respondents	Percent
1	16-25	125	28.7
2	26-35	149	34.2
3	36-45	118	27.1
4	46-55	35	8.0
5	over 55	9	2.1
6	Total	436	100.0

Source: Survey Data (2022)

According to the age of viewers, most of the Skynet viewers' ages are between 16 and 45. The second demographic factor is the education of Skynet viewers. The survey data are shown in the Table (3.2).

Table 3.2. Education of Skynet Viewers

Sr. No	Highest Education Level	No. of Respondents	Percent
1	Under High School Level	21	4.8
2	High school	61	14.0
3	Undergraduate	60	13.8
4	Graduate	199	45.6
5	Master Degree	86	19.7
6	PhD	9	2.1
7	Total	436	100.0

Source: Survey Data (2022)

Most of the respondent viewers are graduates. The third demographic factor is the average monthly income of the respondent. The average monthly income of Skynet is shown in the Table (3.3).

Table 3.3. Monthly Income of Skynet Viewers

Sr. No	Income Level	No. of Respondents	Percent
1	>200,000	58	13.3
2	200,001-500,000	321	73.6
3	500,001-1,000,000	36	8.3
4	1,000,001-2,000,000	16	3.7
5	<2,000,000	5	1.1
6	Total	436	100.0

Source: Survey Data (2022)

Most of the respondents' average monthly income is in the range of 200,000 MMK and 500,000 MMK. The fourth demographic factor is the regions of Skynet viewers. The responses from 436 viewers are shown in the Table (3.4).

Table 3.4 Regions of Skynet Viewers

Sr. No	Regions	No. of Respondents	Percent
1	Kachin	11	2.5
2	Kayah	19	4.4
3	Karen	19	4.4
4	Chin	27	6.2
5	Mon	26	6.0
6	Rakhine	25	5.7
7	Shan	26	6.0
8	Ayeyarwaddy	44	10.1
9	Bago	45	10.3
10	Magway	32	7.3
11	Mandalay	36	8.3
12	Sagaing	26	6.0
13	Tanintharyi	19	4.4
14	Yangon	53	12.2
15	Naypyitaw	28	6.4
16	Total	436	100.0

Source: Survey Data (2022)

Most of the respondent Skynet viewers are from Yangon, Bago, and Ayeyarwaddy regions.

3.2.2 Behavioral Factors

Behavioral factors include time spent watching Skynet, time-length of owning Skynet, and viewers' experience. The first behavioral factor is the time used to watch the Skynet, shown in the Table (3.5).

Table 3.5. Time Spent Watching Skynet

Sr. No	Time Spent a Week	No. of Respondents	Percent
1	Less than 1 hour	78	17.9
2	Less than 10 hours	193	44.3
3	More than 10 hours	165	37.8
4	Total	436	100.0

Source: Survey Data (2022)

According to the survey, 44% of the audiences watch Skynet for less than 10 hours. About 38% watch Skynet for more than 10 hours and a minority 18% watch less than 1 hour a week. Most Skynet TV viewers (about 82%) watch Skynet for more than 1 hour. The second behavioral factor is the time of relationship as the owner with Skynet. The responses from 436 viewers are shown in the Table (3.6).

Table 3.6. Time-Length of Owning Skynet

Sr. No	Time-Length as Owner	No. of Respondents	Percent
1	Never	13	3.00
2	Less than 1 Year	53	12.20
3	1 Year	65	14.90
4	2 Years	102	23.40
5	3 Years	136	31.20
6	More than 3 Years	67	15.40
7	Total	436	100.0

Source: Survey Data (2022)

The survey shows that only 3% are not Skynet customers who may get access to Skynet through other Skynet customers such as friends, family, office, etc. About 85% have been Skynet's customers for at least a year. The third behavioral factor is the previous relationship before they become Skynet viewers. It means that the respondents have ever viewed other Pay-TV channels, or they never viewed other Pay-TV channels. The survey results are shown in the Table (3.7).

Table 3.7. Viewers' Experience

Sr. No	Type of Viewers (Never View other Channels or Ever View other Channels)	No. of Respondents	Percent
1	Yes	322	73.9
2	No	114	26.1
3	Total	436	100.0

Source: Survey Data (2022)

Seventy-four percent of the respondents have viewed the other Pay-TV channels before they become Skynet viewers. It does not mean that they depart other channels for Skynet: currently, they either view both or they view only Skynet.

3.3 Reliability Test

When a certain measure is reliable, it shows the result consistently. Reliability is needed to test validity to some extent because it estimates the degree of freedom for random. Cronbach's Alpha is used to test the internal consistency for the degree of homogeneity with specialized correlational formulas (Cooper & Schindler, 2014).

The inter-item consistency reliability tests the consistency of respondents' answers with the concept that the independent measures will be correlated to each other. The most popular test is Cronbach's coefficient alpha. If the Cronbach alpha is higher, there will be better results in measurement (Sekaran & Bougie, 2016).

Table 3.8. Reliability Analysis

Category	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items	Interpretation
Product	.747	.745	4	Acceptable
Price	.818	.818	6	Good
Place	.803	.804	5	Good
Promotion	.886	.886	7	Good
Functional Quality	.863	.863	5	Good
Technical Quality	.736	.735	3	Acceptable
Loyalty	.880	.880	5	Good

Source: Survey Data (2022)

According to Table (3.8), Cronbach's Alpha of most factors is more than 0.8, which can be interpreted as reliable and valid (George & Mallery, 2019).

3.4 Marketing Mix Practices of Skynet from Qualitative Analysis

In this paper, Skynet's marketing mix practices are explored with qualitative analysis (in-depth interviews with sales managers and responsible persons).

Skynet also has a marketing mix including product, place, price, and promotion. One item can be described together with other items. For example, Skynet has 4 product packages with different prices and promotion plans which can be accessed through many payment gateways. Each item will be described with a related title.

3.4.1 Product

Skynet offers four packages: full package with 80 channels including basic, movie, sports, and kids' channels which cost MMK 13500, power package including basic, sports, and kids' channels which cost MMK 9900, fantasy package including basic, movie, and kids' channels which cost MMK 8900, and peekaboo package including basic, and kids' channels which cost MMK 4900. Skynet's package list can be seen in appendix B.

Skynet packages are audience-specific, especially for sports and movies lovers. Sports audiences can choose the Power package and movie lovers can choose the Fantasy package. Full package target those who want to watch all channels by paying the most and Peekaboo package basic channels with minimum pay.

3.4.2 Price

Skynet sets price variables for different audiences on purpose. Although the price is quite different from the lowest to the highest, there are some medium price ranges for movie lovers and sports audiences.

It started with the basic plan with a minimum cost of MMK 4900 and a full package with a maximum cost of MMK 13500. Sports audiences can buy the Power package with MMK 9900 and movie lovers can get the Fantasy package with 8900. However, these prices are just for home use, not for commercial use.

Moreover, some free channels do not cost anything at all. For example, the Buddha channel is its free channel for which it only needs a Skynet set-top box. Some free channels from other TV Stations can also be watched with Skynet set-top box. For example, Myawaddy (MWD) and Myanmar Radio and Television (MRTV) free channels can be watched with Skynet. Although government channels are free to receive with any antenna, watching with Skynet offers better quality due to satellite receivers.

3.4.3 Place/Distribution

Skynet set-top boxes and accessories are accessible to buy throughout the country, especially in major cities with Skynet branch offices. Even if the Skynet branch office is not in place, Skynet delivers set-top boxes with a technical team. Therefore, it is accessible in many places even if there is no branch office, it can reach customers directly or indirectly.

For package services, it can be bought not only at branch offices but also at many distributors. The best part of it is that the package can be bought online so that customers are not necessary to go outside because it is just a click-away to get what customers want. It can be paid with KBZ pay, KBZ bank account, CB (Cooperative Bank) bank account, Yoma bank account, AGD bank account, Shwe bank account, UAB (United Amara Bank) bank account, and MAB bank account. It can even pay with mobile-pay applications such as Wave Money and One-Pay mobile apps.

3.4.4 Promotion

Skynet usually offers promotion plans periodically and occasionally. It also offers discounts for those who buy packages continuously or for a lengthy period. For example, it sells the set-top box for MMK 31500 but if a customer buys a package for a two-months contract, the box can be bought with only MMK 24150. Moreover, there are seasonal discount prices of at least 15 percent. It also reduces the price range when COVID-19 started to break out so that more people can watch when they are staying at home.

Skynet usually promotes its sports package, especially when there are football matches such as the world cup, Union of European Football Associations (UEFA) Champions League, Barclays Premier League, French League, Europa League, Spain La Liga, Italia Series A, German Bundesliga, and other sports and entertainment.

Skynet also knows Myanmar's taste in sports. It promoted its package when there were ONE Championship boxing matches, especially when Aung La N Sang, a Burmese American mixed martial artist, played. When there are also some football matches between the Myanmar national football team and foreign teams, it also promotes its package with advertisements through traditional media like television channels and digital media.

Skynet uses its television channels when promotion campaigns are initiated to retain existing customers. Skynet sports channels not only broadcast football matches but there are also news and discussion programs for football matches so that people can be more interested in their sports program. When Skynet is broadcasting sports news and discussions, Skynet invites famous players to discuss the match. During news and discussion, Skynet also introduced its package and offered promotions with discounts to get more deals with customers. Skynet also attracts viewers by showing some Pay-TV programs free of charge to get more subscribers.

Skynet also attracts businesses to advertise on their TV channels or co-sponsor their programs and events, especially on their famous programs. Advertisers usually display their advertisements if the program matches their products. For example, baby products are shown on baby channels and kitchen tools are displayed in cooking programs. Regular advertisers usually have contracts with Skynet to show on specific programs for a period.

3.5 Marketing Mix Practices of Skynet Perceived by Customers

According to the 2022 survey data for this study, the first element of the 4Ps marketing mix of Skynet can be seen in the Table (3.10). As the descriptive analysis, the customer perception of the marketing mix of Skynet is assessed by mean values. For interpretation of mean values, from 1 to 1.8 indicates (strongly disagree), from 1.81 to 2.60 (do not agree), from 2.61 to 3.40 (true to some extent), from 3.41 to 4.20 represents (agree), and from 4.21 to 5.00 represents (strongly agree)¹. The mean values (respondents' perception on Skynet marketing mix practices) are shown in the Table (3.9).

Table 3.9. Skynet Marketing Mix Practices

Sr. No	Marketing Mix Factors	Mean	Std. Deviation
1	Product	4.44	.51024
2	Price	4.41	.52721
3	Distribution	4.44	.50928
4	Promotion	4.41	.56296
5	Overall Mean	4.43	

Source: Survey Data (2022)

The survey results indicate that the perceived value of buyers is positive about Skynet's products and services, place, price, and promotion. Most of the respondents

¹ <https://www.researchgate.net/post/Which-method-should-I-use-to-present-the-Mean-of-a-5-point-Likert-scale>

strongly agreed (mean values are between 4.21 and 5.00) that Skynet’s market mix practices are good for them. The mean values (respondents' perception of Skynet's practices for its product and service) are shown in the Table (3.10).

Table 3.10. Skynet Practices for Product and Service

Sr. No	Product Factors	Mean	Std. Deviation
1	The reliability of Pay-TV channels influences customers' brand choice	4.55	.7144
2	The value of Pay-TV influences the brand choice	4.35	.6551
3	The entertainment of Pay-TV influences customers' decision to purchase	4.49	.6485
4	Customers look for information on products and services of other Pay-TVs before buying Skynet	4.39	.6877
5	Overall Mean	4.44	

Source: Survey Data (2022)

The survey results indicate that the perception of buyers is positive with Skynet’s effort to attract customers with products and services. Most of the respondents strongly agreed (mean values are between 4.21 and 5.00) that Skynet’s practices for its products and services are effective for them to make the right choice. The mean values (on Skynet practices for its price) are shown in the Table (3.11).

Table 3.11. Skynet Practices for Price

Sr. No	Price Factors	Mean	Std. Deviation
1	Customers review the prices of various Pay-TV brands before deciding to buy Skynet.	4.51	.7286
2	Customers associate higher prices with the high quality of other Pay-TV channels.	4.30	.7099
3	A Pay-TV channel's price reflects its performance.	4.51	.6661
4	A Pay-TV channel's price reflects its status.	4.40	.6719
5	Customers buy Skynet only at reasonable prices.	4.44	.7571
6	Viewers will continue using Skynet even when the price is increasing.	4.32	.8241
7	Overall Mean	4.41	

Source: Survey Data (2022)

The survey results indicate that the perceived value of buyers is positive with Skynet's pricing practices. Most of the respondents strongly agreed (mean values are between 4.21 and 5.00) that Skynet's practices for pricing are fair for customers, and customers are sure that they will not leave Skynet even if its price increases.

The mean values (respondents' perception of Skynet's practices for its place/distribution) are shown in the Table (3.12).

Table 3.12. Skynet Practices for Place/Distribution

Sr. No	Place Factors	Mean	Std. Deviation
1	Customers prefer purchasing Pay-TV channels from companies that are well established in the market	4.59	.6667
2	Convenience and opening hours of a company influence customers' buying decision	4.34	.6650
3	Stock-outs cause customers to lack trust	4.51	.6341
4	Customers prefer purchasing from companies with good displays.	4.35	.7431
5	Customers prefer to buy Pay-TV which is widely distributed	4.40	.6898
6	Overall Mean	4.44	

Source: Survey Data (2022)

The survey results indicate that the perceived value of buyers is positive with Skynet's effort for the availability (place) where they can buy or do shopping. Most of the respondents strongly agreed (mean values are between 4.21 and 5.00) that Skynet's marketing places, showrooms, and agents are the places where buyers can buy conveniently. The mean values (respondents' perception of Skynet's practices for its promotion) are shown in the Table (3.13).

Table 3.13. Skynet Practices for Promotion

Sr. No	Promotion Factors	Mean	Std. Deviation
1	The promotion of Pay-TV channels influences customers' buying decisions	4.52	.7622
2	A salesperson's confidence and negotiation influence customers' buying decision	4.27	.7037
3	A salesperson's appearance influences customers' purchase intentions	4.45	.7336
4	Customers purchase products after an advertisement is seen in the media	4.31	.7719
5	The choice of advertising media influences customers' purchase decisions	4.42	.7709
6	Customers purchase brands that my friends/family have recommended	4.41	.7107
7	Customers are more likely to purchase brands that they have had a memorable experience	4.47	.6480
8	Overall Mean	4.41	

Source: Survey Data (2022)

The survey results indicate that the perceived value of buyers is positive with Skynet's effort for promotion to give effective, accurate, and complete information, data, and the message about its products and services. Most of the respondents strongly agreed (mean values are between 4.21 and 5.00) that Skynet's promotion practices are attractive to make buying decisions immediately after they receive the messages.

Chapter 4

ANALYSIS OF SKYNET VIEWERS' PERCEIVED QUALITY AND CUSTOMER LOYALTY

This chapter starts with the profile of 436 respondents. Then, to reach the objectives of the study, the effect of marketing mix practices on perceived quality, and the impact of perceived quality on the loyalty of Skynet buyers are analyzed with multiple linear regression analysis. Before this statistical analysis, in the chapter, the results from the descriptive analysis on perceived quality and customer loyalty are presented with mean values.

4.1 Perceived Quality of Skynet

Perceived quality is a critical factor because it depends on customers' views of Skynet quality. As it depends on customer perception, the company must take great care of it. Perceived quality can be divided into two parts: technical qualities and functional qualities.

4.1.1 Functional Qualities of Skynet

Functional qualities of Skynet include reliability, responsiveness, tangibility, assurance, and empathy. The responses from 436 respondents are presented with mean values of Skynet functional qualities in the Table (4.14).

Table 4.14. Skynet Functional Qualities

Sr. No	Factors	Mean	Std. Deviation
1	The quality of set-top box and service (Tangibility)	4.55	.6883
2	Providing service as promised (Reliability)	4.36	.7215
3	Quick Service (Responsiveness)	4.48	.7409
4	Employees' knowledge of services and products (Assurance)	4.41	.7574
5	Employees' capabilities to give individual attention, by seeking the needs of buyers (Empathy)	4.38	.7405
6	Overall Mean	4.43	

Source: Survey Data (2022)

As indicated in the Table (4.14), all mean values and the overall mean value are between 4.21 and 5.00. Thus, it can be concluded that most Skynet buyers believe that it is extremely important to provide functional qualities through set-top box quality, the goodness of service (by speed and by reliability), and employees' product and service knowledge and empathy.

4.1.2 Technical Qualities of Skynet

Technical Qualities of Skynet include quality of service (QoS), channel zapping time (CZT), and packet losses. The responses from 436 respondents are presented with mean values in the Table (4.15).

Table 4.15. Skynet Technical Qualities

Sr. No	Factors	Mean	Std. Deviation
1	High Quality of Service	4.60	.6931
2	Low Channel Zapping Time	4.39	.6600
3	Low Packet Loss and delay	4.44	.7227
4	Overall Mean	4.47	

Source: Survey Data (2022)

The respondent Skynet viewers agree that it is extremely important to keep a decent quality of service, and low channel zapping time. They are not suffering from packet loss and delay. Skynet provides good service so that the viewers are free from the long waiting time when switching from one channel to another. Skynet offers flawless broadcasting programs so that the viewers are not in a bad mood due to jittering images, frozen frames, error blocks and pictures, and losing sound quality.

4.2 Analysis on of Marketing Mix's Effect on Perceived Quality of Skynet

The first objective is to analyze the Skynet's marketing mix practices' influence on the perceived quality of viewers. To reach this objective, the multiple linear regression method is applied by identifying the marketing mix practices (product, place, price, and promotion) as the independent variables, and the perceived quality (technical quality and functional quality) as dependent variables, respectively.

4.2.1 Effect of Marketing Mix on Functional Quality of Skynet

To analyze the effect of marketing mix practices on perceived quality measured with functional qualities, the multiple linear regression analysis is conducted with independent variables (product, price, place, and promotion), and dependent variables (functional qualities). The regression results are shown in the Table (4.17).

Table 4.16. Effect of Marketing Mix on Functional Qualities

Marketing Mix	Unstandardized Coefficients		Beta	t	Sig	VIF
	B	Std. Error				
Constant	.049	.142		.345	.730	
Product	.081	.057	.071	1.433	.153	3.699
Price	.503***	.060	.452	8.362	.000	4.431
Place	.077	.052	.067	1.475	.141	3.123
Promotion	.331***	.050	.318	6.571	.000	3.546
R		.846				
R Square		.716				
Adjusted R Square		.713				
F Value		271.068***				
Durbin-Watson		1.735				

Source: Survey Data (2022)

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

(Dependent Variable: Functional Qualities)

From statistical analysis, it is found that the price and promotion practices of Skynet are positively significantly affecting the perceived quality (functional qualities). Skynet buyers believed that the price they paid is relevant to the product and service quality provided by Skynet. Concerning the place, due to the area coverage of Skynet's selling places, buyers can buy from any place easily, and the cost they need to charge is not significant by place. Most of the functional qualities relate to provider and staff capabilities (reliability, responsiveness, assurance, and empathy), only one factor (tangible) is related to the product. Thus, the product has no significant effect on buyers' perception of the functional qualities of Skynet.

As per the result in the Table (4.16), the coefficient B of price is the highest at 0.503 and promotion is the second highest at 0.331. Moreover, both price and promotion have the highest 1% significant level. To distinguish it from others, the 3-star symbol "***" is shown beside these values. Therefore, it can be assumed that both the Skynet price and promotion independent variables have significant effects in a positive relationship with functional quality dependent variables.

As the value of coefficient B for Skynet price in the Table (4.16) is the highest value at 0.503, which is also at the highest significant 1% level, it can be assumed that customers feel they get the quality of service with good functional quality due to the price they paid.

According to Table (4.16), the B value of Skynet's promotion is 0.331, which is also at the highest significant 1% level. Viewers also think that Skynet's promotion is also a crucial factor to influence the product and service quality.

It can also be learned that Skynet should primarily focus on its pricing strategy and promotion strategy as the significant influencing factors in the mind of customers when they practice the marketing mix effectively and efficiently.

The correlation coefficient, symbolled as R, measures the strength of the relationship between two variables (George & Mallery, 2019). As shown in the Table (4.16), the correlation coefficient (R) for the effect of the marketing mixes on functional qualities is 0.846. Therefore, it can be interpreted that there is a high positive correlation (Mukaka, 2012). Hence, the effect of Skynet's marketing mix is highly correlated with functional qualities positively.

The value of the R square is 71.6% and the adjusted R square is 71.3% respectively in the Table (4.16). Therefore, this model can be used to explain 71.3% of the variance of the dependent variable (functional quality) with the independent variable (marketing mix).

In multiple regression analysis, the F-change value is related to the additional variance explained by a new variable. In other words, the F value shows the changes when a new variable is added. It shows how the multiple R, the R square, and the adjusted R square will change the value by adding each new variable. F value can be calculated by dividing mean square regression by mean square residual (George & Mallery, 2019). In the Table (4.16), the value of F is 271.068 highly significant at 1 %.

Durbin Watson tests the autocorrelation within a value between 0 and 4. The value of 2 shows no autocorrelation; less than 2 has positive and more than 2 has negative autocorrelation (Kenton, 2021). The Durbin-Watson values in the Table (4.16) are close to 2 (1.735). Therefore, there is no autocorrelation in the sample.

Variance inflation factor (VIF) measures the amount of multicollinearity by dividing the overall model variance by the single independent variable's variance. A VIF of 1 shows no correlation, between 1 to 5 has a moderate correlation, and above 5 indicates a high correlation (Potters, 2021). In the Table 4.17, the VIF values of all marketing mix factors are between 1 to 5. Therefore, there is a moderate correlation between Skynet's product, price, place, and promotion related to the functional quality of Skynet.

A t-test determines the difference between the means of two groups by the variation within groups. The higher t-value shows the larger difference while the smaller shows the more similarity between the sample sets (Hayes, 2022). According to the t-test result in the Table (4.16), Skynet's price and product indicate a larger difference between groups.

4.2.2 Effect of Marketing Mix on Technical Quality of Skynet

To analyze the effect of marketing mix practices on perceived quality measured with technical qualities, the multiple linear regression analysis is conducted with independent variables (product, price, place, and promotion), and dependent variables (technical qualities). The regression results are shown in the Table (4.17).

Table 4.17. Effect of Marketing Mix on Technical Qualities

Marketing Mix	Unstandardized Coefficients		Beta	t	Sig	VIF
	B	Std. Error				
Constant	.234	.136		1.723	.086	
Product	.142***	.054	.129	2.616	.009	3.699
Price	.475***	.058	.447	8.265	.000	4.431
Place	.088*	.050	.080	1.769	.078	3.123
Promotion	.253***	.048	.255	5.257	.000	3.546
R		.846				
R Square		.715				
Adjusted R Square		.712				
F Value		270.202***				
Durbin-Watson		2.124				

Source: Survey Data (2022)

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

(Dependent Variable: Technical Qualities)

From statistical analysis, it is found that the product, price, place, and promotion practices (all marketing mix practices) of Skynet are positively significantly affecting the perceived quality (technical qualities). Skynet buyers believe that they are getting a decent quality of service, low channel zapping time, and low packet loss, and these beliefs come from their good perception of Skynet's marketing practices for its product and service, pricing, distribution, and promotion.

As per the result in the Table (4.17), the coefficient B of all marketing mix factors influence technical quality significantly. Among them, product, price, and place are significant at 1% level and only place at 10% level. As the value of coefficient B for Skynet price is the highest at 0.475, it can be assumed that customers feel they get the product and service with good technical quality due to the price they paid. Although all marketing factors have a significant effect on technical quality, the value of the place is only 0.088 which is the lowest value compared with other marketing mix factors. Because of the satellite DTH system, Skynet can cover its broadcasting signal for the whole country so that users do not need to worry about Skynet's coverage. Moreover, Skynet channels can also be accessible online by watching with mobile phones and Tablets. Thus, users may not need to worry about where they are to view Skynet although the distribution is also a key factor to influence users' perception of Skynet's technical quality.

According to Table (4.17), Skynet's price is with the B value of 0.475, the promotion with 0.253, the product with 0.142, and the place with 0.088. It can also be learned that Skynet should primarily focus on its pricing strategy as the most influencing factor among other factors. Skynet should also watch other marketing factors carefully because all these factors are influencing the users' perception of technical quality on Skynet.

As shown in the Table (4.17), the correlation coefficient (R) for the effect of the marketing mix factors on technical qualities is 0.846. Therefore, it can be interpreted that there is a high positive correlation. Hence, the effect of Skynet's marketing mix is highly correlated with technical qualities positively.

The value of the R square is 71.5% and the adjusted R square is 71.2% respectively in the Table 4.18. Therefore, this model can explain 71.2% of the variance of the dependent variable (technical quality) with the independent variable (marketing mix).

The F-change with the ratio of variances in the Table (4.17) is 270.202 which is highly significant at 1 %. The Durbin-Watson values in the Table (4.17) are close to 2 (2.124). Therefore, there is no autocorrelation in the sample.

In the Table (4.17), the VIF values of all marketing mix factors are between 1 to 5. Therefore, there is a moderate correlation between variables. Therefore, there is a moderate correlation between Skynet's marketing mix factors related to the technical quality of Skynet. According to the t-test result in the Table (4.17), all marketing mix factors of Skynet indicate the significant difference between groups influencing technical qualities.

4.3 Analysis of Perceived Quality's Effect on Loyalty of Skynet Viewers

The second objective is to analyze the perceived quality of customer loyalty toward Skynet. To reach this objective, the multiple linear regression method is applied by identifying the perceived quality (functional qualities and technical qualities) as independent variables, and customer loyalty as dependent variables.

To analyze the perceived quality's effect measured with functional and technical qualities on customer loyalty, in this study the multiple linear regression analysis is conducted with independent variables (functional and technical qualities), and dependent variables (customer loyalty). The regression results are shown in the Table (4.18).

Table 4.18. Effect of Perceived Quality on Customer Loyalty on Skynet

Perceived Quality	Unstandardized Coefficients		Beta	t	Sig	VIF
	B	Std. Error				
Constant	.161	.142		1.134	.257	
Functional Qualities	.623***	.055	.568	11.366	.000	3.440
Technical Qualities	.334***	.057	.291	5.825	.000	3.440
R		.828				
R Square		.686				
Adjusted R Square		.684				
F Value		472.325***				
Durbin-Watson		1.954				

Source: Survey Data (2022)

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

(Dependent Variable: Customer Loyalty)

From statistical analysis, it is found that Skynet buyers' perception of its **technical qualities and functional qualities** are positively significantly affecting their loyalty towards Skynet. To retain customers, Skynet should take great care of user perception of both **technical qualities and functional qualities**. If the customers feel that these qualities are not good, they will no longer be loyal to Skynet, or they can even switch to other Pay-TV channels.

As per the result in the Table (4.18), the coefficient B value of functional qualities is 0.623 which is twice higher than the technical qualities at 0.334. Therefore, Skynet should take great care of functional qualities more than technical qualities. However, both perceived qualities should not be neglected because each quality is affecting the customer loyalty of Skynet significantly at the highest 1% level.

The value of the R square is 82.8% and the adjusted R square is 68.6% respectively in the Table (4.18). Therefore, this model can be used to explain 68.6% of the variance of the dependent variable (customer loyalty) with the independent variable (perceived quality).

The F-change with the ratio of variances in this Table is 472.325 which is highly significant at 1%. The Durbin-Watson values in this Table are close to 2 (1.954). Therefore, there is no autocorrelation in the sample.

In the Table (4.18), the VIF values of **technical qualities and functional qualities** are between 1 to 5. Therefore, there is a moderate correlation between Skynet's **technical qualities and functional qualities** regarding the customer loyalty to Skynet. According to the t-test result in the Table (4.18), **technical qualities and functional qualities** of Skynet indicate a significant difference in their influence on customer loyalty.

Chapter 5

CONCLUSION

This thesis is concluded with the major findings from statistical analyses, suggestions, limitations, and needs for further research.

5.1 Findings and Discussions

In this study, the primary data are collected from 436 Skynet viewers. An online survey is conducted by sending structured questionnaires to selected viewers. Descriptive analysis and multiple linear regression analysis are conducted for data analysis.

According to the survey, 44% of the audiences watch Skynet for less than 10 hours. About 38% watch Skynet for more than 10 hours and a minority 18% watch less than 1 hour a week. Many Skynet TV viewers (about 82%) watch Skynet for more than 1 hour.

The survey shows that only 3% are not Skynet customers who may get access to Skynet through other Skynet customers such as friends, family, office, etc. About 85% have been Skynet's customers for at least a year.

Most of the respondent Skynet viewers are from Yangon, Bago, and Ayeyarwaddy regions. The fourth demographic factor is the previous relationship before they become Skynet viewers. It means that the respondents have ever viewed other Pay-TV channels, or they never viewed other Pay-TV channels.

Seventy-four percent of the respondents have viewed the other Pay-TV channels before they become Skynet TV channel viewers. It does not mean that they depart other channels for Skynet: currently, they either view both or they view only Skynet. The fifth demographic factor is the age of viewers.

According to the age of viewers, most of the Skynet viewers' ages are between 16 and 45. The sixth demographic factor is the education of Skynet viewers. Most of the respondent viewers are graduates. The seventh demographic factor is the average monthly income of respondents. Most of the respondents' average monthly income is in the range of 200,000 MMK and 500,000 MMK.

The survey results indicate that the perceived value of buyers is positive about Skynet's products and services, price, place, and promotion. Most of the respondents strongly agreed that Skynet's market mix practices are good for them. The perception of buyers is positive with Skynet's effort to attract customers with products and services. Most of the respondents strongly agreed that Skynet's practices for its products and services are effective for them to make the right choice.

The buyers also have positive feelings about Skynet's pricing practices. Most of the respondents strongly agreed that Skynet's practices for pricing are fair for customers, and customers will still use Skynet's products and services even if the price increases.

The survey results also show that the perception of buyers is positive with Skynet's effort for the availability (place) where they can buy or do shopping. Most of the respondents strongly agreed that Skynet's marketing places, showrooms, and agents are the places where buyers can buy conveniently.

The survey results indicate that the perceived value of buyers is positive with Skynet's effort for promotion to give effective, accurate, and complete information, data, and the message about its products and services. Most of the respondents strongly agreed that Skynet's promotion practices are attractive to make buying decisions immediately after they receive the messages.

Perceived Quality is a critical factor because it depends on customers' view of Skynet Quality. As it is based on customer perception, the company must take great care of it. Perceived quality can be divided into technical quality and functional quality.

Functional Qualities of Skynet include Tangibility, Reliability, Responsiveness, Assurance, and Empathy. It can be concluded that most of the Skynet buyers strongly agreed that they are happy with the functional qualities of the set-top box quality, the goodness of service (by speed and by reliability), and employees' product and service knowledge and empathy.

The respondent Skynet viewers strongly agree that they receive a decent quality of service, low channel zapping time, and they are not suffering from packet loss and delay. Skynet provides good service so that the viewers are free from the long waiting time when switching from one channel to another. Skynet offers flawless broadcasting programs so that the viewers are not in a bad mood due to jittering images, frozen frames, error blocks and pictures, and losing sound quality.

The first objective of this study is to analyze the influence of the marketing mix practices of Skynet on the perceived quality of viewers. To reach this objective, the multiple linear regression method is applied by identifying the marketing mix practices (product, price, place, and promotion) as the independent variables, and the perceived quality (functional and technical) as dependent variables, respectively.

To analyze the effect of marketing mix practices on perceived quality measured with functional qualities, the multiple linear regression analysis is conducted with independent variables (product, price, place, and promotion), and dependent variables (functional qualities).

From statistical analysis, it is found that the price and promotion practices of Skynet are positively significantly affecting the perceived quality (functional qualities). Skynet buyers believed that the price they paid is relevant to the product and service quality provided by Skynet. Concerning the place, due to the area coverage of Skynet's selling places, buyers can buy from any place easily, and the cost they need to charge is not significant by place. Most of the functional qualities relate to provider and staff capabilities (reliability, responsiveness, assurance, and empathy), only one factor (tangible) is related to the product. Thus, the product has no significant effect on the buyers' perception of the functional qualities of Skynet.

To analyze the effect of marketing mix practices on perceived quality measured with technical qualities, the multiple linear regression analysis is conducted with independent variables (product, price, place, and promotion), and dependent variables (technical qualities).

From statistical analysis, it is also found that the product, price, place, and promotion practices (all marketing mix practices) of Skynet are positively significantly affecting the perceived quality (technical qualities). Skynet buyers believed that they are getting a decent quality of service, low channel zapping time, and low packet loss, and these beliefs come from their good perception of Skynet's marketing practices for its product and service, pricing, distribution, and promotion.

The second objective of this study is to analyze the influence of perceived quality on customer loyalty toward Skynet. To reach this objective, the multiple linear regression method is applied by identifying the perceived quality (functional and technical qualities) as the independent variables, and customer loyalty as dependent variables.

To analyze the effect of perceived quality measured with functional and technical qualities on customer loyalty, the multiple linear regression analysis is conducted with independent variables (functional and technical qualities), and dependent variables (customer loyalty). Skynet buyers' perception of its **technical qualities and functional qualities** are positively significantly affecting their loyalty towards Skynet.

5.2 Suggestions and Recommendations

From descriptive analysis, most of the respondent Skynet viewers strongly agreed that Skynet has been conducting good marketing practices in its product and services, pricing, distribution, and promotion. They also positively believed that they are receiving good qualities concerning the functions and technical performance of Skynet. Thus, their loyalty is strong to the Skynet. Regression analysis also proved that the price and promotion of Skynet have a high impact on buyer perception towards both functional and technical qualities of Skynet. These qualities are influencing their loyalty to the Skynet Pay-TV channel.

Therefore, the Skynet top management needs to emphasize their pricing strategies not only to attract new buyers but also to retain the existing customers. They also should upgrade their promotion strategies to transfer some viewers (who are watching Skynet without purchase on their own) into owner-viewers. Skynet also must retain existing qualities by function and technical service for keeping the current loyalty of buyers because the analysis shows that there is a relationship between them positively.

Skynet also should be aware of their marketing mix strategies compared with their competitors. They should analyze the strengths and weaknesses of their product, place, price, and promotion. Although Skynet is the sole provider with a commercial license in Myanmar to broadcast the famous sports channels through their satellite Pay-TV, there are many options to watch these sports channels from competitors by subscribing to international sports channels through other mobile apps with online access. There are also cheaper plans from other competitors to watch international channels through mobile apps and Pay-TV apps.

Moreover, competitors' products and services are easy to access online. However, Skynet still takes the advantage of payment options with many local banks. Last but not the least, international competitors can promote their services and products widely with many

discounts and even with free trials and bonus plans which can stimulate new users and retain customer loyalty. The Skynet's competitive advantage is providing a large coverage of its broadcasting signals in Myanmar with sole provider license for famous international channels. Moreover, Skynet can provide local contents and international channels even with translated versions into Myanmar language to attract local audiences.

Skynet also should retain their customers by providing the value of fulfilling customer needs with functional and technical qualities so that users' feeling toward Skynet is good enough to continue watching Skynet. In conclusion, Skynet also should emphasize its marketing strategies such as product and service strategies, pricing strategies, promotion strategies, and distributions strategies because these factors can affect the user perception of Skynet which can eventually affect customer loyalty to Skynet.

5.3 Limitations and Needs for Further Research

The data in this study are collected from 436 Skynet viewers selected by a simple random sampling method. The number of viewers represented is mostly from Yangon. A similar study should be conducted with a sample from other Pay-TV like Canal Plus which represented viewers from all states and divisions within Myanmar. Another useful area to investigate is other influencing factors on Pay-TV, not merely marketing mix and perceived quality. For example, perceived value and perceived risk together with perceived quality would enhance the comprehensiveness of the study. This would provide an opportunity to compare the results depending on the different samples.

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Appendices

Appendix A

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

Questionnaire for the Marketing Mix, Perceived Quality, and Loyalty of Skynet Viewers

Mingalarbar,

I am currently writing a thesis about the "**Marketing Mix, Perceived Quality, and Loyalty of Skynet Viewers** " for academic purposes to obtain a master degree. In my thesis, your sharing and distribution with the survey play the most significant role, therefore, may I respectfully request help in my survey by giving a few minutes of your precious time.

Thank you so much for your contribution and I am very sure that your contribution will be kept to the strictest confidentiality.

1. Are you a Skynet TV channel viewer?
 1. Yes
 2. No (If not, please do not answer the remaining questions. Thank you!)

2. How many hours do you watch Skynet in a week?
 3. Less than 1 hour
 4. Less than 10 hours
 5. More than 10 hours

3. How long have you been Skynet's customer?

- Never
- Less than 1 year
- 1 year
- 2 years
- 3 years
- More than 3 years

4. Which State or Region do you usually watch Skynet?

- Kachin State
- Karenni/Kayah State
- Karen State
- Chin State
- Mon State
- Rakhine State
- Shan State
- Ayeyarwady Region
- Bago Region
- Magway Region
- Mandalay Region
- Sagaing Region
- Tanintharyi Region
- Yangon Region
- Naypyidaw

5. Have you ever watched other Pay-TV before?

1. Yes
2. No

6. Age

1. 16-25
2. 26-35
3. 36-45
4. 46-55
5. Above 55

7. Level of education

1. Under High School Level
2. High school
3. Undergraduate
4. Graduate
5. Master degree holder,
6. PhD holder,
7. Others: (Please specify -----)

8. Monthly Income

1. < 200,000 Kyats
2. 200,001 – 500,000 Kyats
3. 500,001 – 1,000,000 Kyats
4. 1000,001 – 2,000,000 Kyats
5. > 2,000,000 Kyats

Based on the statement, please tick in ONE answer that best describes your response.

To what extent, the following quality factors are important?

Functional Quality of Skynet	Not at all important	Not Important	Neutral	Important	Extremely Important
12. The quality of set-top box and service (Tangibility)					
13. Providing service as promised (Reliability)					
14. Quick Service (Responsiveness)					
15. Employees' knowledge of services and products (Assurance)					
16. Employees' capabilities to give individual attention, by seeking the needs of buyers (Empathy)					

To what extent, the following quality factors are important?

Technical Quality of Skynet	Not at all important	Not Important	Neutral	Important	Extremely Important
17. High Quality of service					
18. Low Channel zapping time					
19. Low 20. Packet loss and delay					

To what extent do you agree with the following statement about the **price** of Skynet?

Price of Skynet	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
20. Customers review the prices of various Pay-TV brands before deciding to buy Skynet					
21. Customers associate higher prices with the high quality of other Pay-TV channels					
22. A Pay-TV channel's price reflects its performance					
23. A Pay-TV channel's price reflects its status					
24. Customers buy Skynet only at reasonable prices					
25. Customers will continue using Skynet even when the price is increasing					

To what extent, do you agree with the following statement about the **product and service** of Skynet?

Product and Service of Skynet	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
26. The reliability of Pay-TV channels influences customers' brand choice					
27. The value of Pay-TV influences customers' brand choice					
28. The entertainment of Pay-TV influences customers' decision to purchase					
29. Customers look for information on other Pay-TV s before buying Skynet					

To what extent, do you agree with the following statement about the **promotion** of Skynet?

Promotion of Skynet	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
30. The promotion of Pay-TV channels influence customers' buying decisions					
31. A salesperson's confidence and negotiation influence customers' buying decision					
32. A salesperson's appearance influences customers' purchase intentions					
33. Customers purchase products after an advertisement is seen in the media					
34. The choice of advertising media influences customers' purchase decisions					
35. Customers purchase brands that their friends/family have recommended					
36. Customers are more likely to purchase brands that they have had a memorable experience with					

To what extent, do you agree with the following statement about the **distribution** of Skynet?

Distribution of Skynet	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
37. Customers prefer purchasing Pay-TV channels from companies that are well established in the market					
38. Convenience and opening hours of a company influence customers' buying decision					
39. Stock-outs cause customers to lack trust					
40. Customers prefer purchasing from companies with good displays					
41. Customers prefer to buy Pay-TV which is widely distributed					

To what extent, do you agree with the following statement about the **Customer loyalty** of Skynet?

Customer Loyalty of Skynet	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
46. Customers consider themselves to be loyal to Skynet					
47. Customers are willing to pay more for Skynet than for other brands on the market					
48. If Skynet is not available at one place, customers would buy it in another place					
49. Customers recommend buying Skynet (to friends and relatives)					
50. Customers will continue using Skynet					

Thank you very much for your time completing the questionnaire.

Appendix B
Skynet package list

Full Package MMK 13,500 (For all channels)	Power Package MMK 9,900 (For sports audiences)	Fantasy Package MMK 8,900 (For movie lovers)	Peekaboo Package MMK 4,900 (For basic channels)
Animal Planet Southeast Asia	Bloomberg TV Myanmar	Animal Planet Southeast Asia	Bloomberg TV Myanmar
Animax Asia	Channel 9 (Myanmar)	Animax Asia	Channel 9 (Myanmar)
Asian Food Network	Edge Sport	Asian Food Network	MNTV
AXN East Asia	Eurosport Asia	AXN East Asia	MRTV
BBC Earth Asia	Fight Sports	BBC Earth Asia	MRTV Entertainment
Bloomberg TV Myanmar	Golf Channel Asia	Bloomberg TV Myanmar	MRTV News
CCTV 4 Asia	MNTV	CCTV 4 Asia	MWD
CGTN Documentary	MRTV	CGTN Documentary	My Shopping
Channel 9 (Myanmar)	MRTV Entertainment	Channel 9 (Myanmar)	Myanmar International Radio
Discovery Asia	MRTV News	Discovery Asia	Myanmar International TV
Discovery Channel Southeast Asia	MWD	Discovery Channel Southeast Asia	Shwe FM
Edge Sport	My Shopping	Egg Network	Skynet Buddha Channel
Egg Network	Myanmar International Radio	HGTV Asia	Skynet Cartoon

Eurosport Asia	Myanmar International TV	History Asia	Skynet Cinema Pay Per View
Fight Sports	Shwe FM	Lifetime Asia	Skynet Education Channel
Golf Channel Asia	Skynet Buddha Channel	Love Nature	Skynet Hadaya
HGTV Asia	Skynet Cartoon	MNTV	Skynet Health Channel
History Asia	Skynet Cinema Pay Per View	Movie Collection	Skynet Home Channel
Lifetime Asia	Skynet Education Channel	MRTV	Skynet Info Channel
Love Nature	Skynet Hadaya	MRTV Entertainment	Skynet Knowledge
MN TV	Skynet Health Channel	MRTV News	Skynet Live Channel
Movie Collection	Skynet Home Channel	MTV Live	Skynet Music
MRTV	Skynet Info Channel	MTV Southeast Asia	Skynet Myanmar Art
MRTV Entertainment	Skynet Knowledge	MWD	Skynet Teens
MRTV News	Skynet Live Channel	My Shopping	Skynet Tine Yin Thar Channel
MTV Live	Skynet Music	Myanmar International Radio	Skynet Up to Date
MTV Southeast Asia	Skynet Myanmar Art	Myanmar International TV	
MWD	Skynet Sports 1	NHK World Premium	
My Shopping	Skynet Sports 2	Nick Jr Asia	
Myanmar International Radio	Skynet Sports 3	Nickelodeon Southeast Asia	

Myanmar International TV	Skynet Sports 4	One News (Myanmar)	
NHK World Premium	Skynet Sports 5	Paramount Network Asia	
Nick Jr Asia	Skynet Sports 6	Rock Entertainment	
Nickelodeon Southeast Asia	Skynet Sports HD	Rock Extreme	
One News (Myanmar)	Skynet Teens	Shwe FM	
Paramount Network Asia	Skynet Tine Yin Thar Channel	Skynet Action Movies	
Rock Entertainment	Skynet Up to Date	Skynet ALFC Channel	
Rock Extreme		Skynet Asian Movies	
Shwe FM		Skynet Buddha Channel	
Skynet Action Movies		Skynet Cartoon	
Skynet ALFC Channel		Skynet Cinema Pay Per View	
Skynet Asian Movies		Skynet Education Channel	
Skynet Buddha Channel		Skynet Hadaya	
Skynet Cartoon		Skynet Health Channel	
Skynet Cinema Pay Per View		Skynet Home Channel	
Skynet Education Channel		Skynet Info Channel	
Skynet Hadaya		Skynet International Drama	

Skynet Health Channel		Skynet Knowledge	
Skynet Home Channel		Skynet Live Channel	
Skynet Info Channel		Skynet Music	
Skynet International Drama		Skynet Myanmar Art	
Skynet Knowledge		Skynet Myanmar Movies	
Skynet Live Channel		Skynet Teens	
Skynet Music		Skynet Tine Yin Thar Channel	
Skynet Myanmar Art		Skynet Up to Date	
Skynet Myanmar Movies		Skynet World Movies	
Skynet Sports 1		Smithsonian Channel Asia	
Skynet Sports 2		Sun TV (India)	
Skynet Sports 3		Tech Storm	
Skynet Sports 4		TLC Southeast Asia	
Skynet Sports 5		TVN Asia	
Skynet Sports 6		Zee Cinema Asia	
Skynet Sports HD		Zee TV Asia Pacific	
Skynet Teens		Zing Asia	
Skynet Tine Yin Thar Channel		ZooMoo Asia	
Skynet Up to Date			
Skynet World Movies			

Smithsonian Channel Asia			
Sun TV (India)			
Tech Storm			
TLC Southeast Asia			
TVN Asia			
Zee Cinema Asia			
Zee TV Asia Pacific			
Zing Asia			
ZooMoo Asia			

Source: Skynet (2022)

Appendix C Statistical Output

Regression Analysis for the Effect of Marketing Mix on Functional Qualities

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.846 ^a	.716	.713	.31430	.716	271.068	4	431	.000	1.735

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.108	4	26.777	271.068	.000 ^b
	Residual	42.576	431	.099		
	Total	149.684	435			

a. Dependent Variable: Functional Qualities

b. Predictors: (Constant), Promotion, Product, Distribution, Price

Coefficient^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.049	.142					
	Product	.081	.057	.071	.270	.270	.270	3.699
	Price	.503	.060	.452	.226	.226	.226	4.431
	Distribution	.077	.052	.067	.320	.320	.320	3.123
	Promotion	.331	.050	.318	.282	.282	.282	3.546

a. Dependent Variable: Functional Qualities

Regression Analysis for the Effect of Marketing Mix on Technical Qualities

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.846 ^a	.715	.712	.30044	.715	270.202	4	431	.000	2.214

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.561	4	24.390	270.202	.000 ^b
	Residual	38.905	431	.090		
	Total	136.466	435			

a. Dependent Variable: Technical Qualities

b. Predictors: (Constant), Promotion, Product, Distribution, Price

Coefficient^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.234	.136		1.723	.086		
	Product	.142	.054	.129	2.616	.009	.270	3.699
	Price	.475	.058	.447	8.265	.000	.226	4.431
	Distribution	.088	.050	.080	1.769	.078	.320	3.123
	Promotion	.253	.048	.255	5.257	.000	.282	3.546

a. Dependent Variable: Technical Qualities

Regression Analysis for the Effect of Perceived Quality on Customer Loyalty on Skynet

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.828 ^a	.686	.684	.36145	.686	472.325	2	433	.000	1.954

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.412	2	61.706	472.325	.000 ^b
	Residual	56.568	433	.131		
	Total	179.980	435			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Technical Qualities, Functional Qualities

Coefficient^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.161	.142					
	Functional Qualities	.623	.055	.568	.291	.291	.291	3.440
	Technical Qualities	.334	.057	.291	5.825	.000	.291	3.440

a. Dependent Variable: Customer Loyalty