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THE EFFECT OF MARKETING MIX ON CUSTOMER

SATISFACTION OF ANANDA COMPANY LTD

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THE EFFECT OF MARKETING MIX ON CUSTOMER SATISFACTION OF ANANDA COMPANY LTD

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

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ACCEPTANCE

This is to certify that the thesis entitled "**The Effect of Marketing Mix on Customer Satisfaction of Ananda Company Ltd**." has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree -

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ABSTRACT

This study aims to examine the influence of marketing mix on customer satisfaction, and to analyze the effect of customer satisfaction on loyalty of Ananda Co., Ltd. The study is conducted based on the survey with 362 customers. Simple random sampling method is used. Primary data are collected by using structured questionnaire with 5point Likert scale. Secondary data collected from Ananda's data and documents, website, previous research paper, text book and other related information resources. Among the service marketing mix elements, most of the customers perceived that Ananda are well practicing in product, place and physical evident. However, they do not assume that the rest marketing mix element such as price, promotion, people and process are practicing well. Among the marketing mix elements, people and process have positive significant effect on customer satisfaction. In addition, the findings of this study show that customer satisfaction has positive significant effect on customer loyalty. To increase customer satisfaction, Ananda Co.,Ltd needs to more focus on people and process strategy than product, price, place, promotion and physical evident. After that, the management team of Ananda Co.,Ltd can increase customer loyalty through customer satisfaction. Higher customer satisfaction will lead to higher customer loyalty.

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CHAPTER 1
INTRODUCTION

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - price, product, promotion and place (Khan, 2014). However, nowadays, the marketing mix increasingly includes several other Ps like packaging, positioning, people and even politics as vital mix elements. The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design.

The service marketing mix consists of 7 P's as compared to the 4 Ps of a product marketing mix. Simply said, the service marketing mix assumes the service as a product itself. However, it adds 3 more P's which are required for optimum service delivery. The product marketing mix consists of the 4 P's which are product, pricing, promotions and placement. These are discussed in my article on product marketing mix – the 4 P's. The extended service marketing mix places 3 further P's which include people, process and physical evidence. All of these factors are necessary for optimum service delivery.

Customer satisfaction refers to how well the businesses, as a product or service provider, fulfill the needs and expectations of their customers. This applies to any interactions before and after the sale as well as during it. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer loyalty describes an ongoing emotional relationship between the businesses and their customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from the businesses versus their competitors (Oliver, 1999). Loyalty is the byproduct of a customer positive experience with and works to create trust. Customer loyalty is a measure of a customer likeliness to do repeat business with a company or brand. It is the result of customer satisfaction, positive customer experiences, and the overall value of the goods or services a customer receives from a business.

Powered by the 4.5G network, Ananda offers a wide range of affordable, secure and world-class digital products and services that improve lives, transform businesses, and strengthen communities. With more than 200 network sites nationwide covering over yangon, Ananda serves more than 30000 customers in Myanmar through its network supported by 4G technology. We are committed to responsible business conduct and driven by the ambition empowering societies.

Due to the internet market liberalization, internet providers have rapidly increased in Myanmar. Myanmar had a population of 54.61 million in January 2021.There were 23.65 million internet users in Myanmar in January 2021.The number of internet users in Myanmar increased by 2.5 million (+12%) between 2020 and 2021. Internet penetration in Myanmar stood at 43.3% in January 2021. Internet Service providers accelerated the modernization and the expansion of the industry as well as enhanced customer satisfaction through improving the service quality including marketing mix practices and increasing the efficiency of the sector (Ananda Company Ltd.., 2014).

1.1 Rationale of the Study

In the era of Internet of Things, the companies face a higher concurrence, due to the viral spread of information and the environmental problems. Companies have to adopt new strategies as to answer the clients' requests and the environmental challenges. Because of systems technological development, traditional marketing methods no longer focus on acquiring a competitive advantage for the organization as the twentieth century where products are commodities. Brands emerged to compensate for this minor perception, but soon they were abandoned because of inflexibility for mass marketing era. This led organizations to develop new strategies that fit the current interactive era to gain a sustainable competitive advantage from the information collected from customers. Organizations determined to build successful comfortable relations with customers by valuing them. This process starts with an ongoing strategy that transforms organization focus from traditional selling and manufacture to the customer with an increase in revenues and profits on current and long terms.

The reason of going with marketing mix in this study is that marketing is an important factor for internet service providers. In the industry they all give the same services in the end but different type of marketing and services plays a huge impact. This type of differentiation may lead to satisfying customers and making them loyal to the brand and services they used.

As the internet service providing industry moves from a regulated market to a competitive environment, many organizations are concerned in increasing customer satisfaction. The market is very competitive since it is already saturated in the areas that they all serve. So, there are price wars actually. The price itself is very competitive compared to neighboring countries. In order to be viable, the internet service providers have a value in its offering among all providers and the quality of services. Thus, the study helps internet service providers including Ananda to come to grips the key factors that affect customer's satisfaction and make them loyal to Ananda. Ananda was chosen to do the study because it is one of the local companies and it was growing at a fast rate. It was one of the successful companies and has loyal customers throughout the year and curious about its customer satisfaction rate and marking strategies.

1.2 Objectives of the Study

The objectives of the study are specified as:

1. To analyze the influence of marketing mix on customer satisfaction of Ananda Company Ltd.
2. To examine the effect of customer satisfaction on customer loyalty of Ananda Company Ltd.

1.3 Scope and Method of the Study

The study focuses on the influence of marketing mix on customer satisfaction and customer loyalty of Ananda company limited. Ananda has currently 39,000 customers. Among them 362 customers are randomly selected as sample (Roasoft Formula). Simple random sampling method is applied in this study. Primary data are collected from structured questionnaire with 5-point Likert scale. Secondary data are collected from Ananda's data and documents, website, previous research papers, text book and other

related information resources. Description research method is applied to present the marketing mix, customer satisfaction and customer loyalty with mean values. Linear Regression method is used for the analysis to test the effect of marketing mix on customer satisfaction, and the influence of customer satisfaction and customer loyalty. The duration of the study is 6 months.

1.4 Organization of the Study

This study is composed of five chapters. Chapter one is introduction of the study that includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two presents literature review that includes theoretical background pertaining to the marketing mix, customer satisfaction, and customer loyalty and presents the reviews on some related research papers. Chapter three describes the profile and marketing mix practices of Ananda Co., Ltd. and profile of respondents. Chapter four consists of analysis on service marketing practices, customer satisfaction and customer loyalty of Ananda Co., Ltd. Chapter five is the conclusion of the study that includes findings and discussion, suggestions and recommendations and needs for the further research.

CHAPTER 2
THEOROTICAL BACKGROUND

This chapter presents with the theoretical background of marketing mix practices and describes the concepts and definitions of customer satisfaction and customer loyalty. This chapter also presents the relationship between marketing mix practices, customer satisfaction, customer loyalty, and conceptual framework of the study.

2.1 Service Marketing Mix

The marketing mix is one of the core concepts of marketing theory. In recent years, the popular version of this concept by McCarthy's (1964) 4Ps (product, price, place and promotion) has increasingly come with many results. Different marketing mix has been put forward for different contexts. While a number of modifications to 4Ps frame work has been proposed (Kotler, 1986; Mindak and Fine, 1981; Waterschoot and Bulte, 1992), the most concerted comment has come from the service marketing area. Boom and Bitner's (1981) extension of the 4Ps framework to 13 include process, physical, evidence and participant has gained widespread acceptance in the service marketing literature. More recently, McCarthy and Perreault (1987) had defined the marketing mix as the controllable variables that an organization can co-ordinate to satisfy its target market. This definition (with minor changes) is widely accepted as it can be seen from Kotler and Armstrong's definition of the marketing mix as: "the set of controllable marketing variables that the firm blends to produce the response it wants in the target market" (1989,). However, the most popular and most enduring marketing mix framework has been that of McCarthy who reduced Borden's 12 elements to the now popular 4Ps, namely product, price, promotion and place (McCarthy, 1964,). Each of these categories consists of a mix of elements in itself and hence one can speak of the "product mix", "the promotion mix", and so forth. Kotler and Armstrong (1989) listed advertising, personal selling, sales promotion and publicity under the heading of promotion. The 4Ps formulation is so popular, in fact, that some authors of introductory textbooks define the marketing mix synonymously with the 4Ps (Pride and Ferrell, 1989, and Stanton et 1991,) While McCarthy's 4Ps framework is popular, there is by no means a consensus of opinion as to what elements constitute the marketing mix, in fact, the 4Ps framework has been subjected to much criticism. Kent (1986) argued that the 4Ps framework is too simplistic and misleading, Various other authors have found the 4ps framework and have

suggested their own changes. For instance, Nickels and Jolson (1976) suggested the addition of packaging is the fifth P in the marketing mix. Mindak and Fine (1981) suggested the inclusion of public relations as the fifth P. Kotler suggested the addition of Power as well as public relations in the context of "mega marketing" (1986). Payne, and Ballantyne (1991) suggested the addition of people, processes, and customer service for relationship marketing. Moreover, Judd (1987) suggested the addition of people as a method of differentiation in industrial marketing.

2.2 Marketing Mix

The marketing mix is a model of creating and implementing marketing strategies. It stresses the blending of various factors in such a way that both organizational and consumer objectives are attained. The elements are the marketing tactics. Hartono (2010) stated that the concept of marketing mix divided into product and service marketing mix. The service marketing mix consists of product, price, place, promotion, people, physical evidence, and process, generally called 7P's. The product marketing mix consists of product, price, place and promotion, commonly called 4P's.When blending the mix elements, marketers must consider their target market. They must understand the wants and needs of the customers then use these mix elements in constructing and formulating appropriate marketing strategies and plans that will satisfy these wants. These seven P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the seven P's on the customers in the target market in order to create perceived value and generate a positive response.

(a)Product

The term "product" refers to tangible, physical products as well as services. Although this typically refers to a physical product, it has been expanded to include services offered by a service organization. Lastly, in the broadest sense when a consumer purchases a product it also includes the post-sales relationship with the company. The post-sales relationship can include customer service and any warranty (Ling, 2007).

Product is also defined as anything that can be offered into a market for attention, use, or consumption that might satisfy a need (Armstrong and Kotler, 2006). According to Hirankitti, Mechinda, and Manjing (2009), the service product offers service which can be explained based on the core service which represents the core benefit, and the secondary service which represents both the tangible and augmented product levels (Lin, & Srisutto, 2003).

Ferrell (2005) pointed out that product is the core element of the marketing mix strategy that retailers can offer unique attributes and differentiate their product from their competitors. Borden (1984) stated that product is characterized by quality, design, features, brand name and sizes.

(b) Price

The price is the amount paid for a product. In some cases, especially in business-to business marketing this can also include the total cost of ownership (TCO). Total cost of ownership may include costs such as installation and other products required to deliver a complete functional solution (Ling, 2007). Price is the amount of money charged for a product or service, or the total values that consumers exchange for the benefits of having or using the product or service (Kotler et al., 2008). Price is considered as the most important measurement of repurchase intentions (Parasuraman & Grewal, 2000). The price level of a product leads to a demand for that product. In theory reducing the price increase demand, and vice versa. This statement should be consistent with price elasticity for different products based on revenue. Price and quantity of goods sold will determine the profit from sale. Online pricing will take into account the objectives of the company, market segmentation and complexity, customer perception of the value of the product and price, and price competition, raw material suppliers. Prices are determined in relation to the product portfolio with a product lifetime and objectives regarding the sales figures and market share.

(c)Place

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet. Distribution is about getting the products to the customer (Ling, 2007).

Place defined as the ease of access which potential customer associates to a service such as location and distribution (Hirankitti et al., 2009). A firm should pay attention to place decisions, because of the importance of the service and consumption occurring at the same time and at the same place; a place that provides all information for customer, competition, promotion action, and marketing task. It should pay attention to how it can deliver the service at the right time and at the right place, and which channel should be used to deliver the service (Copley, 2004).

(d)Promotion

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Promotion represents all of the communications that a marketer may insert into the marketplace. This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of a human sales force. On the other hand, consumers may rather purchase the product only when sold through the support of a known salesperson (Ling, 2007).

Promotion is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984). Promotion is about a decision of how best to the related product to the target market and to persuade consumer to buy it (Lovelock, et al., 1998). A communication program is important in marketing strategies because it plays three important roles: providing needed information and recommendation, persuading target customers to buy a specific product, and encouraging target customers to take action at specific times and place (Lovelock & Wright, 2002).

(e)People

`   People are the most basic elements of the service production and delivery which is part of a difference management. Judd (2001) pointed out that if there is no support from the personal, a customer-orientation is not possible to get achievement. The author pointed out that the secret of success lies in recognizing the services and customer contact staff is the company key role. Therefore, people are the importance factor in the product and service. And more training, communication, learning offered to personnel, they will achieve to display the value of the business.

People refer to the service employees who produce and deliver the service. It is a fact that many services involve personal interactions between customers and the service employees, and they strongly influence the customer's perception of service quality (Hartline & Ferrell, 1996; Rust et al., 1996). Personnel is important to the delivery of service to customers. If there is no support from the personnel, a customer-orientation is not possible to get achievement (Judd, 2001).

(f)Process

Process means service delivery process. People and process are inseparable, in the service process, if the service provider can focus, carefully, patiently, for customer service, can give customers high-quality service impression, therefore customer service satisfaction is high, the process of service management is the key to improve the quality of service. Hirankitti et al.,2009) stated that the process is clearly perceived by the customer and it forms the basis of customer satisfaction with the purchase.

Process is defined as the implementation of action and function that increases value for service with a low cost and a high advantage to customer, and it is more important for service than for goods. According to Hirankitti et al. (2009), the process is clearly perceived by the customer and it forms the basis of customer satisfaction with the purchase.Therefore, process management ensures the availability and consistence of quality. The design and the implementation of product elements are crucial to the creation and delivering of product (Lin & Srisutto ,2003).

(g)Physical Evidence

Booms and Bitner (1981) pointed out that physical evidence is the environment in which the service delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of service. Physical Evidence is defined as the environment in which the service and any tangible goods are delivered. It is holding the great importance for the customer normally judges the quality of the service provided through physical evidence (Rafiq & Ahmed, 1995). In addition, according to Bitner (1990), adds other visible surroundings which can affect the impressions perceived by the customers about service quality. The appearance of the service employees can greatly affect a customer's satisfaction with a service experience (Rust et al., 1996).

2.3 Customer Satisfaction

Customer satisfaction is a perception. It is also a question of degree. Providing quality products and services is all about meeting customer requirements. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The four key steps for successful marketing are identified as understanding the customer, making value for customer, communicating the value to target market, and making it easy for the customer to buy (Ling, 2007).

The early researched on customer satisfaction in traditional areas, Oliver (1980) proposed the theory of "expectation inconformity", that is the customers will feel satisfied when the services actual performances are beyond their expectation. Oppositely, when the service actual performances are under their expectation, customers will feel dissatisfied. During the last decade, satisfaction has been considered as one of the most important theoretical as well as practical issues for most marketers and customer researchers (Jamal, 2004). Kotler and Keller (2006) proposed that satisfaction is a personal feeling of satisfaction or dissatisfaction resulting from comparing service performances in relation to customers' expectation (Lin & Srisutto, 2003).

2.4 Customer Loyalty

Many service organizations have developed customer loyalty programs as a part of relations development activities. Customer loyalty is a complicated concept. Loyalty can be defined as a state of true to allegiance. But the mere repeated purchase by customers has been mixed with the above-mentioned definition of loyalty. In service domain, loyalty has been defined in an extensive form as "observed behaviors" (Bloemer et al., 1999).

Caruana (2002) argued that behavior is a full expression of loyalty to the brand and not just thoughts. However, behavior standards (such as repeated purchase) have been criticized, due to the lack of a conceptual basis of a dynamic process (Caruana, 2002). For example, the low frequency of repeated purchase of a special service may be resulted from different situation factors, such as non-availability or absence of a provider. According to this point of view, loyal behavior cannot offer a comprehensive conception of fundamental causes of loyalty.

Additionally, repetition may be due to different restrictions resulted from the market. Consequently, the loyalty of this type of customers mainly differs from the loyalty of those customers who seriously support a product, and do have psychological bond with a product and a company. Therefore, customer's loyalty was considered as an attitudinal structure. For example, this issue appears in the tendency to advise the service offer to other customers.

In addition to behavioral and attitudinal approaches, another approach to customer loyalty, called cognitive approach, was introduced. The operational definition of this approach often refers to the first product or service which comes to the mind of a person, while making decision for purchase. Meanwhile, in their definition of this approach, Ostrowski et al. (1993) and Bloemer (1999) refered to the first product or service that a person will chooses among products and services.

2.5 Previous Studies

This section presents models and findings of some previous researchers' findings on relationships of marketing mix, customer satisfaction, and customer loyalty.

Yelkur (2000) stated that the elements in the services marketing mix have influenced positively on customer satisfaction. Also, Martin, Cengiz and Yayla (2007) found that marketing mix has a positive effect on satisfaction and loyalty, on word-of-mouth communication from accounting offices in Turkey.

Van (2021) mentioned that regarding to the marketing mix, only product, process, and physical evidence are significant to customer satisfaction in mobile telecommunications service in Vietnam. In addition to this, the findings of the study also indicated that customer satisfaction plays a key role in determining customer behavioral intentions. `Getty and Thompson (1994) studied that the relationships between satisfaction and the customer intentions to recommend to prospective customers. Their findings suggest that customer intentions are a function of their perception of both their satisfaction and service quality with the accommodation experience.

The satisfaction of business customers leads to customer loyalty (Fornell, 1992). Oliva et al. (1992) stated that in the relationship between customer loyalty and customer satisfaction that customer loyalty will increase significantly when satisfaction accomplishes a certain level and at the same time customer loyalty will drop dramatically if the satisfaction level drops to a certain point. Highly satisfied customers tend to be more loyal customer than the customers who were merely satisfied (Tepeci, 1999).

Additionally, a number of studies have confirmed a significant positive relationship between customer satisfaction and loyalty/retention (Chi, 2005). If consumers are satisfied with the product or service, they are more likely to carry on purchasing, and are more willing to spread positive word-of-mouth (WOM). To sum up, quite a few researchers suggested a strong relationship between customer satisfaction and customer loyalty (Szymanski & Henard, 2001; Chi ,2005).

Figure (2.1) Conceptual Framework of Siripipatthanakul et al.
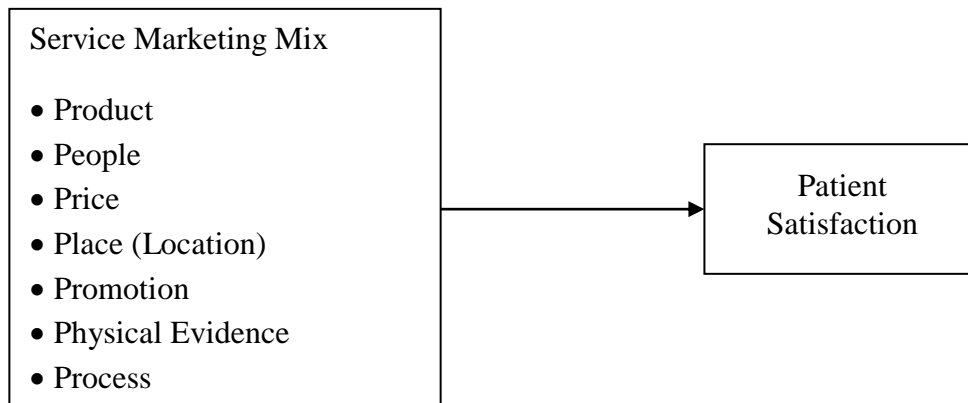
Source: Siripipatthanakul, et al., (2021)

The findings of the study pointed out that process is the most significant predictor, followed by people, price, product (services), physical evidence, and place (location), respectively. Only promotion is not significantly influenced patient satisfaction.

According to the study of Siripipatthanakul, et al., (2021), The study investigates the service marketing mix (7Ps) affecting patient satisfaction in clinics, Thailand. The service marketing mix includes people, price, place(location), promotion, product (services), process, and physical evidence whereas the outcome variable is patient satisfaction. The link between variables to see the increasing marketing mix practices to respond to patients' needs and expectations were tested.

Figure (2.2)   Conceptual Framework of Xie
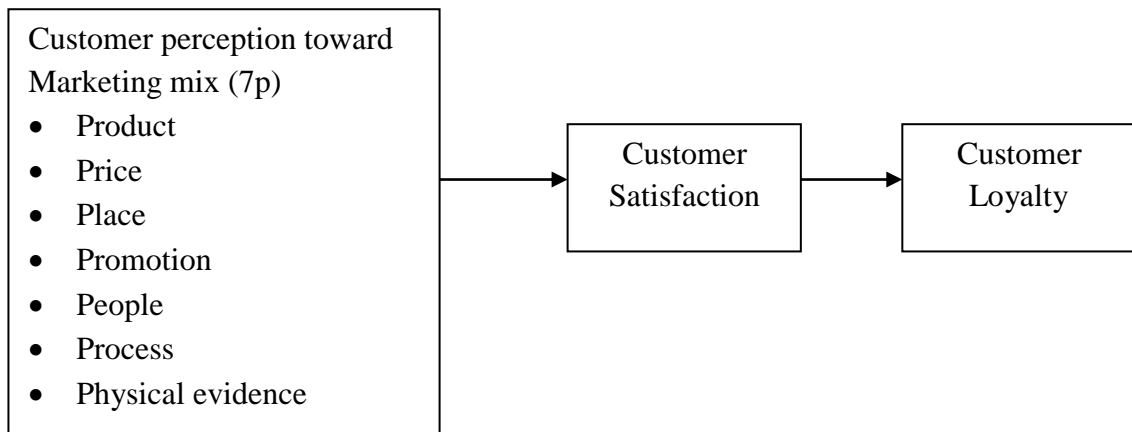
Source: Xie (2020)

The conceptual framework is conducted based on previous papers and created as own compilation. According to the study of Xie (2020), the study examined the customer perception toward marketing mix (product, price, place, promotion, people, process and physical evidence), customer satisfaction and customer loyalty of budget hotel in central Bangkok. The conceptual framework of Xie (2020) is shown in Figure (2.2).

The study finds that, among seven marketing mix factors, customer perception toward product, people, process and physical evidence were statistically significant with customer satisfaction. The study also indicates that the customer loyalty was influenced by their satisfaction.

2.6 Conceptual Framework of the Study

The conceptual framework of this study is developed by concerning the factors in the previous models. The conceptual framework of this study is depicted as shown in Figure (2.3).

Figure (2.3) Conceptual Framework of the Study


```
┌─────────────────┐        ┌─────────────┐        ┌──────────────────┐
│ Marketing Mix   │        │  Customer   │        │ Customer Loyalty │
│  • Product      │ ────►  │ Satisfaction│ ────►  │                  │
│  • Price        │        └─────────────┘        └──────────────────┘
│  • Place        │
│  • Promotion    │
│  • People       │
│  • Physical     │
│    Evidence     │
│  • Process      │
└─────────────────┘
```
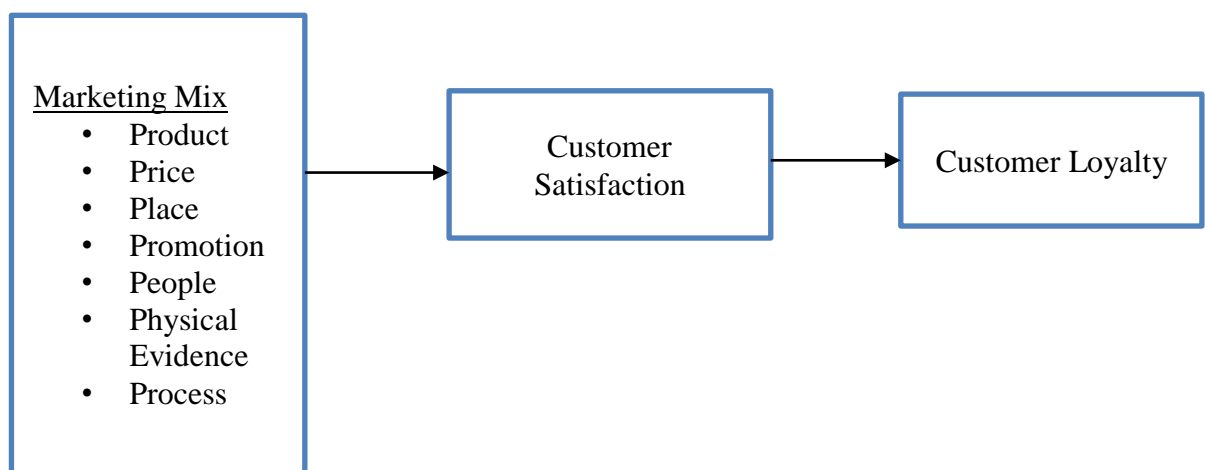
Source: Adopted from Xie (2022)

This framework, as shown in Figure 2.3, expressed the causality relationships among service marketing mix, customer satisfaction, and customer loyalty. The structural framework explored the relationships of two dependents variables and seven independents variables. The two dependents variables were customer satisfaction, and customer loyalty. The seven independent variables were product, price, place, promotion, participants, physical evidence, and process.The framework supposes that Service Marketing Mix has direct influence on customer satisfaction and customer satisfaction directly influences customer loyalty.

CHAPTER 3
PROFILE AND MARKETING PRACTICES of ANANDA Co., Ltd.

In this chapter presents with the marketing mix practices of Ananda and describes them. This chapter also present the company profile and profile of the respondents who took part in the study.

3.1 Profile of Ananda Co., Ltd.

The Ananda Co., Ltd. was established in Myanmar in 2011 to tap into the country's rapidly developing telecom market. Ananda's main business consists of constructing mobile infrastructure, reselling mobile connections, and selling mobile E top-up and top-up cards. Throughout the industry, Ananda is recognized as a leading turnkey solution provider, with expertise at each stage of the telecommunications operation process. Ananda's engineering scope covers five major areas – Civil work, Tower, Power, Radio Equipment installation, and Operation & Maintenance.

The Ananda is also a major production and distribution partner of top-up for Myanmar Post and Telecommunication (MPT), the national telecommunication company and leading provider in the country. Additionally, Ananda works with a range of reputable business partners, including MPT, Yatanarpon Teleport, Ooredoo, Telenor, Huawei, Ericsson, and ZTE.Ananda is a Network Facilities Service Individual (NFSI) license holder. In October 2016, Ananda won the 2.6 GHz spectrum auction to provide 4G broadband internet service for regions 2 (Yangon, Ayeyarwaddy, Rakhine) and Regions 3 (Mandalay, Sagaing, Shan, Kachin, Chin) in Myanmar. Ananda is aiming to provide wireless broadband service with a 4G LTE network (Nomadic and Stationary). Services include video on demand, VoIP, gaming portals, entertainment hubs, and customize business solutions.

3.2 Marketing Mix Practices of Ananda Co.,Ltd.

The marketing practices of Ananda have on ground and digital channels. On ground marketing includes billboards, point of sales material (POSM) placements, events, merchandising. Price structure in Ananda is defined by sectors which are premium and value customers. Digital channel is mainly facebook marketing.

The Ananda also uses other platforms such as instagram, viber, telegram and Ananda app. Digital posts are used to announce price changes, new package launch and promotions. Promotions are usually carried on festive days. The Ananda store locations are available throughout the region with sufficient number of products in each store. Products of Ananda are usually high quality. But purchasing process of Ananda is simple and quite fast compared to others. Orders are usually delivered within the day and the set-up process is also simple and fast. In relevance to 4'Ps the products that Ananda sold are based on value and premium customers. It also differentiates users which used them as fixed point and multipoint. Prices are set based on this matter as well which are value and premium, value customers are day-to-day workers, students and kids. The package prices of also differ based on the time, that is whether it's day or night. The night data are a little bit cheaper than day. This is because Ananda wants its customers to have a habit of using data on night time which is less compared to day time. Ananda locations are very easy to spot and have a wide range of point of sales and vendors throughout the city and the main office is located beside kabar aye pagoda street which is one of the main roads in Yangon. As for promotions, there are seasonal and holiday promotions. Based on the seasons throughout the year the package's prices and data value may be varied. As a reference, the prices of rainy season and winter are different and have different data values.

(a)Product

In order to retain the highest subscriber base, Airtel has tried to introduce large number of products and services in order to keep the customers intact. Some of its prominent products are Pre-paid and Post-paid services, Value Added Services (VAS) like instant balance inquiry, 24 hour recharge facility, easy post-pay bill payment solutions, Enterprise Solutions multimedia messaging service, Ananda selfcare. Ananda mainly has three physical products, which are sim card, mifi and router respectively. Ananda sim card can be put into smartphones and devices such and routers and mifi. All products have to be activated via the smartphone application called Ananda selfcare application. Ananda also sells variety of data packages which is shown below in the table with their respective discerption.

Table 3.1 Data Plans of Ananda

Plan Name	Discerption
Ananda premium 30 (300GB)	Ananda 4G+ internet 300 GB plan for 30 days validity
Ananda premium 90 (900GB)	Ananda 4G+ internet 900 GB plan for 90 days validity
Ananda premium 180 (1800GB)	Ananda 4G+ internet 1800 GB plan for 180 days validity
Ananda premium 30 plus (1000GB)	Ananda premium plus 1,000 GB plan for 30 days validity
Ananda premium 30 plus (750GB)	Ananda premium plus 750 GB plan for 30 days validity
Ananda premium 30 plus (600GB)	Ananda premium plus 600 GB plan for 30 days validity
Ananda premium 30 plus (450GB)	nanda premium plus 450 GB plan for 30 days validity
Ananda sugar pack (3 Days)	Sugar pack (3 days) plan includes original 1.2 GB + day bonus 1.2 GB and night bonus 1.2 GB. Night data using time (11 pm to 7 am).
Ananda sugar pack (5 Days)	Sugar pack (5 days) plan includes original 2.5 GB + day bonus 2.5 GB and night bonus 2.5 GB. Night data using time (11 pm to 7 am)
Ananda student pack (30 Days)	Ananda's student special pack, it includes 36 GB (original 12GB, day bonus 12GB, night bonus 12GB) and can be used 30 days
Ananda student pack (3 Days)	Ananda's student special pack, it includes 4.5GB (original 1.5GB, day bonus 1.5GB and night bonus 1.5GB) and can be used 3 days
Ananda student pack (15 Days)	Ananda's student special pack, it includes 18 GB (original 6GB, day bonus 6GB, night bonus 6GB) and can be used 15 days
Ananda student pack (7 Days)	Ananda's student special pack, it includes 10 GB (original 3GB, day bonus 3GB and night bonus 3GB) and can be used 7 days
Ananda Monthly Pack (10GB)	Ananda Monthly Pack 10 GB plan includes original 10 GB + bonus 10 GB Remaining original data will be combined with next plan purchased within 3 days

Ananda Monthly Pack (15GB)	Ananda Monthly Pack 15 GB plan includes original 15 GB + bonus 7.5 GB and night bonus 15 GB. Night data using time (11 pm to 7 am). Remaining original data will be combined with next plan purchased within 3 days
Ananda Monthly Pack (35GB)	Ananda Monthly Pack 35 GB plan includes original 35 GB + bonus 35 GB and night bonus 35 GB. Night data using time (11 pm to 7 am). Remaining original data will be combined with next plan purchased within 3 days
Ananda Monthly Pack (50GB)	Ananda Monthly Pack 50 GB data plan has original data 50 GB + bonus data 25 GB + night bonus data 25 GB. Night data time is (11 pm to 7 pm). Remaining original data will be combined with next plan purchased within 3 days
Ananda Monthly Pack (80GB)	Ananda Monthly Pack 80 GB data plan has original data 80 GB + night bonus data 80 GB. Night data time is (11 pm to 7 pm). Remaining original data will be combined with next plan purchased within 3 days
Ananda Monthly Pack (100GB)	Ananda Monthly Pack 100 GB data plan has original data 100 GB. Remaining original data will be combined with next plan purchased within 3 days.
Rainy Season Pack (28 days)	Ananda Raining Season Pack (28 days) has 4 GB base and bonus 2 GB night data (11 pm to 7 am). Validity is 28 days.
Rainy Season Pack (21 days)	Ananda Raining Season Pack (21 days) has 3 GB base and bonus 1.5 GB night data (11 pm to 7 am). Validity is 21 days.
Rainy Season Pack (14 days)	Ananda Raining Season Pack (21 days) has 2 GB base and bonus 1 GB night data (11 pm to 7 am). Validity is 14 days.
Rainy Season Pack (7 days)	Ananda Raining Season Pack (7 days) has 1 GB base and bonus 0.5 GB night data (11 pm to 7 am). Validity is 7 days.

Source Ananda 2022

(b)Price

Using competitive pricing strategy is important to stand the competition in this sector. However, Ananda provides flexible pricing mechanism depending on the prevailing market conditions. By having a variety of products customers can choose their plan as they see fit. The main aim of the company is customer retention, due to tough competition Ananda focuses on making available some kind of pack with suitable pricing for every customer so that it doesn't lose customers. The company also uses bundle pricing, having lower prices for combo packs, which makes the customer buy more.

(c)Place

It has wider distribution network as compared to competitors. Thus, it brings many customers daily to it. Its network of distributors includes even small businesses like groceries and outlets. Its 3G service is present in 22 circles across Yangon. It offers 4G services in all the 22 telecom circles, but when the 4G network is not available, the network will fall back to 3G and 2G. Ananda planned to launch VoLTE services in Yangon by the end of 2022 to become Ananda VoLTE operator by the end of 2022.

(d)Promotion

This submix of the marketing mix focuses on creative promotional measures helping the telecom organisatoins in informing, sensing and persuading the users. In this context, different constituents of promotion, such as advertising, publicity, sales promotion, personal selling, word-of-mouth promotion. Ananda has always opted for aggressive marketing strategy. Its promotional strategy ranges from traditional print media to marketing at social network sites. It has engaged in large scale television and print advertising, uses big celebrities who endorse its services. It has also launched ad campaigns on television, radio, newspapers, magazines, and billboards and social media platforms including Instagram, Twitter and YouTube. Ananda has also got a good presence on social media platforms like Facebook, Twitter and has a significant following on them, which the company uses for its service promotion and increasing its reach as a major audience is present on these platforms. Airtel also engages in social topics and does

Corporate Social Responsibility activities like Education campaigns, girl child awareness campaigns.

(e)People

Ananda strives to strengthen the competitiveness of individual employees and has a process to improve their effectiveness, efficiency and relevance to the technology by recruiting suitable candidates and then train them to improve their skills and knowledge base. More than 300 people are employed with the company. Due to the fast changing technologies, the ever changing business influencers need to be dealt with in a timely manner and this is what the company tries to achieve. This way the company ensures that the output of the employees is to the desired mark. The company adapts differential compensation based on job Value and performance and promotes an open, real-time and two-way communication with its employees.

(f)Process

Ananda has a very straight and streamlined process. The company provides different plans with various kinds of offers in it, to help the customer find their relevant option. Any consumer who wants a new connection can directly reach out to airtel stores or even local distributors; the company has a customer service department through which any problem can be resolved within 24 hours. The company is continuously working towards transparency and customer satisfaction.

(g)Physical Evidence

Ananda retail stores and local stores act as the physical evidence for the company. The proper company-oriented stores have trained employees to help customers with any problem they are facing and by recommending correct plans for them accordingly. Airtel products like sim cards and set up boxes are properly designed and are appealing to the customers. The company also has an app that helps customers avail any kind of service and resolve the issues they are facing.

3.3 Profile of Respondents

The demographic factors of respondents from Telecommunication Ananda Co. Ltd. are gender, age, occupation, types of packages, and types of customers. Each characteristic has been analyzed in terms of absolute value and percentage. The data collected from this survey about respondent's profile is organized in Table (3.1).

Table (3.2) Demographic Data of the Respondents

No.	Statements	Category	No. of Respondents	Percent
	Respondents		362	100.00
1	Gender	Male	232	64.09
		Female	130	35.91
2	Age (Years)	Under 30	152	41.99
		31 – 40	112	30.94
		41 and above	98	27.07
3	Occupation	Students	58	16.02
		Self-employed	173	47.79
		Private employee	85	23.48
		Government staff	24	6.63
		Dependent	22	6.08
4	Types of Packages	Value Package	220	60.77
		Premium Package	142	39.23
5	Types of Customers	Household	112	30.94
		Business	250	69.06

Source: Survey Data (2022)

As shown in Table (3.2), the gender distribution in which 232 of male respondents as a percentage 64.09% from the total sample while 130 of female respondents as a percentage 35.91 from the total sample. Most of the respondents are males.

According to the result, the respondent's age group distribution is categorized into three kinds: age under 30 years, 31- 40 years, and 41years and above respectively. From the result of the analysis on age of the respondents, it is found that age group under 30 year aged responds 152 respondent with 41.99%, the age group between 31- 40 years share 112 respondents with 30.94%, the age group of 41years and above answers 98

respondents with 27.07% respectively. Therefore, it can be concluded that most of the respondents of age group are under 30 year aged.

According to the survey of 362 respondents, the majority of the respondents (47.79%) are self-employed and fewer respondents are private employees, students, government staff and dependents. The result found that most of the respondents are self-employed who are working their own businesses.

According to the result, the respondent's packages types buying group distribution is categorized into two kinds: value package and premium package respectively. The majority of the respondents' value package buying is 220 (45.71%) of the total respondents, and respondents' premium package buying is 142 (39.23%) respectively. It can be seen that most of the customers are more prefer value package than premium package.

As show in above Table, 112 respondents (30.94%) are household customers, and 250 respondents (69.06%) are business customers. It can be said that, most of the customers in this study are business customers.

3.4 Reliability Analysis

Reliability Analysis is conducted to determine the internal consistency of all the variables by using Cronbach's Alpha. It is a measure of how closely related to a set of items are as a group. Cronbach's Alpha works when Likert Scale surveys are reliable. And, it tells whether the test is accurately measuring the variables or not. The Reliability Analysis of each variable is described in Table (3.3) as follows:

Table (3.3) Reliability Analysis

Sr. No.	Categories	Cronbach's Alpha	No. of items	Interpretation
1	Product	0.825	6	Good
2	Price	0.828	6	Good
3	Place	0.878	5	Good
4	Promotion	0.845	5	Good
5	People	0.824	5	Good
6	Process	0.757	6	Good
7	Physical Evidence	0.697	5	Good
8	Customer Satisfaction	0.820	7	Good
9	Customer Loyalty	0.777	4	Good

Source: Survey Data (2022)

The Table (3.3) shows that the values of the reliability analysis which are tested the Cronbach's alpha outcome. Alpha values for all the variables are more than 0.6, and which indicates all the questions are reliable and suitable to apply as the research instrument for this study.

CHAPTER 4

ANALYSIS ON EFFECT OF MARKETING MIX ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

This chapter focuses on the analysis of the relationship between the variables. The effect of marketing mix on customer satisfaction is analyzed in the first part. Then, it analyses the effect of customer satisfaction on customer loyalty.

4.1 Marketing Mix of Ananda Co., Ltd.

Marketing mix practices of Ananda Co., Ltd. consists of seven elements. They are product, price, place, promotion, people, process, physical evident. The following tables show the mean value of marketing mix practices of Ananda Co.,Ltd..

4.1.1 Product

Product is one of the marketing mix elements. Six questions are used to measure the consumer perception of product offered by Ananda. The mean score of products are shown in Table (3.2).

Table (4.1) Product

No.	Description	Mean	Standard deviation
1	Ananda offers products that meet desired lifestyle.	**3.27**	0.56
2	Easily recalled product name and outlet	2.94	0.62
3	The customer perception of Ananda products is positive	3.24	0.49
4	Offering superior quality of products	2.91	0.60
5	The reliable of the service guaranteed in comparison to other providers in the country	2.98	0.61
6	Offering a product range that is specifically tailored to meet the needs.	3.25	0.54
	Overall mean	**3.10**	

Source: Survey Data (2022)

According to the Table (4.1), the overall mean value of product is 3.10. It can be said that consumer perceive a little different of product provided by Ananda in comparison with other providers. Highest mean score is concerned with "products offered by Ananda meet customer's desire lifestyle. It can be assumed that Ananda is offering products which meet the customer's desire lifestyle. Lowest mean score is 2.91 which is relating "offering superior quality products". It can be said that, consumers do not assume that Ananda is offering superior quality products.

4.1.2 Price

Second component of the marketing mix practices is price, Customers were asked six questions to know their perception and opinion of the prices on Ananda products.

Table (4.2) Price

No.	Description	Mean	Standard deviation
1	Price offering by Ananda is reasonable.	2.83	0.68
2	Communicates pricing changes	2.79	0.72
3	Sets prices based on the offering something different	2.51	0.64
4	Sets a price based on competitors' price	3.00	0.58
5	Uses price promotions and discounts.	3.11	0.60
6	Sets price based on customers' ability to pay	3.07	0.54
	Overall mean	**2.89**	

Source: Survey Data (2022)

Overall mean value of price is approximately 2.9 (nearly 3). it can be said that there is a little weakness in Ananda Co., Ltd.'s pricing practices Because the lowest mean value 2.51 point out that customers do not perceive Ananda is setting price base on offering something different. However, in case of price promoting and discount mean value is 3.11. This is the highest mean value. It can be assumed that Ananda frequently gives promotions and discounts.

4.1.3 Place

Third element of the marketing mix practices is place. Concerning place, 5 questions are used. These questions are related with service up time, point of sales and easy to set up and find.

Table (4.3) Place

No.	Description	Mean	Standard deviation
1	Internet Service is available at any given time	3.44	0.63
2	Many point-of-sales to serve customers	3.50	0.61
3	Easy to set up with the service provider internet Service is	3.14	0.70
4	Easy to find company location	3.09	0.74
5	Easy to find point-of-sales location	3.46	0.65
	Overall mean	**3.33**	

Source: Survey Data (2022)

According to the result the overall mean value of place is 3.33. It can be said that customers agree with the distribution practices of Ananda Co.Ltd. concerning internet service available time, many-point-of-sales, easy set up service and convenient point of sales location. The highest mean value 3.50 is related with Ananda having many points of sales to serve customers. It's convenient for Ananda customers due to having many points of sales.

4.1.4 Promotion

Promotion is one of the marketing mix elements. Five questions have been used to collect customers' opinion.

Table (4.4) Promotion

No.	Description	Mean	Standard deviation
1	Many advertisements on the media (eg. road signs, pamphlet, brochure, etc)	2.78	0.70
2	Uses Web/Internet advertising.	2.71	0.77
3	Uses direct marketing methods	2.36	0.70
4	Uses sales force as the main source of promotion	2.76	0.66
5	Free of charges service	2.76	0.63
	Overall mean	**2.67**	

Source: Survey Data (2022)

Based on the Table (4.4), the overall mean value of the promotion is 2.67. Customers perceive that Ananda's communication is weak relating advertisements on the media, web, internet, using direct marketing, using sales force and providing free of charges service. Among them using direct marketing methods has the lowest mean value. It can be assumed that anand's direct marketing hasn't been active.

4.1.5 People

People is also one of the marketing mix elements. Five questions have been used to measure the customer's perception on Ananda's staff.

Table (4.5) People

No.	Description	Mean	Standard deviation
1	Friendly staff of the Ananda	3.13	0.68
2	Staff of the Ananda give timely services	2.60	0.69
3	Ananda's staff have strong professional knowledge	2.44	0.62
4	The staff at the Ananda treat every customer fairly	2.40	0.73
5	Staff are excellent at building good relationships with the customers based on friendship and respect	2.92	0.68
	Overall mean	**2.70**	

Source: Survey Data (2022)

The overall mean value of people is 2.70. The highest mean value of people is 3.13 which shows that Ananda's staffs are friendly but on the other hand the lowest mean value of people is 2.40 which indicates that Ananda's staff doesn't treat customer fairly. This could be the result of having two packages value and premium. Ananda's staff are not divided to serve value package and premium package separately. Therefore, customers feel that they are treated discriminately by customer service staff of Ananda.

4.1.6 Process

Process is one of the key marketing mix elements for the research. Six questions were used for process and they consist of billing settlement and having enough point of sales or not.

Table (4.6) Process

No.	Description	Mean	Standard deviation
1	There is always service provider (s) work at the Ananda office for a convenience time	2.39	0.66
2	Simple bill settlement process in any channels for payment	3.35	0.57
3	Sufficient point-of-sales are	3.31	0.64
4	Reasonable waiting time for purchase order	3.21	0.79
5	Easy to set up routers	2.76	0.70
6	Effective after sales service process	2.69	0.77
	Overall mean	**2.95**	

Source: Survey Data (2022)

According to Table (3.7), the overall mean value of the process is 2.95. This value states that customers are satisfied with the process and features of Ananda. The highest mean value is 3.35 which can be assumed that customers are satisfied with the bill payment process which is available in any channel. The lowest mean value 2.39 is relating with after sales service process. Service providers of Ananda provide customer services in 24/7. However, there is no enough customer service staff. Therefore, customers perceived that the Ananda is weak in customer service.In Concerning process, Ananda has an advantage on set up time due to its systemic and efficient process than its competitors.

4.1.7 Physical Evidence

Physical evident is also one of the marketing mix elements. It consists of five questions to measure the customer's perception on physical evident of Ananda.

Table (4.7) Physical Evidence

No.	Description	Mean	Standard deviation
1	Very good interior decoration	3.07	0.54
2	Very good exterior decoration	2.93	0.73
3	Clear and easy to seek signs and logos of the Ananda	2.97	0.64
4	Well known internet webpage of Ananda	3.44	0.63
5	Located in one of the main roads	3.51	0.61
	Overall mean	**3.18**	

Source: Survey Data (2022)

In physical evident the overall mean value of the element is 3.18 which is the second highest value out of all marketing mix element in this research. The highest mean value of physical evident is 3.51 which is because Ananda is located in one of the main roads. This means that customers are satisfied with the places that Ananda have established in main roads of Yangon and Mandalay. The lowest mean value of physical evident is exterior decoration with the value 2.97, but the value is nearly 3. It can be assumed that customers are agreed with "the exterior decoration is very good".

Marketing mix practices are compared in the following Table (3.8) to identify which marketing mix elements are more practicing than other marketing mix elements in Ananda Co.,Ltd.

Table (4.8) Marketing mix

No.	Description	Mean
1	Product	3.10
2	Price	2.89
3	Place	3.33
4	Promotion	2.67
5	People	2.70
6	Process	2.95
7	Physical Evidence	3.18

Source: Survey Data (2022)

According to the Table (3.8), it can be concluded place factors have the highest mean value. The factor ranked the highest mean values in terms of perception from customers is place followed by physical evident, product, process, place, people and promotion. It can be assumed that among seven marketing mix practices, place or distribution practices are well performed by Ananda. In relating promotion, Ananda brand is one of pioneer brands, and the brand is already well known. This is the reason of why Ananda's promotion mean value is lower than other marketing mix practices.

4.2 Customer Satisfaction and Loyalty

Customer satisfaction and customer loyalty of Ananda company limited are analyzed in this study. The respondents are asked to be rated themselves regarding their satisfaction and loyalty. The results on customer satisfaction and customer loyalty of Ananda Co.,Ltd. are shown in the following.

4.2.1 Customer Satisfaction

Customer perception on their satisfaction is analyzed in this study. Seven items are used for customer satisfaction questionnaire. The results are presented in the following Table.

Table (4.9) Customer Satisfaction

No.	Description	Mean	Standard deviation
1	Fair package prices	2.86	0.62
2	Useful services to citizens of Myanmar	2.91	0.61
3	Convenient to use for everyone	3.27	0.52
4	Provide useful information and good response.	3.24	0.54
5	Able to purchase packages easily with Ananda app.	2.81	0.67
6	Most likely to be used among other services.	2.78	0.71
7	Level of overall Satisfaction with using the Ananda services	2.51	0.64
	Overall mean	**2.91**	

Source: Survey Data (2022)

According to the Table (4.9), the highest mean value means Ananda services are convenient to use for customers. This may be because Ananda devices and products have portability throughout the region. The second highest mean value indicates that customers are satisfied with the call center responsiveness. Overall mean value is nearly 3. Ananda customers neither agree nor disagree that they satisfy the internet service of Ananda.

4.2.2 Customer Loyalty

To analyze the factors of customer loyalty is studied. Four questions were used to analyze. The result of the analysis is shown in Table.

Table (4.10) Customer Loyalty

No.	Description	Mean	Standard deviation
1	Recommend the Ananda to friends/family members/other persons.	3.37	0.58
2	Continue to use Ananda 's service	3.34	0.64
3	Use other internet services provided by Ananda.	3.25	0.78
4	Purchase higher price packages offered by Ananda.	2.79	0.70
	Overall mean	**3.19**	

Source: Survey Data (2022)

According to the result shown in Table (4.10), the overall mean value is 3.19 which means customers are fairly loyal to Ananda. The lowest mean value 2.79 which is customers wouldn't like to purchase premium packages this is because the prices may be higher than their competitors. The reasons of the higher price are the higher price packages may have different type of ip transits and speeds which result in difference in price compared to value packages. The quality difference might be the reason for higher prices in these packages.

4.3 Analysis on Effect of Marketing Mix on Customer Satisfaction

In this study, the effect of marketing mix on customer satisfaction is analyzed by the use of multiple linear regression analysis. The results are shown in the following Table.

Table (4.11) Effect of Marketing Mix on Customer Satisfaction

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.832	.281		6.522	.000		
Product	.023	.053	.022	.431	.667	.946	1.057
Price	.058	.049	.062	1.189	.235	.934	1.071
Place	-.031	.042	-.039	-.735	.463	.900	1.111
Promotion	.047	.044	.059	1.070	.286	.831	1.203
People	.117***	.044	.146	2.669	.008	.849	1.178
Process	.103**	.048	.111	2.156	.032	.952	1.051
Physical Evident	.062	.055	.062	1.144	.253	.862	1.160
R	.243						
R square	.059						
Adjusted R square	.041						
F-Value	3.344***						
Durbin-Watson	1.718						

Source: Survey Data, (2022)

*, **, ***: Statistical significance at the 10% level, 5% level and 1% level

According to the Table (4.11), R square is .059 and adjusted R square is .041. This model can explain 4% about the variation of dependent variable (customer satisfaction) with independent variable (marketing mix practices). The value of F test, the overall significance of the model, is highly significant at the 1 percent level. This specified model can be said valid. According to the result, Durbin-Watson value is 1.718(acceptable level is between 1.5 and 2.5). All the VIFs (Variance Inflation Factor) of independent variables is less than 10. Hence, there is no problem of multi-collinearity (correlation between independent variables).

As shown in Table (4.11), among seven marketing mix elements, only two elements: people and process have significantly positive effect on customer satisfaction. People has 1% level statistically significant effect on customer satisfaction. Process has 5% level significant effect on customer satisfaction.

Multiple linear regression analysis was employed in this work to investigate the research main and sub-hypotheses of this study. Multiple regressions enables researchers to examine the effect of many different factors (independent variables) on a certain outcome (dependent variable) at the same time. The general goals behind using the multiple regression method were to learn more about the relationship between several independent variables and a dependent variable, and also to investigate the functional relationships between independent and dependent variables in order to understand what might be causing the variation in the dependent variable.

A unit increase in practices concerning people, results in 0.117 unit increase in customer satisfaction while all other variables are remained constant. In addition, the study also points out that one unit increase in practices concerning process will lead to increase in 0.103 unit increase in customer satisfaction. As shown in the Table (4.3), only people and process have significant effect on customers. This may be perceived that Ananda have convenient process of payment, and the staffs can provide useful information in a short amount of time.

People was the most influential element on customer satisfaction followed by the process, physical evidence, price, promotion, product and place in order. People has strong effect on customer satisfaction. Unexpectedly, the results showed that both the place and product do not have effect on customer satisfaction. These may indicate that creation of customer satisfaction is the primary goal of people neither the price nor the distribution, in addition to that customer satisfaction refers to how much customers and potential customers are satisfied. Therefore, Ananda should give more attention to their office locations and point of sale places.

4.5 Effect of Customer Satisfaction on Customer Loyalty

In this study, the effect of customer satisfaction on customer loyalty is also analyzed by the use of linear regression model. The results are shown in the following table.

Table (4.12) Effect of Customer Satisfaction on Customer Loyalty

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance
(Constant)	2.726	.184		14.826	.000	1.000
Customer Satisfaction	.159**	.062	.130	2.541	.011	
R	.130					
R square	.017					
Adjusted R square	.014					
F-Value	6.456**					
Durbin-Watson	1.473					

Source: Survey Data, (2022)

*, **, ***: Statistical significance at the 10% level, 5% level and 1% level

As shown in Table (4.12), customer satisfaction has significantly positive effect on customer loyalty at 5% level. R square is .017 and adjusted R square is .014. Therefore, this model can explain 1.4% about the variation of dependent variable (customer loyalty) with independent variable (customer satisfaction). The value of the F test, the overall significance of the model is significant at the 5 percent level. According to the result the Durbin-Watson value is nearly 1.5 (acceptable level is between 1.5 and 2.5). A unit increase in customer satisfaction, results in 0.519 unit increase in customer loyalty while all other variables are remained constant. The result points out that the customer satisfaction is important for Ananda company to establish customer relationship which creates customer loyalty.

It is shown in the above table that there is a significant relationship between customer satisfaction and customer loyalty. The implication of this result is that a 1% shift in customer satisfaction will cause a 13% shift in customer loyalty. Hence, it could be deduced that customer satisfaction influence and has positive impact on customer loyalty in the study.

CHAPTER 5
CONCLUSIONS

This chapter consists of three main parts. The first part is findings and discussion which mainly focuses on findings of the study and discussion based on findings. In this part, results of the regression analysis are mainly emphasized. The second one is suggestion and recommendation based on the finding's discussion. The final one is need for further studies.

5.1 Findings and Discussions

This study attempts to explore the effect of marketing mix on customer satisfaction and to examine the effect of customer satisfaction on customer loyalty at Ananda Co., Ltd. Based on data analysis, importance findings are found and discussions based on the findings are mentioned in the following paragraph.

The study showed that only two components of the services marketing mix (people and process) were significant to customer satisfaction, while five components (product, price, place, promotion and physical evidence) were not. The significant factors included two out of the three extension factors. The people aspect of the service is actually inseparable from the product aspect, since people provide the service and people perceive the personal aspect of service provision as one of the most important aspects.

However, customers perceive that there is little difference in marketing practices except product, place and physical evident compared to competitors. Most of the consumers perceived that Ananda Co.,Ltd. is weakness in practicing pricing, promotion, people and process. This is due to the lack of communication and direct marketing methods of Ananda Co.Ltd.. However, they accept that Ananda Co., Ltd. is relatively practicing in product, place and physical evident strategies.

One of the findings of the analysis is that only people and process affect customer satisfaction at Ananda Co.,Ltd. This is because the staffs of Ananda are friendly. They are keen on helping customers and quick to respond to their needs. Concerning process Ananda has an advantage on set up time due to its systemic and efficient process than its competitors. For example, Ananda provides purchasing online and payment online. Unlike other internet service providers, Ananda provides one stop service for all products. Based on results of the study, practices concerning people have positively significant

effect on customers satisfaction with the services they provide. However, other marketing mix elements, product, price, place, promotion and physical evident are not significant effect on customer satisfaction.

The study shows that most of the users are males which are under 30 years old. Ananda should aim for the younger audience in the future. In terms of occupation self-employed customers have a greater percentage than of the others making almost half of the respondents. Value packages are frequently purchased than that of premium packages. Base on the data of the respondents people mainly use Ananda for business.

The customers perceive that promotion, product, and place are of less important and they are seen as important in descending order. Among the 7Ps of service marketing mix, the customers perceive that people is the most important and the place are least important. It is important to note the customers of mobile network service as unimportant consider that physical evidence dimension. The customers perceive that the service offerings underprice and promotion are below the neutral level and the customers perceive the products of Ananda has less variety than those of competitors in these areas.

Another finding in the analysis is that customer satisfaction affects customer loyalty. According to the result, customer satisfaction mainly comes from providing convenient services and serving useful information and a good response from the call center. Customer loyalty is mainly related with positive word of mouth. However, it is not certain that loyal customers would buy premium packages.

5.2 Suggestions and Recommendation

From the findings of the research and theoretical background in chapter 2, some recommendation for the enhancement of customers' satisfaction through efficient use of marketing mix strategies are discussed here. It is pointed out by Kotler (2002), not all the customers' needs and wants are equal; a marketer should the marketing mix strategies in accordance with general characteristics of the customers as dictated by the demographic characteristics.

Based on the result of analysis Ananda hasn't been focusing much in 5 Ps which are product, process, place, people and promotion. It can also be assumed that Ananda greatly needs to improve its communication both internally and externally. Base on the research Ananda seems weak when comparing with other competitors in terms of promotion. Ananda should also try to understand customer's needs and wants to increase

customer satisfaction. Ananda should also develop a customer loyalty program to achieve more customer satisfaction. Ananda should also increase its switch cost as an example by offering cheaper prices with their packages than their competitors and creating a variety of products. Due to the highly competitiveness of the telecom industry, business in this industry including Ananda try to gain competitive advantage by focusing more on product, price, place, promotion and physical evident. Base on the results of the study, it can be suggested that management team of Ananda Co.,Ltd. should more focus on people practices and also focus on system of process to increase customer satisfaction. The staffs need to be trained for better communication and be educated to treat customers fairly. Process also needs to be improved on not having any one to provide service for customers which can have an effect on customer satisfaction. In this condition, consumers perceived that Ananda Co.,Ltd. is weakness in practicing people and process according to their mean values. Therefore, Ananda Co.,Ltd. needs to upgrade people and process practices to increase positive perception of consumers. On the other hand, Ananda Co.,Ltd. should review relating product, price, place, promotion and physical evident practices to know the reason of why these elements are not significant with customer satisfaction.

In order to devise a more effective marketing strategy, Ananda needs to compare the perceptions on each marketing mix with the importance scale place by the customers on those dimensions. The largest negative gap occurs in the place dimension and Ananda needs to close this gap. Moreover, in order to enhance the customers' satisfaction level, the gaps in product/promotion dimension needs to be closed as it is perceived by the customers as important.

In addition, based on the results of the study, it can be suggested that Ananda Co.,Ltd. should focus on customer satisfaction to increase customer loyalty. Currently there are no customer loyalty program and it needs to have one. In the current situation, the customers are managed by a system called self-care. In which, customer data and information concerning how much they have spent and what packages they used to purchase can be found. It can also provide date and time of the customer expiration date and which is used to communicate and remind customers by the customer care team. To increase customer loyalty, these customer care systems need to be upgraded to be a comprehensive system which will enhance customer satisfaction and customer loyalty.

5.3 Needs for Further Research

The research is based only on the service marketing mix, customer satisfaction and customer loyalty of Ananda Co., Ltd. The study is done by collecting responses of 362 customers. According to the limited and time resources, the further study should also focus on others local and international internet service provider businesses in order to shape the whole picture of Myanmar internet service industry. In addition, the further studies should analyze the other related factors like service quality, consumer behaviors and customer relationship management. Finally, the further studies should also focus on business performance related with telecommunication.

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(The Effect of Marketing Mix on Customer Satisfaction of Ananda Co., Ltd)

This survey is only concerned with Master of Business Administration (MBA) conferred by Yangon University of Economics.

Dear Customer

Thanks, you for choosing our service. We would be glad if you could take minutes to complete this questionnaire. Thanks, you for your time assistance.

PART A: PERSONAL BASIC INFORMATION (INSTRUCTION: Please checking only one answer for each question listed below)

1) Name of the respondent, (Optional) ……………………………………………..

2) Gender: ☐ Male ☐ Female

3) Age: ☐ Under 30 ☐ 31 -40 years ☐ 41years & above

4) Occupation: ☐ Student ☐ Staff-employed ☐ Private employee
☐ Government Staff ☐ Dependent

5) Education Level ☐ Under Graduate ☐ Graduate ☐ Master Degree/higher

6) Package currently used provided by Ananda
☐ Value Package ☐ Premium Package

7) I use Ananda Service mostly for
☐ Household Use ☐ Business Use

PART B: Please check the degree that best describe you're agree or disagree with the statements in the following, based on the internet service providers that you are using.

Please tick (√) one of the boxes that best fit your level of agreement with each statement;

5=Strongly agree;   4=Agree;   3= Neutral;   2=Disagree;   1= Strongly disagree

Sr	Product	1	2	3	4	5
1	Ananda offers products that meet my desired lifestyle					
2	The firm's product name and outlets can easily be recalled by customers					
3	The customer perception of ananda products have been positive					
4	The quality of products offered is superior					
5	The reliable of the service is guaranteed in comparison to other providers in the country					
6	Ananda has been able to offer a product range that is specifically tailored to meet my needs.					

Sr	Price	1	2	3	4	5
1	Price offering by this company is reasonable.					
2	Communicates pricing changes					
3	Sets prices based on the offering something different					
4	Sets a price based on competitors' price					
5	Uses price promotions and discounts.					
6	Sets price based on customers' ability to pay					

Sr	Place	1	2	3	4	5
1	Internet Service is available 24/7					
2	There are many point-of-sales to serve customers					
3	Internet Service is easy to set up with the service provider.					
4	Company location is easy to find.					
5	Point-of-sales location is easy to find					

Sr	Promotion	1	2	3	4	5
1	There are many advertisements on the media (eg. road signs, pamphlet, brochure, etc)					
2	Uses Web/Internet advertising.					

3	Uses direct marketing methods					
4	Uses sales force as the main source of promotion					
5	Free of charges service					

Sr	People	1	2	3	4	5
1	Staff of the Ananda is friendly.					
2	Staff of the Ananda give timely services					
3	Ananda's staff have strong professional knowledge					
4	The staff at the Ananda treat every customer fairly					
5	Staff are excellent in building good relationship with the customers based on friendship and respect					

Sr	Process	1	2	3	4	5
1	There is always service provider (s) work at the Ananda office for a convenience time					
2	Bill settlement process is simple and in any channels for payment					
3	Point-of-sales are sufficient					
4	Waiting time for purchase order is reasonable					
5	Routers are easy to set up					
6	Effective after sales service process					

Sr	Physical Evident	1	2	3	4	5
1	The interior decoration is very good					
2	The exterior decoration is very good					
3	Signs and logos of the Ananda is clear and easy to seek					
4	Well known internet webpage of Ananda					
5	Ananda is located in one of the main roads					

Sr	Customer Satisfaction	1	2	3	4	5
1	Customers are satisfied with the package prices of Ananda.					
2	Ananda services are useful to citizens of Myanmar					
3	Ananda services are convenient to use for everyone.					
4	Customer Service (Call Centre) provides useful information and good response.					
5	Purchasing packages are easy with ananda app.					
6	Ananda services are most likely to be used among other services.					
7	Level of overall Satisfaction with using the Ananda services					

Sr	Customer Loyalty	1	2	3	4	5
1	I would recommend the Ananda to friends/family members/other persons.					
2	I will continue to use Ananda 's service					
3	I would like to remain as a customer by continue using the Ananda Service					
4	Would you recommend other people to use ananda rather than other internet service providers.					

(1) Product

Descriptive Statistics

	N	Mean	Std. Deviation
Product 1	380	3.2684	.55945
Product 2	380	2.9421	.62221
Product 3	380	3.2421	.48656
Product 4	380	2.9105	.59673
Product 5	380	2.9842	.60757
Product 6	380	3.2474	.53566
Valid N (listwise)	380		

(2) Price

Descriptive Statistics

	N	Mean	Std. Deviation
Price 1	380	2.8342	.67865
Price 2	380	2.7947	.71911
Price 3	380	2.5132	.63523
Price 4	380	3.0000	.57659
Price 5	380	3.1105	.59762
Price 6	380	3.0684	.53928
Valid N (listwise)	380		

(3) Place

Descriptive Statistics

	N	Mean	Std. Deviation
Place 1	380	3.4421	.63272
Place 2	380	3.5000	.61425
Place 3	380	3.1421	.70491
Place 4	380	3.0895	.73538
Place 5	380	3.4605	.64650
Valid N (listwise)	380		

(4) Promotion

Descriptive Statistics

	N	Mean	Std. Deviation
Promotion 1	380	2.7789	.69948
Promotion 2	380	2.7079	.77319
Promotion 3	380	2.3579	.69549
Promotion 4	380	2.7605	.66422
Promotion 5	380	2.7553	.62961
Valid N (listwise)	380		

(5) People

Descriptive Statistics

	N	Mean	Std. Deviation
People 1	380	3.1289	.67890
People 2	380	2.6026	.69106
People 3	380	2.4421	.62432
People 4	380	2.4000	.72861
People 5	380	2.9158	.68011
Valid N (listwise)	380		

(6) Process

Descriptive Statistics

	N	Mean	Std. Deviation
Process 1	380	2.3947	.65538
Process 2	380	3.3500	.57303
Process 3	380	3.3105	.64025
Process 4	380	3.2105	.79437
Process 5	380	2.7632	.69806
Process 6	380	2.6921	.77387
Valid N (listwise)	380		

(7) Physical Evident

Descriptive Statistics

	N	Mean	Std. Deviation
Physical Evident 1	380	3.0684	.53928
Physical Evident 2	380	2.9263	.72994
Physical Evident 3	380	2.9658	.64271
Physical Evident 4	380	3.4395	.63247
Physical Evident 5	380	3.5053	.61423
Valid N (listwise)	380		

(8) Customer Satisfaction

Descriptive Statistics

	N	Mean	Std. Deviation
Customer Satisfaction 1	380	2.8605	.61983
Customer Satisfaction 2	380	2.9132	.61239
Customer Satisfaction 3	380	3.2684	.52035
Customer Satisfaction 4	380	3.2447	.53932
Customer Satisfaction 5	380	2.8053	.67286
Customer Satisfaction 6	380	2.7816	.71337
Customer Satisfaction 7	380	2.5079	.63946
Valid N (listwise)	380		

(9) Customer Loyalty

Descriptive Statistics

	N	Mean	Std. Deviation
Customer Loyalty 1	380	3.3737	.57873
Customer Loyalty 2	380	3.3421	.64059
Customer Loyalty 3	380	3.2474	.78365
Customer Loyalty 4	380	2.7895	.70272
Valid N (listwise)	380		

(1) Relationship between marketing mix and customer satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.243[a]	.059	.041	.42126	1.718

a. Predictors: (Constant), Physical Evident Mean, People Mean, Process Mean, Product

Mean, Price Mean, Place Mean, Promotion Mean

b. Dependent Variable: Customer Satisfaction Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.154	7	.593	3.344	.002[b]
	Residual	66.015	372	.177		
	Total	70.168	379			

a. Dependent Variable: Customer Satisfaction Mean

b. Predictors: (Constant), Physical Evident Mean, People Mean, Process Mean, Product Mean,

Price Mean, Place Mean, Promotion Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.832	.281		6.522	.000		
	Product Mean	.023	.053	.022	.431	.667	.946	1.057
	Price Mean	.058	.049	.062	1.189	.235	.934	1.071
	Place Mean	-.031	.042	-.039	-.735	.463	.900	1.111
	Promotion Mean	.047	.044	.059	1.070	.286	.831	1.203
	People Mean	.117	.044	.146	2.669	.008	.849	1.178
	Process Mean	.103	.048	.111	2.156	.032	.952	1.051
	Physical Evident Mean	.062	.055	.062	1.144	.253	.862	1.160

a. Dependent Variable: Customer Satisfaction Mean

(2) Relationship Between Customer Satisfaction and Customer Loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.130[a]	.017	.014	.52334	1.473

a. Predictors: (Constant), Customer Satisfaction Mean

b. Dependent Variable: Customer Loyalty Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.768	1	1.768	6.456	.011[b]
	Residual	103.529	378	.274		
	Total	105.297	379			

a. Dependent Variable: Customer Loyalty Mean

b. Predictors: (Constant), Customer Satisfaction Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.726	.184		14.826	.000		
	Customer Satisfaction Mean	.159	.062	.130	2.541	.011	1.000	1.000

a. Dependent Variable: Customer Loyalty Mean

Product

Reliability Statistics

Cronbach's Alpha	N of Items
.825	6

Price

Reliability Statistics

Cronbach's Alpha	N of Items
.828	6

Place

Reliability Statistics

Cronbach's Alpha	N of Items
.878	5

Promotion

Reliability Statistics

Cronbach's Alpha	N of Items
.845	5

People

Reliability Statistics

Cronbach's Alpha	N of Items
.842	5

Process

Reliability Statistics

Cronbach's Alpha	N of Items
.757	6

Physical Evidence

Reliability Statistics

Cronbach's Alpha	N of Items
.697	5

Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.820	7

Customer Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.777	4