

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

**THE EFFECT OF MARKETING MIX ON CUSTOMER  
SATISFACTION AND CUSTOMER LOYALTY TOWARDS  
SHWE PIN NGWE PIN FERTILIZER COMPANY**

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**YANGON UNIVERSITY OF ECONOMICS**  
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**ACADEMIC YEAR (2019 – 2022)**

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

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## **ACCEPTANCE**

This is to certify that this thesis entitled “**The Effect of Marketing Mix on Customer Satisfaction and Customer Loyalty towards Shwe Pin Ngwe Pin Fertilizer Company**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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## **ABSTRACT**

The aim of this research is to investigate the effect of marketing mix (4Ps; product, price, place and promotion) on customer satisfaction and to analyze the effect of customer satisfaction on customer loyalty towards Shwe Pin Ngwe Pin Fertilizer Company. Primary data and secondary data are used for this study. The primary data were collected from 136 customers out of 250 customers of Shwe Pin Ngwe Pin Fertilizer Company. They are asked with structured questionnaire. Simple random sampling method is employed to select the customers of Shwe Pin Ngwe Pin Fertilizer Company. Secondary data are collected from document review, internet searching, international research papers, textbooks, and previous research paper from library. Data Collection period is from 1<sup>st</sup> October 2022 to 30<sup>th</sup> November 2022. According to descriptive statistical analysis, customers are satisfied with marketing mix: brand, reliability, assurance, distribution channel, pricing, advertising and communication except packaging. In addition, the eight elements of marketing mix: brand, reliability, assurance, packaging, distribution channel, pricing, advertising and communication have significant and positive effect on customer satisfaction. It is also found that customer satisfaction has significant and positive effect on customer loyalty of Shwe Pin Ngwe Pin Fertilizer Company. Therefore, this study recommended that Shwe Pin Ngwe Pin Fertilizer Company needs to emphasize on brand, reliability, assurance, packaging, distribution channel, pricing, advertising and communication in order to gain customer satisfaction and loyal customers.

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## **TABLE OF CONTENTS**

|   | <b>Page</b> |
|---|-------------|
| <b>ABSTRACT</b>   | <b>i</b>    |
| <b>ACKNOWLEDGEMENTS</b>   | <b>ii</b>   |
| <b>TABLE OF CONTENTS</b>  | <b>iii</b>  |
| <b>LIST OF TABLES</b>   | <b>v</b>    |
| <b>LIST OF FIGURES</b>  | <b>vi</b>   |
| <br>  |             |
| <b>CHAPTER (1) INTRODUCTION</b>   |             |
| 1.1 Rationale of the Study  | 2           |
| 1.2 Objectives of the Study   | 3           |
| 1.3 Scope and Method of the Study   | 3           |
| 1.4 Organization of the Study   | 3           |
| <br>  |             |
| <b>CHAPTER (2) THEORETICAL BACKGROUND</b>   |             |
| 2.1 Concept of Marketing and Marketing Mix (4P's)                                       | 5           |
| 2.2 Customer Satisfaction   | 11          |
| 2.3 Customer Loyalty  | 12          |
| 2.4 Review on Previous Research Papers  | 13          |
| 2.5 Conceptual Framework of the Study   | 19          |
| <br>  |             |
| <b>CHAPTER (3) PROFILE AND MARKETIN MIX OF SHWE<br/>PIN NGWE PIN FERTILIZER COMPANY</b> |             |
| 3.1 Profile of Shwe Pin Ngwe Pin Fertilizer Company                                     | 21          |
| 3.2 Marketing Practices of Shwe Pin Ngwe Pin Fertilizer<br>Company                      | 23          |
| 3.3 Demographic Characteristics of Customers  | 25          |
| 3.4 Reliability Test  | 27          |

|                    |   |    |
|--------------------|---|----|
| <b>CHAPTER (4)</b> | <b>ANALYSIS ON THE EFFECT OF<br/>MARKETING MIX ON CUSTOMER<br/>SATISFACTION AND CUSTOMER LOYALTY<br/>TOWARDS SHWE PIN NGWE PIN<br/>FERTILIZER</b> |    |
| 4.1                | Marketing Mix, Customer Satisfaction and Customer Loyalty of Shwe Pin Ngwe Pin Fertilizer   | 28 |
| 4.2                | Analysis of the Effect of Marketing Mix on Customer Satisfaction  | 40 |
| 4.3                | Analysis of the Effect of Customer Satisfaction on Customer Loyalty   | 42 |
| <b>CHAPTER (5)</b> | <b>CONCLUSION</b>   |    |
| 5.1                | Findings and Discussions  | 43 |
| 5.2                | Suggestions and Recommendations   | 45 |
| 5.3                | Needs for Further Research  | 46 |
|                    | <b>REFERENCES</b>   |    |
|                    | <b>APPENDIX</b>   |    |

## LIST OF TABLES

| <b>TABLE NO.</b> | <b>PARTICULARS</b>                                  | <b>Page</b> |
|------------------|---|-------------|
| Table 3.1        | Demographic Characteristics of Customers            | 25          |
| Table 3.2        | Reliability Test                                    | 26          |
| Table 4.1        | Brand   | 29          |
| Table 4.2        | Reliability   | 30          |
| Table 4.3        | Assurance   | 31          |
| Table 4.4        | Packaging   | 32          |
| Table 4.5        | Distribution Channel                                | 33          |
| Table 4.6        | Pricing   | 34          |
| Table 4.7        | Advertising   | 35          |
| Table 4.8        | Communication                                       | 36          |
| Table 4.9        | Overall Mean Scores of Marketing Mix                | 37          |
| Table 4.10       | Customer Satisfaction                               | 38          |
| Table 4.11       | Customer Loyalty                                    | 39          |
| Table 4.12       | Effect of Marketing Mix on Customer Satisfaction    | 40          |
| Table 4.13       | Effect of Customer Satisfaction on Customer Loyalty | 42          |

## LIST OF FIGURES

| <b>FIGURE NO.</b> | <b>PARTICULARS</b>   | <b>Page</b> |
|-------------------|--|-------------|
| Figure 2.1        | 4P's of the Marketing Mix Model                                | 6           |
| Figure 2.2        | Conceptual Framework of Yudhianto Tandi                        | 14          |
| Figure 2.3        | Conceptual Framework of Wilson et al.,                         | 16          |
| Figure 2.4        | Conceptual Framework of T. Nuseir1 & Hilda Madanat             | 18          |
| Figure 2.5        | Conceptual Framework of the Study                              | 19          |
| Figure 3.1        | Organization Structure of Shwe Pin Ngwe Pin Fertilizer Company | 22          |

## **CHAPTER (1)**

### **INTRODUCTION**

Today's commercial rivalry is getting more and more fierce, and companies are realizing that they can't win by merely competing on price; they also need to prioritize product quality in order to satisfy customers. The integrated marketing idea is crucial in conveying a consistent message to end users over a variety of channels, which increases the likelihood that they will become customers.

The marketing mix is the collection of activities, or methods, that a business does to sell its brand or merchandise. A traditional marketing mix is made of the four Ps: price, product, promotion, and place. Today's marketing mix, however, increasingly incorporates numerous additional Ps as essential mix components, including brand, reliability, assurance, packaging, price, distribution channels, advertising, communication, positioning, people, and even politics. A company's or a product's brand is the unique visual, emotional, logical, and cultural image that people identify with it. Brand names, logos, positioning, connotations, and personality all fall under the category of brand identity. A good brand name creates a favorable initial impression of the product and encourages favorable brand connections. By providing the promised service and providing a high accuracy guarantee, reliability may be attained (Zeithaml, 1990).

According to the definition of reliability, a corporation tries to fulfill its commitments to clients about pricing, problem-solving, and the provision of services. A service provider's capacity to consistently deliver high-quality service is demonstrated by their reliability. Assurance aids a business in producing goods and services that satisfy consumer needs, expectations, and demands. It results in high-quality product offers that win customers' confidence and loyalty. A product's protection is only one aspect of packaging. It is a crucial marketing tool that promotes branding, highlights the greatest qualities of the product, and gives customers an unforgettable experience. A distribution channel is a series of establishments or middlemen where the ultimate consumer makes their purchase of a product or service. Retailers, distributors, wholesalers, and the Internet are examples of distribution channels. Manufacturers sell to consumers directly through a direct distribution channel. A product's margin, which can be utilized in part for marketing, is determined by the price it is offered for online. The "promotion" component of the traditional marketing mix includes advertising as a specialized marketing communication activity. All the channels you employ to speak with current or future

clients are included in the communications mix.

The four components of the marketing mix—product, pricing, place, and promotion—are seen as essential for a firm to grow and rely heavily on how well they satisfy their customers' requirements and wants in order to achieve customer satisfaction. An effort should be made to develop a marketing strategy that results in consumer satisfaction since the four components of the marketing mix are interrelated and mutually supportive of one another.

Even though the noticeable degree of pleasure may not provide the whole percentage of the promise, customer loyalty is a must to create profits. With the availability of a wide range of goods and services, the more developed economies in areas like entertainment, technology, and broadcast media have transformed consumer purchasing preferences. Customers today seek high-quality items at fair prices. Giving pleasure through superior-quality goods or services is the key to winning over clients that are quality aware. Customers always favor a good or service that makes them feel the happiest. Customers are more likely to remain loyal to a service provider when they are pleased with the service quality (Siddiqui, 2011). The purpose of the essay is to investigate the impact of the marketing mix on the Shwe Pin Ngwe Pin Fertilizer Company. In order to increase market share and maintain the brand in this cutthroat business climate, it is crucial to understand how the marketing mix affects consumer satisfaction and loyalty towards Shwe Pin Ngwe Pin Fertilizer Company.

## **1.1 Rationale of the Study**

Myanmar's society is still mostly agricultural. About two thirds of the people in the nation still depend on agriculture for their livelihood. The government has placed a high priority on creating a modern, automated agro-based industry because agriculture has historically been the foundation of the Myanmar economy and employs the majority of the country's workforce. As a result, the agriculture sector needs to adapt to the demands and wants of the farmer population in order to stay up with the changing economy and the present young generation in Myanmar. Therefore, it is important for fertilizer manufacturers to continue looking into the variables that affect farmers' decisions on the standards of fertilizer they need.

Manufacturers of fertilizer must concentrate on winning client loyalty as well as improving consumer satisfaction as the fertilizer sector expands. Since a satisfied

customer is not definitely going to become a loyal customer and a loyal customer is a satisfied customer, the likelihood that a consumer will become a loyal customer depends on their degree of contentment. Myanmar's expanding middle class has made it a desirable emerging market for the fertilizer sector. Fertilizer supply chain and market structure are rapidly changing as a result of the use of the four components of the marketing mix (4Ps) in order to meet farmer demand and get customer happiness and customer royalty. Due to the fact that the marketing mix affects client happiness, firms now place a high priority on this factor. The marketing mix aids in identifying customer requirements and desires. Shwe Pin Ngwe Pin Fertilizer may also use the marketing mix to meet the requirements and desires of clients by using this as a foundation. Therefore, this research aims to investigate how the marketing mix (4ps) affects customer loyalty and happiness in the Shwe Pin Ngwe Pin Fertilizer Company.

## **1.2 Objectives of the Study**

The purpose of this study is to observe the effect of marketing mix on customer satisfaction and customer loyalty towards Shwe Pin Ngwe Pin Fertilizer. The two main objectives are as follow:

1. To investigate the effect of marketing mix on customer satisfaction towards Shwe Pin Ngwe Pin Fertilizer Company.
2. To analyze the effect of customer satisfaction on customer loyalty toward Shwe Pin Ngwe Pin Fertilizer Company.

## **1.3 Scope and Method of the Study**

The aim of this research is to investigate the effect of marketing mix (4Ps; product, price, place and promotion) on customer satisfaction and to analyze the effect of customer satisfaction on customer loyalty towards Shwe Pin Ngwe Pin Fertilizer Company. For this study, both primary and secondary data were employed. The primary data were collected from 136 customers out of 250 customers of Shwe Pin Ngwe Pin Fertilizer Company. They are asked with structured questionnaire. Simple random sampling method is employed to select the customers of Shwe Pin Ngwe Pin Fertilizer Company. Secondary data were collected from document review, internet searching, international research papers, textbooks, and previous research paper from library. Data Collection period was from 1st October 2022 to 30th November 2022. Descriptive method and multiple regression method are applied for data analysis of this study.

#### **1.4 Organization of the Study**

There are five chapters in this work. The study's introduction, justification, goals, scope, methodology, and organizational structure are all covered in chapter one. The theoretical underpinnings of the investigation are presented in Chapter 2. The profile and marketing strategy of Shwe Pin Ngwe Pin Fertilizer Company are covered in Chapter 3. The Effect of Marketing Mix on Customer Satisfaction and Loyalty towards Shwe Pin Ngwe Pin Fertilizer Company is analyzed in Chapter 4; Chapter 5 presents the findings and comments, offers ideas and recommendations, and highlights the need for more study.

## CHAPTER (2)

### THEORETICAL BACKGROUND

The theories and concepts related to consumer satisfaction and loyalty are discussed in this chapter. It encompasses the ideas of marketing, customer happiness, and customer loyalty as well as the connections between those concepts and empirical investigations.

#### 2.1 Concept of Marketing and Marketing Mix (4P's)

The idea of marketing refers to a task that businesses might carry out to affect the supply and demand of goods or services. The idea is well-liked among marketers as a way to pinpoint the weaknesses and advantages of the elements included in the sold product.

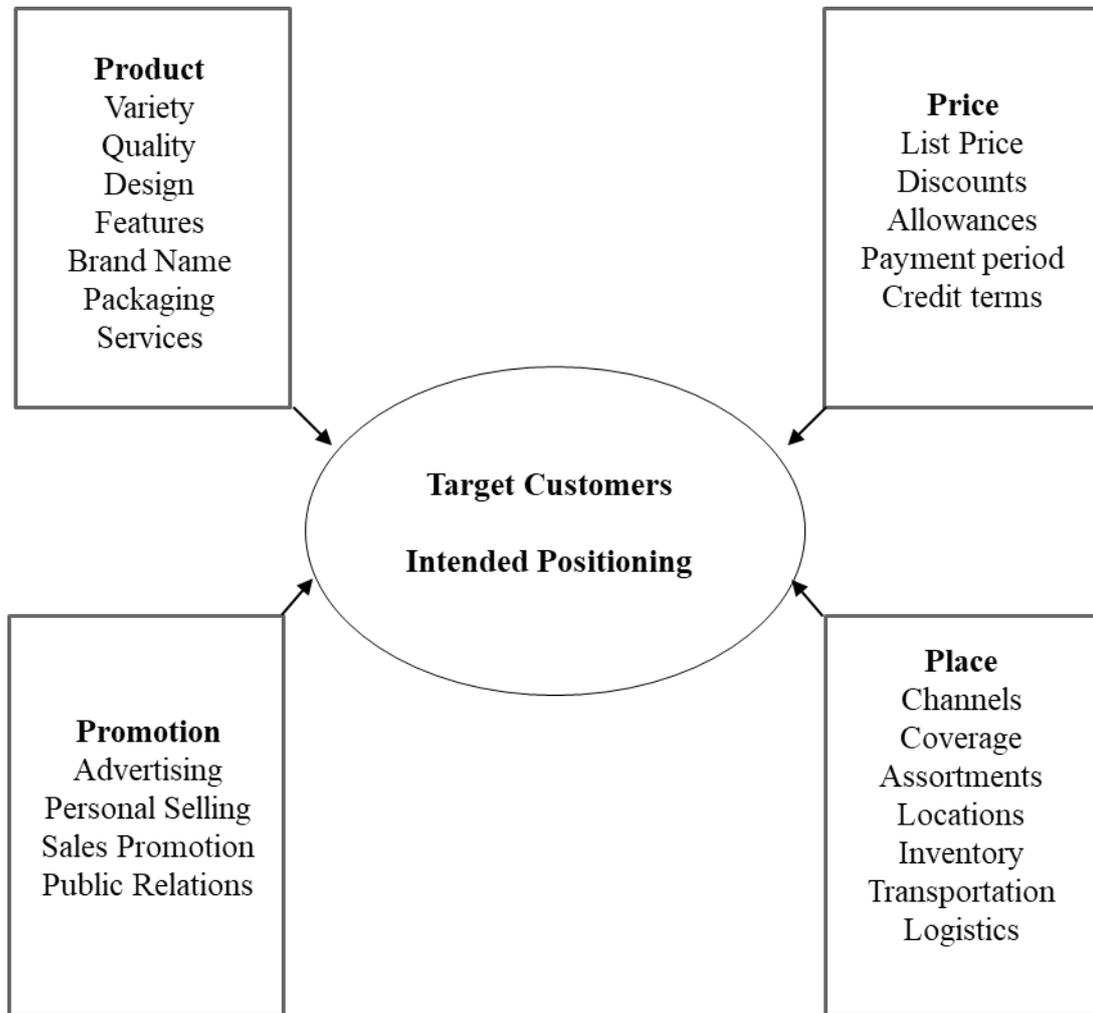
Similar to this, (Kotler & Keller, 2016) describe marketing as a social activity that facilitates the movement of goods and services in an economy from the producer to the customer while also advancing the objectives of the organization and being able to satisfy consumer demand. Similar to this, businesses must understand how to modify their marketing plans and other aspects of their marketing mix to appeal to a broad audience. These businesses also need to understand how to modify the product, pricing, promotion, and location to account for all of the marketing mix aspects.

After (Borden, 1964) used the phrase in his teaching, the phrase "marketing mix" gained popularity. Product planning, price, branding, distribution methods, personal selling, advertising, promotions, packaging, display, servicing, hands-on handling, and fact-finding and analysis were all components of Borden's marketing mix. Later, McCarthy (1964) divided these components into the four groups that are now referred to as the "4 Ps" of marketing. The idea of the marketing mix, sometimes referred to as the "4Ps" of product, price, promotion, and location, was therefore inspired by McCarthy (1964). The goal of the marketing mix is to keep doing things that have an impact on consumer purchasing decisions, while the market's job is to balance supply and demand in the market.

Popular marketing expert (Kotler, 2010) described the marketing mix as the collection of tactical marketing instruments that can be controlled, such as product, pricing, place, and promotion, that a business combines to elicit the desired reaction in the target market (Armstrong & Kotler, 2010). The term "marketing mix" was first used

by (McCarthy, 1964), who also described it as a collection of variables that a marketer may manipulate in order to please a target audience. The marketing mix, in its simplest form, is everything a company can do to affect consumer demand for its goods (Armstrong & Kotler, 2010). It can be seen in Figure 2.1.

**Figure 2.1 Four P's of the Marketing Mix Model**



Source: Armstrong and Kotler, 2010

As it can be interpreted from the definition of marketing mix, its elements are controllable by the firm itself and an effective marketing program requires the mixture of all the marketing mix elements into an integrated marketing program designed to achieve the company's marketing objectives delivering value to customers (Armstrong & Kotler, 2010). More in-depth elaboration of the 4P's is done in the study as below.

### **2.1.1 Product**

The first element in the marketing mix is the product. There any combination of the goods and services offered to satisfy the needs and wants of consumers. Thus, a tangible product is the one that consumer can actually touch, such as a computer, but for an intangible product is a service that cannot be touched, such as computer repair, income tax preparation or an office call. Products can be classified into two main categories that can be touched and cannot be touched. When a product is not apparent to the human eye, it is defined as a product that cannot be handled and can only be measured through delivery, credit, and collateral. Products that can be touched include things like books, chairs, televisions, and other objects that can be held. According to Kotler and Keller (2016) the product is something that can be offered to a market for attention, owned and worn or taken in order to meet the wishes or needs of the user. Users will inevitably find a product to suit their own tastes to get self-satisfaction. Various aspects and elements of the product must be taken before they decided to purchase to ensure satisfaction after buying any product. According to Armstrong and Kotler (2010), the factors to be taken into account by the manufacturer before producing a product which includes diversification of products, product design, product features, product brands, product size, packaging, reliability and assurance after purchase products.

Simple definition of a product is the goods-and-services combination the company offers to the target market (Armstrong & Kotler, 2010). Taken from the same authors that gives another definition of a product yet it is more specific it goes like this – anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

### **2.1.2 Price**

The second element in marketing mix is price. Price is simply the amount of money that consumers are willing to pay for a product or service. In price setting, companies should estimate customer reactions to possible prices. Companies should also estimate the preferable profit margin and possible discounts in the future. Companies must be aware of legal restrictions on pricing. The price is the amount charged for a product. Factors to keep buying, suspend or cancel the purchase directly influenced by the price of a product.

Generally, all grades given by customers to benefit from owning or using a product. The price is a marketing aspect which is flexible in where it can be changed

quickly. According to the researchers, they said the price is a factor influencing customer satisfaction. However, users also use price as a gauge to see the quality of a product. For those who want more expensive product quality and reliability. Similarly, Hawkins, Best, and Coney stated price is a service to the quality of the signal. Depending on the product, consumers prefer to buy products at a cheaper price with the quality and the criteria that they need. In this case, employers should be more sensitive products because of the competition, competitors will lower prices cheaper than what is sold by the producers.

The amount of money customers must pay to obtain the product (Armstrong & Kotler, 2010). Kotler suggested the element of price includes factors such as list price, discount, allowance, payment period, and credit term. It is also defined by (Ray Wright, 2004) as the value (usually measured in monetary terms) at which the seller agrees to sell a product or service to the buyer and the value at which the buyer agrees to purchase. Price is an integral part of the marketing mix and should never be discussed and set in isolation as it was suggested by (Ray Wright in Business-in-Business Marketing, 2004) that the idea of price can be set according to internal costing and external costing. Meaning price must not always only reflects the cost internally (production cost, overhead cost, etc) but also reflects the external cost point of view (customer perceived value of the product, type of product, market valuation in monetary terms, channels of distribution, etc).

### **2.1.3 Place**

Place refers to having the right product, in the right location, at the right time to be purchased by consumers. The channel of distribution, a group of intermediaries, is used to put goods properly. Manufacturers, wholesalers, and retailers all work together to form the distribution channel. These organizations are involved in the process of making a good or service available for consumption or usage. Goi (2009) defines it as any way in which consumers can get the products or services. Location factors also play a role in influencing consumer purchasing decisions in buying a product. It is important to ensure the functioning of product distribution channels to deliver products to target consumers. Among the criteria for the location of choice among consumers and is close to them go. Accordingly, the selection of appropriate locations needs to employers because a wrong decision can lead to failure in business. A good location can guarantee the arrival and attract many users to change the shopping patterns and purchase. tasks of

distribution.

The element of Place in marketing mix includes all company activities that make the product available to target consumers (Armstrong & Kotler, 2010). In addition, (Kotler et al, 2009) also pointed the element of Place in marketing mix includes the factors such as channel, coverage, assortments, location, inventory, and transport.

#### **2.1.4 Promotion**

The promotional activities include advertising, sales promotion, public communication, direct marketing and word of mouth (word-of mouth). Through the campaign, marketers can attract the attention of consumers and give them information about products to enhance consumer buying interest. Promotion is important in sales, as a way to reach consumers with information about products. It is also an alternative to bring awareness to the users of the existence of a product. When the product is known, is increasing consumer demand for products and increase product sales.

According to Armstrong & Kotler (2010), advertising can directly influence the purchase behavior decision. It does this by creating awareness, providing product information and helping consumer determine the worth and quality of the product, thus helping them to decide on the best purchase option.

Armstrong and Kotler (2010) the elements of promotion were the different activities, such as sales promotion, advertising, sales force, and public relationship (Kotler, 2009). Promotion is an element in the marketing mix which is also important because it is a means of communication to the customer to promote product awareness, product knowledge, product attributes and benefits and persuade the customer to buy the product. It provides the stimulus to which customers' will response.

Promotion is a communication process that takes place between a business and its various publics. In order to be effective, businesses need to plan promotional activities with the communication process in mind. The elements of the communication process are: sender, encoding, message, media, decoding, receiver, feedback, and noise. Promotion is the element in the marketing mix of organizations that serve to inform, persuade and remind the market of the product in the hope of influencing the feelings, beliefs and behavior of consumers.

The goal of promotion is to communicate to consumers that they need this product and that it is priced appropriately. Promotion encompasses advertising, public communication and the overall media strategy for introducing a product.

## **2.2 Customer Satisfaction**

Customer satisfaction and customer loyalty, within its process, are affected by the performance of marketing mix. The performance of marketing mix is a reflection of the performance of the company. The marketing mix that is able to satisfy the customer has the potential to lead to long-term and short-term sales growth, as well as repurchasing (Kotler & Keller 2009). Therefore, a company must be able to manage the elements of the marketing mix through strategy steps and evaluate the performance of marketing mix in order to maintain the customers from switching to other competitor companies.

Customer satisfaction has been defined in two basic ways: as either an outcome or as a process (Traylor, 1981). As an outcome, satisfying the end state resulting from the consumption experience (Cronin, 2000). The perceptual, evaluative, and psychological processes are what lead to satisfaction as a whole. According to marketing research, loyalty and client satisfaction go hand in hand. Satisfaction leads to attitudinal loyalty. It could be seen as the intension to purchase (Eddy, 1999). Satisfaction is an outcome that occurs without comparing expectations (Ottman, 1998). Customer satisfaction could also be defined as an evaluative response to perceived outcome of a particular consumption experience (Robert & Roger, 1987). It is a general assessment of customer satisfaction, predicated on the notion that customer contentment results from high-quality services (Traylor, 1981).

In tight competitive conditions, finding new customers requires greater cost and time than maintaining the existing customers. The company spends five times new customers rather than maintaining existing one (Kotler & Keller, 2009). One of the switching barriers that can be performed to maintain the customers is by building or growing customer satisfaction.

## **2.3 Customer Loyalty**

Customer loyalty exists when customers purchase repeatedly for the long-term (Yi & Jeon, 2011). Service loyalty states when the patrons buy product or service from the same service provider for the certain period of time and perceived positive emotional feeling by using them which portrays to consider for the next time to use (Gremler & Brown, 1996). True loyalty is mentioned as the actual repurchase on a brand without having commitment in comparison with the repeated purchase behavior (Bloemer & Kasper, 1995). According to the adage of Kotler et al., (1999),

the expense of persuading a new customer is equal to the five times of the expense of maintaining current customers to get pleasure. A loyalty model was framed for the two components: attitudinal loyalty (generated by satisfaction, trust and involvement) and behavioral loyalty (the act of purchase) (Donio, 2006).

The behavioral loyalty is measured on two dimensions: purchasing from the retailer and from the competitors. As indicators, they used: —frequency of visits to the retailer, purchases, and percentage of purchases per customer (Gómez, 2006). The findings demonstrated that participants in loyalty programs are more loyal than non-participants in both behavioral and affective terms.

According to Dick & Basu (1994), attitude loyalty is the desire of a customer to maintain his business connection with a firm despite the cheaper pricing offered by other businesses and to refer friends to the company's goods or services; (Chaudhuri & Holbrook, 2001). It is important to recognize the importance of the attitudinal factors because, whereas conduct reflects the circumstance at hand or, more typically, a series of prior occurrences, attitudes provide insight into potential future behavior (Filip & Costantinescu, 2007).

Some authors prefer to use the phrase (mental state) rather than the word attitude since other factors and psychological variables—rather than attitudes—were at play. Asking individuals how much they love the brand, how connected they are to it or how positively they feel about it, and how likely they are to suggest the brand to others are all good ways to gauge this mindset (Dick & Basu, 1994).

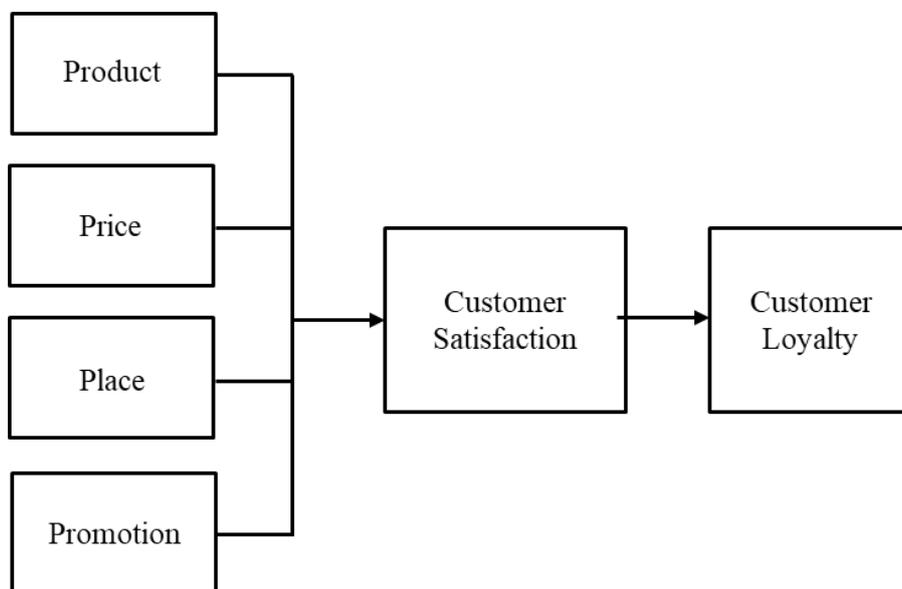
One of the most important predictors of recurrent purchases is the strength of attitudes. The clients who manifest attitudinal loyalty are less capable of spread negative information about the brand (Donio, 2006). Loyalty is the long-term relationship between clients and brands. To measure the attitude, company need to know customer' feelings for a brand, the buying intention and recommendation intentions (Sondoh, 2009).

## **2.4 Review on Previous Research Papers**

These three earlier research publications served as the primary inspiration for this investigation. The first study focuses on how the marketing mix affects consumer loyalty in PT. Matrastama Maestro Perkasa Company. In that study, four factors namely Product, Price, Place, and Promotion and interactivity are included under the category of marketing mix due to measure the customer satisfaction and customer loyalty. That

thesis is a prerequisite and must be fulfilled as a part of achieving Bachelor Degree of Management. Furthermore, that research is an active, hands-on analyzing and application of theories that learnt during the study year 9 and eventually lead to having in-depth understanding and knowledge about the importance of marketing mix within the given situation of bedding industry. That research can be used as reference for gaining in depth knowledge and realize the importance of marketing mix of a product and help them creating customer loyalty in the coming of times. The theory that will be used in this thesis will be based on the marketing mix. Marketing mix is made up of 4 elements and they are; Product, Price, Place and Promotion. Each of these elements is believed to have and influence towards customer loyalty.

**Figure 2.2 Conceptual Framework of Yudhianto Tandi**



Source: Tandi, 2012

The researcher is using bedding company, PT. Matrastama Maestro Perkasa, as the case studies. Researcher would like to name in particular bedding brands that can be found in the current Jakarta market; Astroland, Airland, Alga, Bigland, Central, Cindy, Comforta, Cosisoft, Dreamline, Dunlopillo, Elephant, Elite, Florence, Gudho, Koala, King Koil, Lady Americana, Musterring, Quantum, Revor, Spring Air, Serta, Romance, Simmons, Tempur, Therapedic, Uniland, Winner, Yuki, etc. 29 names of brands and still new brands are coming out with researcher missing out some brands on purpose.

These brands target different price ranges thus going for different segments. Surely that many brands will cause confusion for the consumer and customers since there are so many brands to choose from. It is normal for a company to have a few brands at the same

time with overlapping price between their brands. The current condition in the bedding industry at the moment is that the main distribution channel that companies sell their products is through the retailers/shops.

Retailers made up the main customers of the bedding companies and through them the companies survive or fall. Likewise, PT. Matrastama Maestro Perkasa majority business exchange is B2B in nature and their intention is to win the customer loyalty. In many situations, end-users/consumers find themselves in a retailer/customer and end-users may find two different products that have approximately the same bedding specification but with different brands resulting in different price. Retailers will then recommend the brand that they have good relations with the company that produced them.

Customer loyalty here is the keyword for the recommendation of the product towards the end-user. The action of repeat purchase suggests the terminology of customer loyalty which is an indicator of customer retention. Attaining customer loyalty is not an easy task but when it is attained, repeat purchases will occur thus it means a sustainable profit for the bedding companies hopefully for a long time to come.

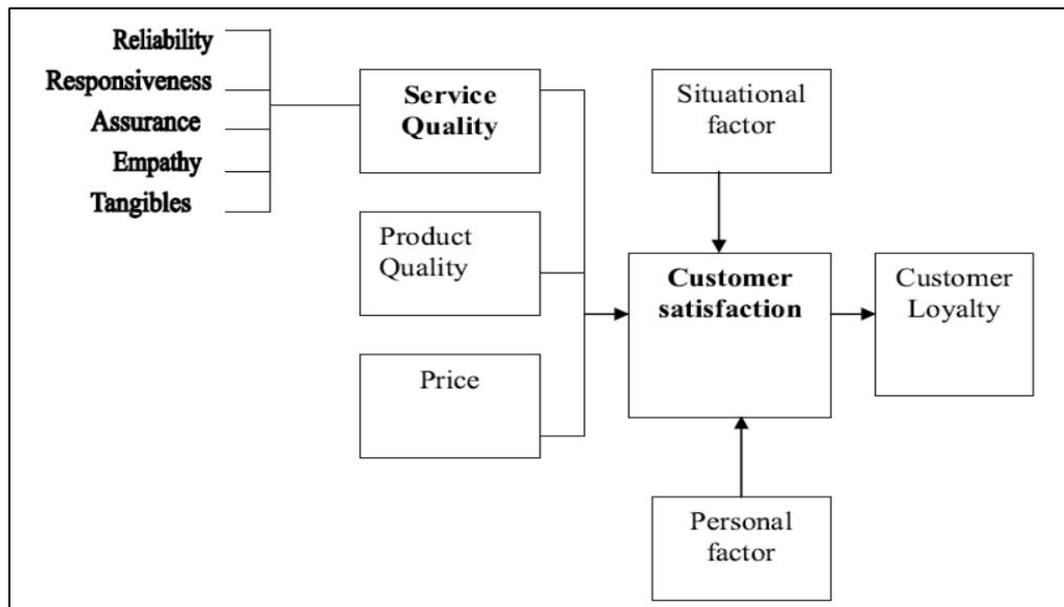
A theory that has been tested through time which is the marketing mix if used innovatively plays a great role in terms of creating an offer for the customer that is profitable, value-packed and often hard to turn down. Like every other company, PT. Matrastama Maestro Perkasa, found its difficulties entering the market. Now they have their fair share list of loyal customers that does repeat buying and ensuring not only the survivability of the company but also the profitability for years to come. The importance of marketing mix should never be underestimated and in this thesis, researcher would like to discuss it.

The second study revealed that the overall service quality dominates the positive relationship with the customer satisfaction, repurchase intention, word of mouth, the attitudinal loyalty but the negative relationship occurs with the complaint behavior. Similarly, the customer satisfaction leads to impact positively on repurchase intention, word of mouth and the attitudinal loyalty when the negative relationship between customer satisfaction and the complaint behavior materializes.

In concern with customer satisfaction and service quality, many researchers are being discovered about the more accurate definitions, explanations and criteria of satisfaction and service quality. (Wilson et al., 2008) said that service quality targets

specifically on different dimensions of service even though satisfaction and service quality have generally definite things in common. The statement issued by (Zeithaml et al., 2006) extended that the price and product quality contain as components affecting customer satisfaction whereas perceived service quality is also the factor of customer satisfaction. Theoretical model is shown in Figure (2.3).

**Figure 2.3 Conceptual Framework of Wilson**



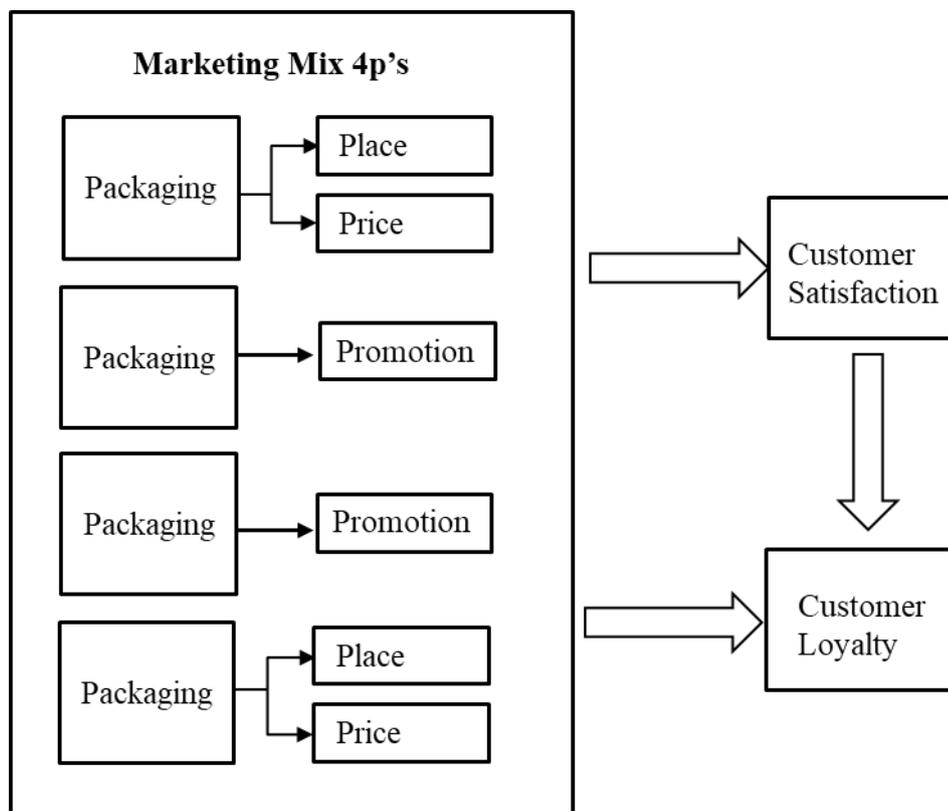
Source: Wilson et al., 2008

The model demonstrates that customer satisfaction and customer loyalty is interrelated with the price, product quality and service quality. Focused evaluation of service quality mirrors the customer perception level in respect of reliability, assurance, responsiveness, empathy, and tangibility when the customer satisfaction is inspired by perceptions of situational factors, personal factors, price, product quality and service quality (Wilson, 2008).

Various past research has been showed that the relationship between customer satisfaction and service quality starting from their definitions to their linkage with different business aspects. In the study of (Parasuraman et al., 1985), it highlights that the higher the perceived service quality, the greater the customer satisfaction. Based on the definition of customer satisfaction by (Lewis, 1993), (Sivadas & Baker Prewitt, 2000) found the result about the service quality influences on the customer attitude and satisfaction. Quote from the results of (Sivadas & Baker Prewitt, 2000), (Su et al., 2002) confirmed the reflection of the service quality always react on customer value and their feelings.

In the third reference paper, marketing mix 4Ps has been constant source of inspiration for market researchers to explore its impact on customer satisfaction and loyalty. Previous studies have uncovered several fascinating facts regarding the four Ps, which support firms in enhancing the structure of their services and the caliber of their output. This study of the marketing mix is an expansion of the numerous research studies previously undertaken by other authors, but it is distinctive in that it challenges if consumer happiness and loyalty should only be studied in connection to the 4Ps idea. This study concentrates on the Marketing Mix (product, price, place, and promotion), Customer Perceived Value (perceived quality, and perceived sacrifice), and Customer Loyalty as three broad characteristics of marketing strategy (Word-of-mouth, price incentive, and repurchase intention and complaint behaviour). The hypothesis section leads the debate to explore marketing mix with deep analysis with the support of the theory. The hypothesis discussion is based on conceptual model of marketing mix given as below Figure (2.4).

**Figure (2.4) Conceptual Framework of Mohammed & Hilda**



Source: Mohammed & Hilda, 2015

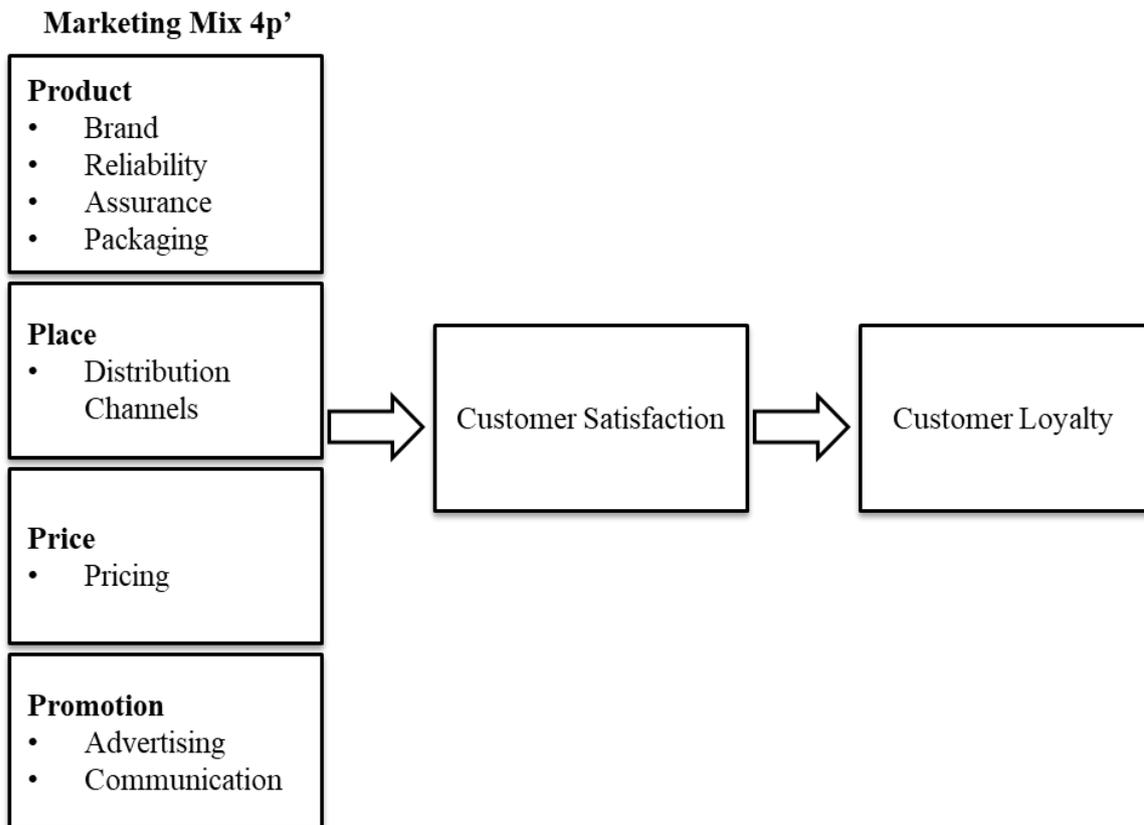
In addition to the statements and studies by other researchers, SERQUAL model is a measurement of service quality because of the customer demand in value in their

offer. As a consequence, their study combined service quality and customer satisfaction with customer value which leads to power up the connection between service quality and customer satisfaction. Contrasting to the previous research, (Bennett & Barkensjo, 2005) analyzed the levels of service quality by the technique of relationship quality, relationship marketing and customer perceptions. Due to their efforts, hypothesis components of SERVQUAL model have been scientifically identified the association with the construction of service quality. With the support of the SERVQUAL model, (Ahmed et al., 2010) added a mediation of customer satisfaction relationship amid service quality and repurchase intentions. To cover this point, Gera (2011) explored the correlation between service quality, customer value, customer satisfaction and behavioral intentions.

## **2.5 Conceptual Framework of the Study**

The study primarily examines how the marketing mix affects customer loyalty and satisfaction with the Shwe Pin Ngwe Pin Fertilizer Company. The conceptual framework of the study consists of six variables; these are marketing mix (4Ps): product, place, price, promotion, customer satisfaction and customer loyalty. This study is composed of two international research papers and one theoretical model.

**Figure (2.5) Conceptual Framework of the Study**



Source: Own Compilation adapted from Previous Studies (2022)

In the study, the independent variable is product, place, price, promotion and the dependent variables are customer satisfaction and customer loyalty. In measuring the marketing mix (4Ps), eight dimensions are included namely brand, reliability, assurance, packaging, distribution channels, pricing, advertising and communication. Brand is promoting a brand's products or services in a way that elevates the brand as a whole. It involves creating and maintaining brand-consumer relationships and marketing brand attributes the traits that people think of when they picture a particular brand. The degree to which a measurement is error-free and yields consistent findings over time is what is meant by reliability.

The goal of assurance is to minimize waste, re-design, and re-manufacture while ensuring that goods and systems being produced perform correctly the first time and every time and meet their set objectives in a safe, available, and dependable manner. Packaging is often created to display things in their most appealing light. A distribution channel is a network of firms or middlemen that a commodity or service travels through before reaching the final customer or buyer. Establishing a value for a good or service is the act of pricing, as the word is used in economics and finance. Advertising is the sponsored

presentation and promotion of concepts, products, or services that aims to get the public's attention. In order to convince customers to make a purchase, businesses use a variety of direct and indirect communication methods to spread information about the goods and brands they sell.

## **CHAPTER (3)**

### **PROFILE AND MARKETING MIX OF SHWE PIN NGWE PIN FERTILIZER COMPANY**

This chapter is stated in three sections. The first section introduces about agriculture sector in Myanmar. In second section, Profile of Shwe Pin Ngwe Pin Fertilizer are presented. And the third section examines research design and reliability test is showed with number of respondents and percentage.

#### **3.1 Profile of Shwe Pin Ngwe Pin Fertilizer Company**

Myanmar's society is still mostly agricultural. About two thirds of the people in the nation still depend on agriculture for their livelihood (Birchall et al., 2017). One of Myanmar's key goals has been creating a modern, automated agro-based industry because agriculture has historically been the foundation of the country's economy and employs the majority of the country's workforce (Tin Maung Shwe, 2011). Myanmar first received chemical fertilizers in 1956. (Hnin Yu Lwin et al, 2013).

When applied at the right time and with the right mix of nutrients, fertilizer is without a doubt one of the agricultural inputs that may boost high yield. One agricultural technology in particular has a great deal of potential for improving the productivity of underprivileged smallholders, allowing them to earn more money, build up assets, and avoid falling further into poverty.

In order to improve soil fertility and restore nutrients, fertilizer is used. To boost agricultural yields in the poor fertility soils in the tropics, fertilizer is utilized. To produce the desired yields, high-yielding types need a lot of fertilizer input. Due to high yielding rice's demonstrated positive reaction to chemical fertilizer application, Myanmar farmers began using fertilizer extensively after 1978, similar to farmers in other emerging nations. Fertilizer thus has a symbiotic relationship with agricultural output and food security. To fulfill farmer demand, the market structure and supply chain for fertilizer are continuously changing. One of the key elements for boosting output is the supply of inputs, particularly fertilizer (July Soe, 2015).

Shwe Pin Ngwe Pin is the one of the famous Myanmar-owned companies focused on agriculture sector in Myanmar. It is established in 1990, one of the local manufacturer and distributor of agricultural products with focus on crop nutrition and high quality seeds. It leverages the best agricultural technologies and services to develop the most suitable

solutions for growers to produce more, safer and better-quality food. It believes that realizing the untapped potential of Myanmar agriculture can transform rural communities and accelerate economic and social improvement across the country.

(a) Vision

Vision of Shwe Pin Ngwe Pin Fertilizer is to become a Total Agriculture Solution Provider that prioritizes farmers in order to shape the future of Myanmar’s agricultural industry.

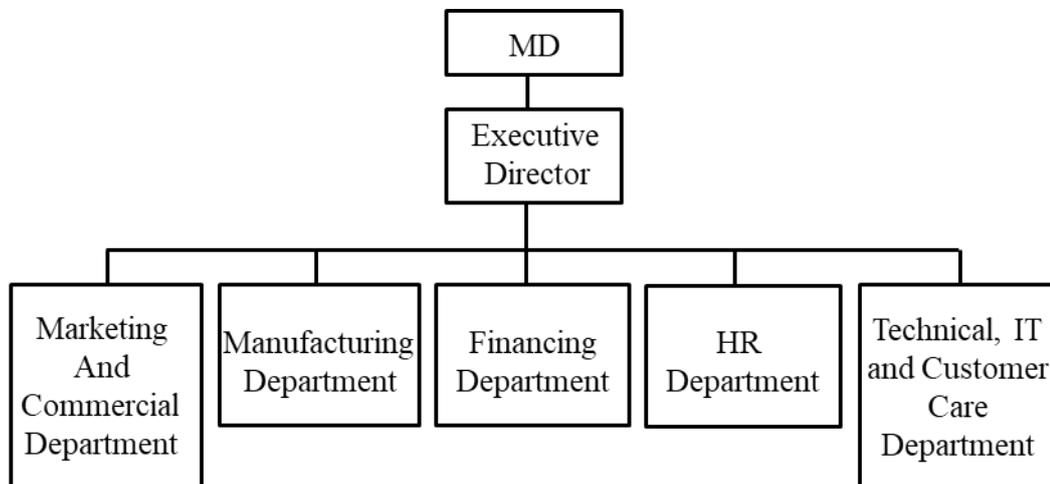
(b) Mission

Mission of Shwe Pin Ngwe Pin Fertilizer is to provide Myanmar's farmers with high-quality, sustainable solutions and services and to open up chances to improve and strengthen rural farming communities.

Shwe Pin Ngwe Pin Fertilizer Company’s Vision and Mission are regularly reviewed by its management. The company is a broad-scale agribusiness player active across the agriculture value-chain with upstream and downstream assets and trading capabilities. It has particular focus on crop nutrition, high quality seeds, micro-finance, digital tools, modern-farming methods, manufacturing and logistics. Its agronomists work closely with farmers to understand their needs and to identify knowledge gaps. They then work with farmers to nurture healthy, productive crops. The Shwe Pin Ngwe Pin Agronomists draw upon years of trials, field experience and a profound local knowledge to develop customized solutions optimal for Myanmar’s conditions. They believe knowledge is power and search the world for the best innovations and talent for their Research and Development team.

The organization structure of Shwe Pin Ngwe Pin Fertilizer as shown in Figure 3.1.

**Figure 3.1 Organization Structure of Shwe Pin Ngwe Pin Fertilizer Company**



Source: Shwe Pin Ngwe Pin Fertilizer Company, 2022

There are five departments in Shwe Pin Ngwe Pin Fertilizer Company. They are marketing and commercial department, manufacturing department, technical, IT and customer care department, financing department and human resource department respectively. These five departments are controlled by five department managers, one executive director and managing director (MD). Shwe Pin Ngwe Pin Fertilizer Company is currently one of the market leaders in Myanmar with two core brands and over 4 products that enjoy strong grower trust. Insecticides, fungicides, herbicides, organic fertilizers, and plant growth regulators are among the product categories, all of which are produced locally to keep costs down. We continue to diversify our range of maize, vegetables, pulses, and oilseeds with a strong focus on high-quality seeds, ensuring that farmers have access to the greatest variety. With two main brands and over ten products that provide the best nutrition for a variety of crops, it concentrates on high-quality, personalized fertilizers that increase yields and boost farmer income. As part of Shwe Pin Ngwe Pin's initiative to inform farmers about raising yields and improving returns on investment, as well as to establish new benchmarks for agricultural technology, smart, practical solutions are being offered utilizing "unmanned aerial vehicles" (UAVs) and mobile devices.

### **3.2 Marketing Practices of Shwe Pin Ngwe Pin Fertilizer Company**

Shwe Pin Ngwe Pin Fertilizer Company is one of the local fertilizer manufactures in Myanmar. Shwe Pin Ngwe Pin Fertilizer Company employed about 150 staffs in the nationwide who were assigned in the highly fertilizer demanded regions such as Ayeyarwady, Bago, Sagaing and Mandalay region. The marketing mix of Shwe Pin Ngwe Pin Fertilizer Company is usually updated according to the strategies of competitors and environmental changes.

#### **3.2.1 Product**

Products are commodities and services that solve problems and satisfy the needs of consumers. The followings are marketing practices of product that uses in Shwe Pin Ngwe Pin Fertilizer Company.

##### **(a) Brand**

Shwe Pin Ngwe Pin Fertilizer Company's brand attribution are to become a Total Agriculture Solution by providing high-quality product, sustainable solutions and services and to open up chances to improve and strengthen rural farming communities. They offer

the best quality product with fair price. One of the product differentiations is that the company provide variety of packaging size which makes customers more comfortable to carry to their destination and minimize the cost.

**(b) Reliability**

Shwe Pin Ngwe Pin Fertilizer Company describes that reliability is one of the fundamentals values that provide high productivity and profitability for farming as increasing yield highly. Shwe Pin Ngwe Pin Fertilizer Company strategically plans capacity building program to their experts to improve fertilizer quality to compete with other brands. In these days, fertilizer price is gradually increase but Shwe Pin Ngwe Pin Fertilizer Company's Experts are trying to solve this issue by producing organic fertilizer product with fair price. These organic fertilizer is made up of a variety of natural minerals to get high yield and elements that do not break down over time allowing to store unused fertilizer from year to year.

**(c) Assurance**

Shwe Pin Ngwe Pin Fertilizer Company affirms that assurance is one of important element and one of the trustable agricultural inputs to increase the yield. Shwe Pin Ngwe Pin Fertilizer can assure that more or less amounts of fertilizers application could not defect soils. Shwe Pin Ngwe Pin Fertilizer provides good combination of nitrogen (N), phosphorus (P) and potassium (K) ratio that make a balance supply of all important nutrient to my farms. To get more trust from customers, Shwe Pin Ngwe Pin Fertilizer Company planting seasonal crop in their own land and showing the customers their productivity by applying Shwe Pin Ngwe Pin Fertilizer.

**(d) Packaging**

Packaging is one of main focal points of Shwe Pin Ngwe Pin Fertilizer Company to make something differentiation from others. Shwe Pin Ngwe Pin Fertilizer Packaging is make of two layers that provide water seal and can be long lasting to store in all seasons. To be more convenience for customer, the label of Shwe Pin Ngwe Pin Fertilizer Bag illustrates that the composition of nitrogen (N), phosphorus (P) and potassium (K) ratio. Moreover, Shwe Pin Ngwe Pin Fertilizer Company have variety of packaging size which makes more comfortable to carry to customer destination. And also Shwe Pin Ngwe Pin Shwe Pin Ngwe Pin Fertilizer Company uses good quality of fabric material for their bags that helps customer to reuse it in many ways.

### **3.2.2 Place**

The place is where the product is marketed and distributed from. It also includes the location of the product's manufacturing and storage. For the marketing practices of place of Shwe Pin Ngwe Pin Fertilizer Company, the following element is facilitated;

Shwe Pin Ngwe Pin Fertilizer Company opens many branches and ready to serve to the customer as nears as they can. The setting arrangements in the distribution outlet of Shwe Pin Ngwe Pin Fertilizer Company have enough space and stored sufficient amount of bags ready to delivery to customer. Shwe Pin Ngwe Pin Company also keep on checking more demanded area to set up a store to get easy access for customer in order to purchase fertilizers with quick delivery and minimize transportation cost of their loyal customers.

### **3.2.3 Price**

The cost of the goods that the consumer pays is known as the price. The relationship between supply and demand, as well as the product's sales cycle, can affect price. The Shwe Pin Ngwe Pin Fertilizer Company uses the following pricing policy.

Shwe Pin Ngwe Pin Fertilizer Company sells not only in cash down and but also on credit which was paid about one month with no interest rate. Shwe Pin Ngwe Pin Fertilizer specified sale opportunity to the customers to be more demanded to their products. It is carried out depended upon large amount of purchase to market intermediaries especially in rainy season (from May to June) and winter season (from October to November). Therefore, if the customers especially local wholesalers and farmers who purchased large amount of 50 bags or 100 bags, they could collect extra one or three bags. Most farmers did not purchase large amount due to lack of capital. Sometimes, Shwe Pin Ngwe Pin Fertilizer supplied as discount 2,000 MMK per bag to the farmers. Additionally, if the farmers bought even a bag, they could get small gifts such as T-shirt and soap etc. Shwe Pin Ngwe Pin Fertilizer Company also uses barter exchange system between their fertilizer product and crop product of customer. Shwe Pin Ngwe Pin Fertilizer sets different pricing options according to variety of bags size in order to minimize customer's budget.

### **3.2.4 Promotion**

Promotion means conveying the proper message to the target audience at the appropriate moment. It spreads the word and is a successful approach to engage customers during a sales campaign. A promotional strategy seeks to demonstrate to customers the benefits of choosing one product over another and the reasons they would require that

product. The following are the marketing strategies used by Shwe Pin Ngwe Pin Fertilizer Company to push out targeted communications and effective advertising using well-known channels.

**(a) Advertising**

In the past years, Shwe Pin Ngwe Pin Fertilizer Company involves advertising television ads. In these days, Shwe Pin Ngwe Pin Fertilizer Company uses as digital advertising in facebook, telegram and other social media. Shwe Pin Ngwe Pin Fertilizer Company distributes many printed handout found around target market area and put up wallscape in the village landmark area. Shwe Pin Ngwe Pin Fertilizer Company also provides easy order process by hot-line phone call.

**(b) Communication**

Shwe Pin Ngwe Pin Fertilizer Company also uses public communication to optimize its corporate image. The high yield productivity of Shwe Pin Ngwe Pin Fertilizer Company Plotting Farms are one of the reasons to gain customer trust on their products. And also the company builds up good relationship with rural agriculture development committee members and respective influencers for getting good recommendation from them in order to get awareness from customers. Moreover, the company promotes personal selling program by assigning sale person to their destinated target market regions.

### 3.3 Demographic Characteristics of Respondents

Demographic profiles of the respondents are analyzed by gender, level of education, age, monthly income, and occupation of the respondents are presented as follow:

**Table( 3.1) Demographic Characteristics of Customers**

| <b>Particular</b>                      | <b>Frequency</b> | <b>Percentage</b> |
|--|------------------|-------------------|
| <b>Total</b>                           | <b>136</b>       | <b>100</b>        |
| <b>Gender</b>                          |                  |                   |
| Male                                   | 97               | 71.3              |
| Female                                 | 39               | 28.7              |
| <b>Level of Education</b>              |                  |                   |
| High School                            | 16               | 11.8              |
| Graduate                               | 112              | 82.4              |
| Undergraduate                          | 8                | 5.88              |
| Diploma/Certificate                    | -                | -                 |
| <b>Age</b>                             |                  |                   |
| Under 18 years                         | 43               | 31.6              |
| 18-35 years                            | 55               | 40.4              |
| 36-50 years                            | 31               | 22.8              |
| Over 50 years                          | 7                | 5.15              |
| <b>Area of Lnd</b>                     |                  |                   |
| Under 50 acres                         | 9                | 6.62              |
| 50 acres to 200 acres                  | 51               | 37.5              |
| 201 acres to 500 acres                 | 55               | 40.4              |
| More than 500 acres                    | 21               | 15.4              |
| <b>No of Bags Purchasing in a Year</b> |                  |                   |
| Under 500 bags                         | 16               | 11.8              |
| 501 bags to 2000 bags                  | 34               | 25.0              |
| 2001 bags to 5000 bags                 | 80               | 58.8              |
| More than 5000 bags                    | 6                | 4.41              |

Source: Survey data, 2022

According to the Table 3.1, 71.3% of the respondents were male and 28.7% of the respondents were female. Most of the respondents were graduate person of 82.4% and 5.9% were under graduate and high school person of 11.8%. The minimum age of respondents was over 50 years and the maximum age of respondents were 18-35 years. Most of respondents have Acre 201 to Acre 500 of own land and the second largest respondents have Acre 50 to Acre 200 of own land. As bags purchasing, most of the respondents bought 2001 bags to 5000 bags and the second highest number of respondents bought 501 bags to 2000 bags respectively.

### 3.4 Reliability Test

Reliability refers to test consistency. There are a number of differently used reliability coefficients. One of the most used is Cronbach's Alpha which can be interpreted as a correlation coefficient; it ranges a value from 0 to 1.

**Table (3.2) Reliability Test**

| Items                 | No. of Items | Cronbach's Alpha |
|-----------------------|--------------|------------------|
| Brand                 | 5            | 0.711            |
| Reliability           | 5            | 0.701            |
| Assurance             | 5            | 0.777            |
| Packaging             | 5            | 0.743            |
| Distribution Channels | 5            | 0.718            |
| Pricing               | 5            | 0.732            |
| Advertising           | 5            | 0.708            |
| Communication         | 5            | 0.720            |
| Customer satisfaction | 5            | 0.714            |
| Customer loyalty      | 5            | 0.709            |

Source: Survey data, 2022

According to Table 3.2, it could be observed that of Assurance is the highest at 0.777 indicating that this is good reliability because of higher than 0.7. The alpha value of brand, reliability, packaging, distribution channel, pricing, advertising and

communication are 0.711, 0.701, 0.743, 0.718, 0.732, 0.708 and 0.720 presenting that reliability is occurred in them. And then the alpha value of customer satisfaction and customer loyalty are 0.714 and 0.709 indicating that reliability is located. Therefore, these factors are internally consistency and reliability to analyze the effect of marketing mix on customer satisfaction and customer loyalty towards Shwe Pin Ngwe Pin Fertilizer Company.

## **CHAPTER (4)**

### **ANALYSIS ON THE EFFECT OF MARKETING MIX ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS SHWE PIN NGWE PIN FERTILIZER COMPANY**

This chapter presents the effect of marketing mix on customer satisfaction and customer loyalty towards Shwe Pin Ngwe Pin Fertilizer. There are two sections in this chapter. The first section is the overall mean value of marketing mix which includes brand, reliability, assurance, packaging, distribution channel, pricing, advertising and communication. The second section is discussions on the regression analyses of the effect of marketing mix on customer satisfaction and customer loyalty of Shwe Pin Ngwe Pin Fertilizer.

#### **4.1 Marketing Mix, Customer Satisfaction and Customer Loyalty of Shwe Pin Ngwe Pin Fertilizer Company**

This section consists of the overall mean value of marketing mix, customer satisfaction and customer loyalty. There are 54 structural questions to evaluate those variables of Shwe Pin Ngwe Pin Fertilizer Company. According to Pimentel (2010), the levels of mean values are interpreted as 1-1.80 (strongly disagree), 1.81- 2.60 (disagree), 2.61- 3.40 (neither agree nor disagree), 3.41- 4.20 (agree) and 4.21- 5.00 (strongly agree).

##### **4.1.1 Marketing Mix**

In this study, there are eight elements of marketing mix: brand, reliability, assurance, packaging, distribution channel, pricing, advertising and communication. The overall mean scores of marketing mix are presented as per following.

##### **(a) Brand**

In the study, the brand is measured with five features. The mean value score for each feature is presented and shown in Table (4.1).

**Table (4.1) Brand**

| <b>No.</b>          | <b>Statements</b>   | <b>Mean</b> | <b>Std. Deviation</b> |
|---------------------|---|-------------|-----------------------|
| 1.                  | Coming to the mind when thinking of buying fertilizer because Shwe Pin Ngwe Pin Fertilizer produces a product to high standards   | 3.58        | 0.80                  |
| 2.                  | Making sense to buy Shwe Pin Ngwe Pin Fertilizer instead of another brand, even if they are same because of its strong reputation | 3.64        | 0.72                  |
| 3.                  | Getting value for money on Shwe Pin Ngwe Pin Fertilizer because of its brand attributing  | 3.36        | 0.77                  |
| 4.                  | Noticing Shwe Pin Ngwe Pin Fertilizer among other competing brands because of its logo  | 3.34        | 0.98                  |
| 5.                  | Realizing Shwe Pin Ngwe Pin Fertilizer because of its brand image of being the best quality with fair price                       | 3.67        | 0.65                  |
| <b>Overall Mean</b> |   | 3.55        |                       |

Source: Survey data, 2022

According to the Table 4.1, overall mean value of brand is at agree level. According to the overall mean score, the majority of respondents concur with the assertion that a brand influences customer satisfaction. The highest mean score in which the respondents aware of Shwe Pin Ngwe Pin Fertilizer because of its brand image of being the best quality with fair price. The second largest mean in which the respondents accept that it makes sense to buy Shwe Pin Ngwe Pin Fertilizer instead of another brand, even if they are same because of its strong reputation. However, the lowest mean score of the statement is that noticing Shwe Pin Ngwe Pin Fertilizer Company among other competing brands because of its logo.

## (b) Reliability

Reliability is calculated in five types of conditions in this study. The mean score for each item and overall mean score for the reliability are mentioned in the below table.

**Table (4.2) Reliability**

| No.                 | Statements   | Mean | Std. Deviation |
|---------------------|--|------|----------------|
| 1.                  | Applying Shwe Pin Ngwe Pin Fertilizer which improving soil quality and maintain soils water retention abilities in a certain period of time    | 3.50 | 0.74           |
| 2.                  | Providing high productivity and profitability for farming as increasing yield highly   | 3.53 | 0.72           |
| 3.                  | Accepting that Shwe Pin Ngwe Pin Fertilizer keeps promise in concern with delivery in time   | 3.82 | 0.71           |
| 4.                  | Making up of a variety of natural minerals and elements that do not break down over time allowing to store unused fertilizer from year to year | 3.15 | 0.74           |
| 5.                  | Producing variety of bags size and weight that make more comfortable to delivery to destination  | 3.59 | 0.73           |
| <b>Overall Mean</b> |  | 3.57 |                |

Source: Survey data, 2022

According to the Table 4.2, overall mean value of reliability is at agree level. Most of the respondents agree with the statement of reliability which influence on customer satisfaction according to the overall mean score. The highest mean score in which the respondents accept that Shwe Pin Ngwe Pin Fertilizer Company keeps promise in concern with delivery in time. On the other hand, the lowest mean score of the statement is that Shwe Pin Ngwe Pin Fertilizer Company is consists of a range of natural minerals and elements that do not break down over time allowing to store unused fertilizer from year to year which mean that this feature need to pay attention to get customer preference.

### (c) Assurance

Five kinds of components are included to compute the assurance. The results come out from 136 respondents in mean scores are described in the following.

**Table (4.3) Assurance**

| No.                 | Statements   | Mean | Std. Deviation |
|---------------------|--|------|----------------|
| 1.                  | Being one of the trustable agricultural inputs to increase the yield   | 3.64 | 0.78           |
| 2.                  | Assuring that more or less amounts of fertilizers application could not defect soils   | 3.43 | 0.88           |
| 3.                  | Providing good combination of nitrogen (N), phosphorus (P) and potassium (K) ratio that make a balance supply of all important nutrient to farms | 3.51 | 0.83           |
| 4.                  | No side effect even when spreading the fertilizer elements over the farms with bare hand   | 3.51 | 0.75           |
| 5.                  | Effective user guideline for farming   | 3.50 | 0.85           |
| <b>Overall Mean</b> |  | 3.52 |                |

Source: Survey data, 2022

According to the Table 4.3, overall mean value of assurance is at agree level. Most of the respondents agree with the statement of which assurance influence on customer satisfaction according to the overall mean score. The highest mean score in which the respondents accept that Shwe Pin Ngwe Pin Fertilizer Company is one of the trustable agricultural inputs to increase the yield. On the other hand, the lowest mean score of the statement is that Shwe Pin Ngwe Pin Fertilizer Company can assure that more or less amounts of fertilizers application could not defect soils.

#### (d) Packaging

Five statements are contained in order to measure the packaging. The mean scores under packaging are mentioned below.

**Table (4.4) Packaging**

| <b>No.</b>          | <b>Statements</b>   | <b>Mean</b> | <b>Std. Deviation</b> |
|---------------------|---|-------------|-----------------------|
| 1.                  | Comfortable to find the information about nitrogen (N), phosphorus (P) and potassium (K) ratio via labeling | 3.24        | 1.17                  |
| 2.                  | Having variety of packaging size which makes more comfortable to carry to farms                             | 3.76        | 0.71                  |
| 3.                  | Providing water seal bag packaging that make more comfortable even under the rain.                          | 3.51        | 0.99                  |
| 4.                  | Long lasting to store in all seasons  | 3.53        | 0.89                  |
| 5.                  | Using good quality of fabric material for their bags that can be to reuse it in multiple purpose            | 3.73        | 1.07                  |
| <b>Overall Mean</b> |   | 3.57        |                       |

Source: Survey data, 2022

According to the Table 4.4, overall mean value of packaging is at agree level. Most of the respondents agree with the statement of which packaging influence on customer satisfaction according to the overall mean score. The highest mean score in which the respondents accept that Shwe Pin Ngwe Pin Fertilizer Company have variety of packaging size which makes me more comfortable to carry to destination. However, the lowest mean score of the statement is that the label of Shwe Pin Ngwe Pin's Package is make me more comfortable to find the information about nitrogen (N), phosphorus (P) and potassium (K) ratio via labeling which mean that this feature is moderately important for customer.

### (e) Distribution Channels

Distribution channels is computed based on five situations. The data given by the respondents is expressed in mean scores as shown in table.

**Table (4.5) Distribution Channels**

| No.                 | Statements   | Mean | Std. Deviation |
|---------------------|--|------|----------------|
| 1.                  | Opening many branches and ready to serve to the customer as nears as they can, to the customer's destination | 4.16 | 0.71           |
| 2.                  | Having many distribution outlets   | 3.90 | 0.68           |
| 3.                  | Distributing variety of bags size which make more comfortable to transport them to destination               | 3.40 | 0.87           |
| 4.                  | Having enough space and stored sufficient amount of bags ready to delivery to customer                       | 3.30 | 0.90           |
| 5.                  | Providing quick delivery   | 3.20 | 0.93           |
| <b>Overall Mean</b> |  | 3.59 |                |

Source: Survey data, 2022

According to the Table 4.5, overall mean value of distribution channels is at agree level. Most of the respondents agree with the statement of which distribution channels influence on customer satisfaction according to the overall mean score. The highest mean score in which the respondents realize that Shwe Pin Ngwe Pin Fertilizer Company opens many branches and ready to serve to the customer as nears as they can, to the customer's destination. However, the lowest mean score of the statement is that Shwe Pin Ngwe Pin Fertilizer takes an action for quick delivery which mean that this feature is moderately important for customer.

## (f) Pricing

Pricing is measured by five items. The means scores and overall mean score related to pricing are listed below.

**Table (4.6) Pricing**

| No.                 | Statements  | Mean | Std. Deviation |
|---------------------|---|------|----------------|
| 1.                  | Accepting the price because of the reasonable price   | 3.55 | 0.69           |
| 2.                  | Realizing that if the price is based on quality which offer by Shwe Pin Ngwe Pin Fertilizer Company | 3.35 | 0.84           |
| 3.                  | Using barter exchange system between fertilizer product and crop product                            | 3.85 | 0.56           |
| 4.                  | Setting different pricing options according to variety of bags size                                 | 3.54 | 0.65           |
| 5.                  | Accepting small amount of price rise because Shwe Pin Ngwe Pin Fertilizer sells in credit           | 3.90 | 0.51           |
| <b>Overall Mean</b> |   | 3.64 |                |

Source: Survey data, 2022

According to the Table 4.6, overall mean value of pricing is at agree level. Most of the respondents agree with the statement of which pricing influence on customer satisfaction according to the overall mean score. The highest mean score in which the respondents accept small amount of price rise because Shwe Pin Ngwe Pin Fertilizer Company sells in credit. However, the lowest mean score of the statement is that price is based on quality which means that this feature is moderately important for customer.

### (g) Advertising

Advertising is calculated in five types of conditions in this study. The mean score for each item and overall mean score for the advertising are mentioned in the below table.

**Table (4.7) Advertising**

| <b>No.</b>          | <b>Statements</b>   | <b>Mean</b> | <b>Std. Deviation</b> |
|---------------------|---|-------------|-----------------------|
| 1.                  | Being aware of Shwe Pin Ngwe Pin Fertilizer because of the free gift given                                | 3.59        | 0.61                  |
| 2.                  | Being aware of Shwe Pin Ngwe Pin Fertilizer because of advertisement found in facebook.                   | 3.45        | 0.63                  |
| 3.                  | Being aware of Shwe Pin Ngwe Pin Fertilizer because of the many printed handout found around farming area | 3.67        | 0.58                  |
| 4.                  | Being aware of Shwe Pin Ngwe Pin Fertilizer because of television advertisement.                          | 3.43        | 0.63                  |
| 5.                  | Being aware of Shwe Pin Ngwe Pin Fertilizer because of walls capes put up in village landmark area        | 3.88        | 0.48                  |
| <b>Overall Mean</b> |   | 3.60        |                       |

Source: Survey data, 2022

According to the Table 4.7, overall mean value of advertising is at agree level. Most of the respondents agree with the statement of which advertising influence on customer satisfaction and the overall mean score. The highest mean score is in which the respondents are aware of Shwe Pin Ngwe Pin Fertilizer Company because of walls capes put up in village landmark area. On the other hand, the lowest mean score of the statement is that television advertisement of Shwe Pin Ngwe Pin Fertilizer Company.

## (h) Communication

Five circumstances that can make satisfaction are put in order to measure the communication. The following table represents the mean scores of the communication.

**Table (4.8) Communication**

| <b>No.</b>          | <b>Statements</b>   | <b>Mean</b> | <b>Std. Deviation</b> |
|---------------------|---|-------------|-----------------------|
| 1.                  | Noticing Shwe Pin Ngwe Pin Fertilizer because of getting good recommendation from rural agriculture development committee members | 3.45        | 0.90                  |
| 2.                  | Noticing Shwe Pin Ngwe Pin Fertilizer because of easy order process by hot-line phone call  | 3.36        | 0.87                  |
| 3.                  | Noticing Shwe Pin Ngwe Pin Fertilizer because of awarding prize for purchasing large amount of fertilizer                         | 3.68        | 0.73                  |
| 4.                  | Noticing Shwe Pin Ngwe Pin Fertilizer because of its specific guideline to use systematic technic for growing crops               | 3.74        | 0.63                  |
| 5.                  | Noticing Shwe Pin Ngwe Pin Fertilizer because of recommendation from respective influencers                                       | 3.75        | 0.70                  |
| <b>Overall Mean</b> |   | 3.61        |                       |

Source: Survey data, 2022

According to the Table 4.8, overall mean value of communication is at agree level. Most of the respondents agree with the statement of which communication influence on customer satisfaction and the overall mean score. The highest mean score in which the respondents notice Shwe Pin Ngwe Pin Fertilizer Company because of recommendation from respective influencers. On the other hand, the lowest mean score of the statement is that the respondents willing to buy Shwe Pin Ngwe Pin Fertilizer Company because of easy order process by hot-line phone call which means that this feature is moderately important for customer.

The following Table (4.9) shows overall mean scores of marketing mix that used in Shwe Pin Ngwe Pin Fertilizer Company.

**Table (4.9) Overall Mean Scores of Marketing Mix**

| No. | Statements            | Mean |
|-----|-----------------------|------|
| 1.  | Brand                 | 3.55 |
| 2.  | Reliability           | 3.57 |
| 3.  | Assurance             | 3.52 |
| 4.  | Packaging             | 3.58 |
| 5.  | Distribution Channels | 3.59 |
| 6.  | Pricing               | 3.64 |
| 7.  | Advertising           | 3.60 |
| 8.  | Communication         | 3.61 |

Source: Survey data, 2022

According to Table 4.9, it could be observed that all of eight elements of marketing mix are at agree level. This means that the respondents are satisfied with marketing mix applied by Shwe Pin Ngwe Pin Fertilizer Company.

#### **4.1.2 Customer Satisfaction**

Five survey questions are used to analyze how respondents perceive toward customer satisfaction of Shwe Pin Ngwe Pin Fertilizer Company. The results from analysis on customer satisfaction are shown in Table (4.10).

**Table (4.10) Customer Satisfaction**

| <b>No.</b>          | <b>Statements</b>  | <b>Mean</b> | <b>Std. Deviation</b> |
|---------------------|--|-------------|-----------------------|
| 1.                  | Satisfying with quick delivery which meet my expectation   | 3.81        | 0.86                  |
| 2.                  | Satisfying with payment system of Shwe Pin Ngwe Pin Fertilizer which sells in credit   | 3.88        | 0.65                  |
| 3.                  | Satisfying with Shwe Pin Ngwe Pin Employee who are well trained for the products knowledge and ready to explain to customers | 3.33        | 0.80                  |
| 4.                  | Satisfying with Shwe Pin Ngwe Pin Fertilizer Products which can trust, reliable and unity for agricultural business          | 3.92        | 0.62                  |
| 5.                  | Satisfying with services provided by Shwe Pin Ngwe Pin Fertilizer Company  | 3.12        | 1.27                  |
| 6.                  | Satisfying with water seal bag packaging which can long lasting to store in all seasons                                      | 3.62        | 0.78                  |
| 7.                  | Satisfying with hot-line phone call system which make me easier to order the fertilizers                                     | 3.59        | 0.73                  |
| <b>Overall Mean</b> |  | 3.61        |                       |

Source: Survey data, 2022

According to Table 4.10, the respondents agree with all of the statements of customer satisfaction. This study found that the highest mean score in which customers are satisfied with Shwe Pin Ngwe Pin Fertilizer Company's products because it can trust, reliable and unity for agricultural business. According to second largest mean value, customers are satisfied with payment system of Shwe Pin Ngwe Pin Fertilizer Company which sells in credit. By looking the result of the mean value indicates that customers are satisfied with products and service of Shwe Pin Ngwe Pin Fertilizer Company because customers believe that Shwe Pin Ngwe Pin Fertilizer always meet their expectation.

### 4.1.3 Customer Loyalty

The calculations aim to seek the level of customer loyalty in Shwe Pin Ngwe Pin Fertilizer Company. The results in the form of mean scores are indicated below.

**Table (4.11) Customer Loyalty**

| No.                 | Statements   | Mean | Std. Deviation |
|---------------------|--|------|----------------|
| 1.                  | Continuing as a customer of Shwe Pin Ngwe Pin Fertilizer.  | 3.26 | 0.74           |
| 2.                  | Considering Shwe Pin Ngwe Pin Fertilizer as my first choice.   | 3.35 | 0.77           |
| 3.                  | Continuing to choose Shwe Pin Ngwe Pin Fertilizer even the alternatives of others competitors present.       | 3.61 | 0.74           |
| 4.                  | Attracting to purchase in future.  | 3.88 | 0.53           |
| 5.                  | Speaking positive things about Shwe Pin Ngwe Pin Fertilizer to the others (word of mouth).                   | 3.87 | 0.66           |
| 6.                  | Making the right choice by buying from Shwe Pin Ngwe Pin Fertilizer company because of its superior quality. | 3.58 | 0.62           |
| 7.                  | Having good company image for agricultural business.   | 3.63 | 0.59           |
| <b>Overall Mean</b> |  | 3.60 |                |

Source: Survey data, 2022

According to the Table 4.11, the highest mean score means that customers would not switch to a competitor Promotion activity of Shwe Pin Ngwe Pin Fertilizer Company attracts me to purchase in future. However, the lowest mean score of the statement is that even if other fertilizer providers offered a lower price, customer will be continuing as a customer of Shwe Pin Ngwe Pin Fertilizer Company. The overall mean score of customer loyalty states that most of the respondents keep their loyalty on Shwe Pin Ngwe Pin Fertilizer Company.

#### 4.2 Analysis on the Effect of Marketing Mix on Customer Satisfaction

The effect of the Shwe Pin Ngwe Pin Fertilizer Company's marketing mix on customer satisfaction is examined in this study using multiple regression analysis to provide an explanation. The study focuses on brand, reliability, assurance, packaging, distribution channels, pricing, advertising and communication as marketing mix of customer satisfaction of Shwe Pin Ngwe Pin Fertilizer. In this analysis, dependent variable is customer satisfaction, and the results are shown in Table 4.12.

**Table (4.12) Effect of Marketing Mix on Customer Satisfaction**

| Variables             | Unstandardized Coefficient |            | Standardized Coefficient | t     | Sig. |
|-----------------------|----------------------------|------------|--------------------------|-------|------|
|                       | B                          | Std. Error | Beta                     |       |      |
| (Constant)            | .544                       | .976       |                          | .577  | .578 |
| Brand                 | .213**                     | .100       | .156                     | 2.139 | .034 |
| Reliability           | .237*                      | .122       | .138                     | 1.945 | .054 |
| Assurance             | .297***                    | .077       | .291                     | 3.847 | .000 |
| Packaging             | .097                       | .065       | .106                     | 1.505 | .135 |
| Distribution Channels | 1.99*                      | .103       | .166                     | 1.932 | .056 |
| Pricing               | .245**                     | .105       | .166                     | 2.341 | .021 |
| Advertising           | .287**                     | .135       | .155                     | 2.122 | .036 |
| Communication         | .673***                    | .099       | .526                     | 6.826 | .000 |
| R Square              | .401                       |            |                          |       |      |
| Adjusted R Square     | .363                       |            |                          |       |      |
| F value               | 10.629***                  |            |                          |       |      |

Source: Survey data, 2022

Notes: \*\*\* significant level at 1%, \*\* significant level at 5%, \* significant level at 10%

By results, an R Square of 0.401 reveals that 40.1% of the data fit between marketing mix and customer satisfaction. The Adjusted R Square value is 0.363 which

indicates that 36.3% of variation in the effect of marketing mix on customer satisfaction. The value of F test, the overall significance of this model is highly significant at 1% level.

Table 4.12 indicates that the significance value of assurance and communication are 0.000 and 0.000 means the variables are significant at 1% level and the significance value of brand, pricing and advertising are 0.034, 0.021 and 0.036 means the variables are significant at 5% level. It is also indicates that the significance value of reliability, distribution channels are 0.054 and 0.056 means the variables are significant at 10% level. The standardized coefficient (Beta) indicates that brand, reliability, assurance, distribution channel, pricing, advertising and communication value have positive relationship with the dependent variable (customer satisfaction) of this study.

According to the results shown in the Table (4.12), the result indicates that customer satisfaction has positively significant effect on customer loyalty of Shwe Pin Ngwe Pin Fertilizer Company. Customers always meet their expectation when they apply it in their agro-land because Shwe Pin Ngwe Pin Fertilizer provides high productivity and profitability for farming as increasing yield highly. Whenever they are applying Shwe Pin Ngwe Pin Fertilizer, they feel that choosing of Shwe Pin Ngwe Pin Fertilizer is always a good decision for them because it improves soil quality and maintain soils water retention abilities. Then, the customers really enjoy Shwe Pin Ngwe Pin Fertilizer which does not have any side effect even when they spread the fertilizer elements over the farms with bare hand. Customers have certain feelings that Shwe Pin Ngwe Pin Fertilizer Company provides them superior quality of product and services. Moreover, customers always believe that their present fertilizing experience is better than others.

The results show that customer satisfaction has significant and positive effect on customer loyalty. The increasing in customer satisfaction will lead to customer loyalty. According to the result, customer satisfaction is significant. From the survey findings, customer satisfaction could significantly raise the customer loyalty of Shwe Pin Ngwe Pin Fertilizer Company. Moreover, the level of customer satisfaction of Shwe Pin Ngwe Pin Fertilizer Company and their loyalty are correlated.

Seven variables among eight is strongly significant as stated by regression analysis table and will keep maintenance and improve the level of these affecting factor such as brand, reliability, assurance, pricing, distribution channels, advertising and communication which were reported by respondents and the level of customer satisfaction are correlated. Packaging is not significant at any significant level. It means that packaging do not impact on customer satisfaction. Customer satisfaction will not

increase or decrease due to the Packaging which is provided by Shwe Pin Ngwe Pin Fertilizer. It can be concluded that if Shwe Pin Ngwe Pin Fertilizer enhances the packaging that impact on trust and at the same time the rest seven variable are well maintained and improved to get more impression left in the mind of a customer, this action can increase customer satisfaction of Shwe Pin Ngwe Pin Fertilizer.

#### 4.3 Analysis of the Effect of Customer Satisfaction on Customer Loyalty

In this study, regression model is applied to analyze the effect of customer satisfaction on customer loyalty of Shwe Pin Ngwe Pin Fertilizer Company. The results from gathering this model are shown in Table 4.13.

**Table (4.13) Effect of Customer Satisfaction on Customer Loyalty**

| Variables             | Unstandardized Coefficient |            | Standardized Coefficient | t      | Sig. |
|-----------------------|----------------------------|------------|--------------------------|--------|------|
|                       | B                          | Std. Error | Beta                     |        |      |
| (Constant)            | 2.087                      | .194       |                          | 10.765 | .000 |
| Customer Satisfaction | .418***                    | .053       | .564                     | 7.9000 | .000 |
| R Square              | .318                       |            |                          |        |      |
| Adjusted R Square     | .313                       |            |                          |        |      |
| F value               | 62.413***                  |            |                          |        |      |

Source: Survey data, 2022

Notes: \*\*\* significant level at 1%, \*\* significant level at 5%, \* significant level at 10%

By results, an R Square of 0.318 reveals that 31.8% of the data match between customer satisfaction and customer loyalty. The Adjusted R Square value is 0.313 which indicates that 31.3% of variation in the effect of marketing mix on customer satisfaction. The value of F test, the overall significance of this model is highly significant at 1% level.

According to the results show in table 4.13, customer satisfaction has the positive effect on customer loyalty. This shows that the greater the customer satisfaction, the greater the customer loyalty. Customer satisfaction is crucial for Shwe

Pin Ngwe Pin Fertilizer Company because happy consumers are more likely to recommend the company to other potential clients and because it may also lead to increased customer loyalty. Customer satisfaction and customer loyalty in the company become critical to increase profits. Thus, Shwe Pin Ngwe Pin Fertilizer Company maintains a good relationship with the customers. The long-term satisfaction has an effect in the forming of customer loyalty.

The result shows that customer satisfaction has significant and positive effect on customer loyalty. The increasing in customer satisfaction will lead to customer loyalty. According to the result, customer satisfaction has significant and positive effect on customer loyalty.

## **CHAPTER (5)**

### **CONCLUSION**

This study focuses analysis of the Effect of Marketing Mix on Customer Satisfaction and Customer Loyalty towards Shwe Pin Ngwe Pin Fertilizer Company. This chapter discusses the conclusion of findings and discussions, suggestions and recommendations for the future improvements and needs for further research.

#### **5.1 Findings and Discussions**

This study analyses of the effect of marketing mix on customer satisfaction and customer loyalty of Shwe Pin Ngwe Pin Fertilizer. According to descriptive statistics, the demographic characteristics of the responders to Shwe Pin Ngwe Pin Fertilizer are represented by frequencies and percentages. Customers of the men responders exceed those of the women respondents. For educational level, over the half of the respondents are graduated whereas high school respondents are following in the second place. Due to statistics, it is found that most of the respondents are middle age. The majority of the respondents are middle-land owners.

According to descriptive statistical analysis, all eight dimensions of the marketing mix namely brand, reliability, assurance, packaging, distribution channel, pricing, advertising and communication have at agree level. In terms of overall mean scores, pricing, advertising and communication are the highest mean values among others. This shows that customer satisfied the marketing mix provided by Shwe Pin Ngwe Pin Fertilizer Company.

According to regression analysis, it found that seven elements of marketing mix: brand, reliability, assurance, distribution channel, pricing, advertising and communication have significant and positive effect on customer satisfaction while packaging do not affect with the customer satisfaction. Moreover, it is also found that customer satisfaction has significant and positive effect on customer loyalty.

Among significant in marketing mix, assurance and communication is the most effective factor on customer satisfaction in Shwe Pin Ngwe Pin Fertilizer Company. The findings also reveal that customer satisfaction has significant and positive effect on customer loyalty because customers are satisfied with assurance and communication of Shwe Pin Ngwe Pin Fertilizer Company. Customer satisfaction will not increase or decrease due to the packaging which is provided by Shwe Pin Ngwe Pin Fertilizer

Company. In this regards, Shwe Pin Ngwe Pin Fertilizer Company should not emphasize more in the processes of packaging but it should be at least as same quality as others. It can be concluded that if Shwe Pin Ngwe Pin Fertilizer Company enhances the packaging that impact on trust and at the same time the rest seven variable are well maintained and improved to get more impression left in the mind of a customer, this action can increase customer satisfaction of Shwe Pin Ngwe Pin Fertilizer Company.

## **5.2 Suggestions and Recommendations**

Today fertilizer marketing sectors in Myanmar are facing so many challenges i.e., increase in customers' demands and expectations in line with provision of the high yield productivity and profitability of arable land. Growing client expectations and increased competition are forcing Myanmar's domestic fertilizer marketing industry to adopt new, competitive strategies that will help them dominate their industry and build a strong customer base. Evidence demonstrates that marketing mix is a very important technique for raising consumer satisfaction and customer loyalty in today's competitive economy.

Based on the findings relative with marketing mix and its dimensions such as brand, reliability, assurance, packaging, distribution channels, pricing, advertising and communication have significance and positive effect on satisfaction and loyalty of customers. Therefore, it can suggest that Shwe Pin Ngwe Pin Fertilizer Company should consider to keep maintenance and improve the level of satisfaction on affecting factor such as brand, reliability, assurance, pricing, distribution channels, advertising and communication which were reported by respondents and the level of customer satisfaction are correlated. Based on the results find that the calculation of regression, packaging cannot affect with the customer satisfaction. In this regards, Shwe Pin Ngwe Pin Fertilizer Company should not emphasize more in the processes of packaging but it should be at least same quality as other providers.

It can be suggested that Shwe Pin Ngwe Pin Fertilizer Company should consider to keep maintenance and improve the level of satisfaction on affecting factor such as brand, reliability, assurance, pricing, distribution channels, advertising and communication which were reported by respondents and the level of customer satisfaction are correlated. Based on the results find that the calculation of regression, packaging cannot affect with the customer satisfaction. In this regards, Shwe Pin Ngwe Pin Fertilizer Company should not emphasize more in the processes of packaging but it should be at least as same quality as others.

It can be recommended that if Shwe Pin Ngwe Pin Fertilizer Company enhances the packaging that can impact on customer satisfaction and at the same time the rest seven variable are well maintained and improved to get more impression left in the mind of a customer, this action can increase customer satisfaction towards customer loyalty of Shwe Pin Ngwe Pin Fertilizer Company.

Shwe Pin Ngwe Pin Fertilizer Company should pay the first priority to assurance and communication in order to improve customer satisfaction since these variables are the most effective factor on the customer satisfaction. For improving assurance, Shwe Pin Ngwe Pin Fertilizer Company should demonstrate seasonal crop planting in their own land and showing their high yield productivity to the customer by applying Shwe Pin Ngwe Pin Fertilizer Company's guideline to use systematic technic for growing crops. Shwe Pin Ngwe Pin Fertilizer Company should provides good combination of nitrogen (N), phosphorus (P) and potassium (K) ratio that make a balance supply of all important nutrient to the farms. Shwe Pin Ngwe Pin Fertilizer Company should pay attention on research and development to assure more or less amount of fertilizers application could not defect soils.

For improving communication, Shwe Pin Ngwe Pin Fertilizer Company should specify sale promotion opportunity to the customers to be more demanded to their products by providing extra bags supplement for large amount of purchasing, supplying discount amount per bag and even giving small gifts such as T-shirt and soap etc. Shwe Pin Ngwe Pin Fertilizer Company should give delegation to regional supervisors and managers to provide fast response to the customers. To enhance Packaging, Shwe Pin Ngwe Pin Fertilizer Company should increase transporting and storage efficiencies by using high quality of fabric material for bags that protect fertilizer elements to make them more safer and easier to distribute. Shwe Pin Ngwe Pin Fertilizer Company should emphasize on design and colors composition of bags to stimulates senses and emotions of customers which can encourage impulse buying it.

In marketing to customers, Shwe Pin Ngwe Pin Fertilizer Company should practice for staffing to expand the fertilizer marketing over the nation and sale promotion activities such as providing bonus to the staffs when the target sale was achieved and supplying sale discounts to the customers such as extra fertilizer bags for large amount of purchase to get customer preference. Henceforward, Shwe Pin Ngwe Pin Fertilizer Company need to set up training program for their experts in effective fertilizer using methods to enhance production according to the recommendation by Ministry of

Agriculture and Irrigation. Moreover, research activities on rate of fertilizer application on the respective cultivated varieties should be reinforced and fertilizer usage technology should be disseminated and educated to farmers.

### **5.3 Needs for Further Research**

This study only focuses on the effect of marketing mix 4Ps on customer satisfaction and customer loyalty towards Shwe Pin Ngwe Pin Fertilizer Company. It only focuses on eight elements of marketing mix of Shwe Pin Ngwe Pin Fertilizer Company. It does not cover all fertilizer companies in Myanmar. Therefore, more fertilizer providers need to be investigated. Hence, further study should focus on other related factors of marketing mix that may effect on customer satisfaction and loyalty of customers. The further study should be broadened by focusing other fertilizer companies in Myanmar so that it will cover marketing practice of fertilizer companies in Myanmar. In addition, further study is needed on relationship marketing and customer relationship management to formulate a relationship marketing as a competitive advantage to maintain their current customers through long-term and stable relationships and looking for feedback to improve customer satisfaction and loyalty of customer.

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**Part B: Survey Questionnaires will be used by Shwe Pin Ngwe Pin Fertilizer**

**Instructions: Please check ✓ on your selected answers. Question in this section provides an option with code 1,2,3,4,5 and you are given the opportunity to choose 1 (One answer). The code of each answer is;**

**(1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)**

| No.                | Question  | 1 | 2 | 3 | 4 | 5 |
|--------------------|---|---|---|---|---|---|
| <b>Brand</b>       |   |   |   |   |   |   |
| 1.                 | Shwe Pin Ngwe Pin Fertilizer comes to the mind when thinking of buying fertilizer because it produces a product to high standards.  |   |   |   |   |   |
| 2.                 | It makes sense to buy Shwe Pin Ngwe Pin Fertilizer instead of another brand, even if they are same because of its strong reputation.  |   |   |   |   |   |
| 3.                 | I get value for money on Shwe Pin Ngwe Pin Fertilizer because of its brand attributing.   |   |   |   |   |   |
| 4.                 | I notice Shwe Pin Ngwe Pin Fertilizer among other competing brands because of its logo.   |   |   |   |   |   |
| 5.                 | I realize Shwe Pin Ngwe Pin Fertilizer because of its brand image of being the best quality with fair price.  |   |   |   |   |   |
| <b>Reliability</b> |   |   |   |   |   |   |
| 1.                 | By applying Shwe Pin Ngwe Pin Fertilizer which improves soil quality and maintain soils water retention abilities in a certain period of time.                                |   |   |   |   |   |
| 2.                 | Shwe Pin Ngwe Pin Fertilizer provides high productivity and profitability for farming as increasing yield highly.   |   |   |   |   |   |
| 3.                 | I accept that Shwe Pin Ngwe Pin Fertilizer keeps promise in concern with delivery in time.  |   |   |   |   |   |
| 4.                 | Shwe Pin Ngwe Pin Fertilizer is made up of a variety of natural minerals and elements that do not break down over time allowing to store unused fertilizer from year to year. |   |   |   |   |   |

|                             |  |  |  |  |  |  |
|-----------------------------|--|--|--|--|--|--|
| 5.                          | Shwe Pin Ngwe Pin Fertilizer produces variety of bags size and weight that make me more comfortable to delivery to my farms.   |  |  |  |  |  |
| <b>Assurance</b>            |  |  |  |  |  |  |
| 1.                          | Shwe Pin Ngwe Pin Fertilizer is one of the trustable agricultural inputs to increase the yield.  |  |  |  |  |  |
| 2.                          | Shwe Pin Ngwe Pin Fertilizer can assure that more or less amounts of fertilizers application could not defect soils.   |  |  |  |  |  |
| 3.                          | Shwe Pin Ngwe Pin Fertilizer provides good combination of nitrogen (N), phosphorus (P) and potassium (K) ratio that make a balance supply of all important nutrient to my farms. |  |  |  |  |  |
| 4.                          | Shwe Pin Ngwe Pin Fertilizer does not have any side effect even when I spread the fertilizer elements over the farms with bare hand.   |  |  |  |  |  |
| 5.                          | Shwe Pin Ngwe Pin Fertilizer's user guideline is very effective for farming.   |  |  |  |  |  |
| <b>Packaging</b>            |  |  |  |  |  |  |
| 1                           | The label of Shwe Pin Ngwe Pin's Package is make me more comfortable to find the information about nitrogen (N), phosphorus (P) and potassium (K) ratio via labeling.            |  |  |  |  |  |
| 2                           | Shwe Pin Ngwe Pin Fertilizer have variety of packaging size which makes me more comfortable to carry to my farms.  |  |  |  |  |  |
| 3                           | Shwe Pin Ngwe Pin provide water seal bag packaging that make me more comfortable even under the rain.  |  |  |  |  |  |
| 4                           | Shwe Pin Ngwe Pin bags can long lasting to store in all seasons.   |  |  |  |  |  |
| 5                           | Shwe Pin Ngwe Pin uses good quality of fabric material for their bags that can be to reuse it in multiple purpose.   |  |  |  |  |  |
| <b>Distribution Channel</b> |  |  |  |  |  |  |
| 1.                          | Shwe Pin Ngwe Pin Fertilizer opens many branches and ready to serve to the customer as nears as they can, to the customer's destination.   |  |  |  |  |  |
| 2.                          | I will purchase Shwe Pin Ngwe Pin Fertilizer because I find many distribution outlets.   |  |  |  |  |  |
| 3.                          | I will purchase Shwe Pin Ngwe Pin Fertilizer because it distributes variety of bags size which make me more comfortable to transport them to my destination.                     |  |  |  |  |  |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 4. | The setting arrangements in the distribution outlet of Shwe Pin Ngwe Pin Fertilizer have enough space and stored sufficient amount of bags ready to delivery to customer. |  |  |  |  |  |
| 5. | I will purchase Shwe Pin Ngwe Pin Fertilizer because of quick delivery.   |  |  |  |  |  |

| <b>Pricing</b>       |   |  |  |  |  |
|----------------------|---|--|--|--|--|
| 1.                   | I well accept the price because of the reasonable price.  |  |  |  |  |
| 2.                   | I realize that if the price is based on quality which offer by Shwe Pin Ngwe Pin Fertilizer Company.                                |  |  |  |  |
| 3.                   | I will purchase Shwe Pin Ngwe Pin Fertilizer because of it uses barter exchange system between fertilizer product and crop product. |  |  |  |  |
| 4.                   | Shwe Pin Ngwe Pin Fertilizer sets different pricing options according to variety of bags size.                                      |  |  |  |  |
| 5.                   | I can accept small amount of price rise because Shwe Pin Ngwe Pin Fertilizer sells in credit.                                       |  |  |  |  |
| <b>Advertising</b>   |   |  |  |  |  |
| 1.                   | I am aware of Shwe Pin Ngwe Pin Fertilizer because of the free gift given.  |  |  |  |  |
| 2.                   | I am aware of Shwe Pin Ngwe Pin Fertilizer because of advertisement found in facebook.  |  |  |  |  |
| 3.                   | I am aware of Shwe Pin Ngwe Pin Fertilizer because of the many printed handout found around my area.                                |  |  |  |  |
| 4.                   | I am aware of Shwe Pin Ngwe Pin Fertilizer because of television advertisement.   |  |  |  |  |
| 5.                   | I am aware of Shwe Pin Ngwe Pin Fertilizer because of wallscapes put up in village landmark area.                                   |  |  |  |  |
| <b>Communication</b> |   |  |  |  |  |
| 1.                   | I notice Shwe Pin Ngwe Pin Fertilizer because of getting good recommendation from rural agriculture development committee members.  |  |  |  |  |
| 2.                   | I notice Shwe Pin Ngwe Pin Fertilizer because of easy order process by hot-line phone call.   |  |  |  |  |
| 3.                   | I notice Shwe Pin Ngwe Pin Fertilizer because of awarding prize for purchasing large amount of fertilizer.                          |  |  |  |  |
| 4.                   | I notice Shwe Pin Ngwe Pin Fertilizer because of its specific guideline to use systematic technic for growing crops.                |  |  |  |  |
| 5.                   | I notice Shwe Pin Ngwe Pin Fertilizer because of recommendation from respective influencers.  |  |  |  |  |

### Part C: Customer Satisfaction on Shwe Pin Ngwe Pin Fertilizer

**Instructions: Please check ✓ on your selected answers. Question in this section provides an option with code 1,2,3,4,5 and you are given the opportunity to choose 1 (One answer). The code of each answer is;**  
**(1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)**

| No.                          | Question   | 1 | 2 | 3 | 4 | 5 |
|------------------------------|--|---|---|---|---|---|
| <b>Customer Satisfaction</b> |  |   |   |   |   |   |
| 1.                           | I am satisfied with quick delivery which meet my expectation.  |   |   |   |   |   |
| 2.                           | I am satisfied with payment system of Shwe Pin Ngwe Pin Fertilizer which sells in credit.  |   |   |   |   |   |
| 3.                           | I am satisfied with Shwe Pin Ngwe Pin Employee who are well trained for the products knowledge and ready to explain to customers |   |   |   |   |   |
| 4.                           | I am satisfied with Shwe Pin Ngwe Pin Fertilizer Products which can trust, reliable and unity for agricultural business.         |   |   |   |   |   |
| 5.                           | I am satisfied with services provided by Shwe Pin Ngwe Pin Fertilizer Company.   |   |   |   |   |   |
| 6.                           | I am satisfied with water seal bag packaging which can long lasting to store in all seasons.                                     |   |   |   |   |   |
| 7.                           | I am satisfied with hot-line phone call system which make me easier to order the fertilizers.                                    |   |   |   |   |   |

**Part D: Customer Loyalty on Shwe Pin Ngwe Pin Fertilizer**

**Instructions: Please check on your selected answers. Question in this section provides an option with code 1,2,3,4,5 and you are given the opportunity to choose 1 (One answer). The code of each answer is;**

**(1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)**

| No.                     | Question  | 1 | 2 | 3 | 4 | 5 |
|-------------------------|---|---|---|---|---|---|
| <b>Customer Loyalty</b> |   |   |   |   |   |   |
| 1.                      | Even if other fertilizer providers offered me lower prices, I will continue as a customer of Shwe Pin Ngwe Pin Fertilizer.  |   |   |   |   |   |
| 2.                      | When considering the fertilizer, I consider Shwe Pin Ngwe Pin Fertilizer as my first choice.                                |   |   |   |   |   |
| 3.                      | I will choose Shwe Pin Ngwe Pin Fertilizer even I have the alternatives of others competitors.                              |   |   |   |   |   |
| 4.                      | Promotion activities of Shwe Pin Ngwe Pin Fertilizer attracts me to purchase in future.                                     |   |   |   |   |   |
| 5.                      | I speak positive things about Shwe Pin Ngwe Pin Fertilizer to the others (word of mouth).                                   |   |   |   |   |   |
| 6.                      | I believe that I made the right choice by buying from Shwe Pin Ngwe Pin Fertilizer company because of its superior quality. |   |   |   |   |   |
| 7.                      | I realize that Shwe Pin Ngwe Pin Fertilizer Company has good company image for agricultural business.                       |   |   |   |   |   |

## APPENDIX II

### STATISTICAL OUTPUT

#### Regression Analysis of Marketing Mix on Customer Satisfaction

##### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .633 <sup>a</sup> | .401     | .363              | .47701                     |

- a. Predictors: (Constant), Brand, Reliability, Assurance, Packaging, Distribution channels, Pricing, Advertising, Communication
- b. Dependent Variable: Customer Satisfaction

##### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 19.347         | 8   | 2.418       | 10.629 | .000 <sup>b</sup> |
|       | Residual   | 28.897         | 127 | .228        |        |                   |
|       | Total      | 48.244         | 135 |             |        |                   |

- a. Dependent Variable: Customer Satisfaction
- b. Predictors: (Constant), Brand, Reliability, Assurance, Packaging, Distribution channels, Pricing, Advertising, Communication

##### Coefficients<sup>a</sup>

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                      | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)           | .544                        | .976       |                           | .577  | .578 |
|       | Brand                | .213**                      | .100       | .156                      | 2.139 | .034 |
|       | Reliability          | .237*                       | .122       | .138                      | 1.945 | .054 |
|       | Assurance            | .297***                     | .077       | .291                      | 3.847 | .000 |
|       | Packaging            | .097                        | .065       | .106                      | 1.505 | .135 |
|       | Distribution channel | 1.99*                       | .103       | .166                      | 1.932 | .056 |
|       | Pricing              | .245**                      | .105       | .166                      | 2.341 | .021 |
|       | Advertising          | .287**                      | .135       | .155                      | 2.122 | .036 |

|               |         |      |      |       |      |
|---------------|---------|------|------|-------|------|
| Communication | .673*** | .099 | .526 | 6.826 | .000 |
|---------------|---------|------|------|-------|------|

a. Dependent Variable: Customer Satisfaction

### Regression Analysis of Marketing Mix on Customer Loyalty

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .564 <sup>a</sup> | .318     | .313              | .36745                     |

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Customer Loyalty

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 8.427          | 1   | 8.427       | 62.413 | .000 <sup>b</sup> |
|       | Residual   | 18.093         | 134 | .135        |        |                   |
|       | Total      | 26.520         | 135 |             |        |                   |

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction

#### Coefficients<sup>a</sup>

| Model |                       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                       | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)            | 2.087                       | .194       |                           | 10.765 | .000 |
|       | Customer Satisfaction | .418                        | .053       | .564                      | 7.900  | .000 |

a. Dependent Variable: Customer Loyalty