

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
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**MARKETING MIX, CUSTOMER SATISFACTION AND
CUSTOMER LOYALTY OF SHWE SEE SEIN PHARMACY**

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MMM (1st BATCH)**

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A thesis submitted as a partial fulfillment towards the requirements for the degree of
Master of Marketing Management (MMM)

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ABSTRACT

The objectives of the study are to examine the effect of marketing mix activities on customer satisfaction and to analyze the effect of customer satisfaction on customer loyalty at Shwe See Sein Pharmacy. In this study, marketing mix activities include five elements that are product, place, price, promotion and people. The descriptive and quantitative research method are applied to achieve these objectives. Primary and secondary data are employed in this study. Target population of the study is the customers who buy the products from Shwe See Sein Pharmacy. Sample size of the study is (386) customers randomly selected in this study. Structured questionnaires with Five-point Likert scale is used to get the primary data. Regression analysis proved that all marketing mix activities, except promotion have positive and significant effect on customer satisfaction. The study found that place has the highest significant effect on customer satisfaction followed by product, people, and price. Moreover, linear regression analysis revealed that there is a direct and significant effect of customer satisfaction on customer loyalty towards Shwe See Sein Pharmacy. The study reveals that customer satisfaction leads to customer loyalty towards the pharmacy. Since place has the largest significant effect on customer satisfaction in the Shwe See Sein Pharmacy, the owner of the pharmacy should develop the convenient places for parking and security of the customers' motor cycles and bicycles. Moreover, the pharmacy should develop effective and efficient delivery system for its customers to be more convenient.

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CHAPTER I

INTRODUCTION

Pharmacies are a form of health service facility for the community, with the rapidly increasing number of pharmacies having a positive impact on the community, that is being able to compare prices from one pharmacy to another so that each pharmacy can provide better services at competitive prices. Competition for pharmacies, whether privately or publicly owned, is becoming more common. This makes the pharmacy business more competitive, including Shwe See Sein Pharmacy. Marketing is one of the most important things a business can do. Not only does marketing build awareness but it can also increase sales, grow businesses and engage customers. Marketing encompasses not only determines customer needs; it also helps create customer need.

Marketing is the most effective way to communicate value proposition to customers in a fun and interesting ways. Without marketing, business may offer the best products or services in industry, but potential customers wouldn't know about it. Without marketing, sales may crash and companies may have to close. Marketing has a lot of strategies how they reach to the customers; marketing mix are the very basics strategies in any kind of marketing. It is the key process of researching, promoting and selling products or services to the target market. Marketing builds not only brand awareness but also increases sales, grow businesses and engage customers.

Marketing has a lot of strategies how they reach to the customers; marketing mix are the very basics strategies in any kind of marketing. A traditional marketing mix is made of the four Ps: price, product, promotion, and place. Booms and Bitner (1981) who dealt with service marketing expanded into 7Ps that include people, process, and physical evidence. In addition to traditional marketing (4Ps), among 7Ps, people are all in human actors who play a part in service delivery including pharmacy shop. It is important, therefore, to pay particular attention to the quality of employees and to monitor their performance. People is the essential for any business especially pharmacy shop to success. People are being recognized as an important resource and immense training is offered to them to enable better value delivery. Thus, this study emphasizes on (5Ps) which are product, price, place, promotion and people.

Nowadays, in all industries, customer is king since they have many options. Customer satisfaction is a corporate activity that focuses on creating value for customers, anticipating and managing their expectations, and showing the capacity and responsibility to meet their demands. Customer satisfaction is one of the key factors for creating competitive edge.

Customer loyalty is described as a deep-seated internal commitment that leads to future repurchase or patronization of a favored product or service, despite external circumstances that may trigger switching behavior. When customer satisfactions and customers loyalty acquire, the products can be sustainable in the market with high-shared market and can improve business with high profit.

After decades of isolation, Myanmar has attracted investors to develop infrastructure and supply products and services for the economic development. Myanmar Pharmaceutical industry is growing and according to the local research agency, Myanmar total pharmaceutical spending has been increasing 11% every year, and it is expected that pharmaceutical market value will reach to US\$ 1.1 billion by year 2023. Thus, Myanmar pharmacy increase year by year in Myanmar including Hinthada. Shwe See Sein Pharmacy was established in 2007. Shwe See Sein Pharmacy is the second largest shop in Hinthada which is trying to expand shop by meeting customer demand. With the expansion of the shop and competitiveness of its nature, it is very interesting to understand which marketing factors can bring customer satisfaction and maintain to get loyal customer in pharmacy. Thus, this study focuses to investigate the effect of marketing mix on customer satisfaction toward customer loyalty, this research uses five Ps: Product, Price, Place/Distribution, Promotion and People.

1.1 Rationale of the Study

Marketing is the importance for the business, because it can make business success or failure. All the business success or failure and sustainable are based on marketing strategies. Sales cannot grow without marketing strategies. Marketing is essential when launching new product and building trust and maintain relationship with customers. Marketing strategies are important in building brand, maintain the brand image and satisfy your customers. When customers have satisfaction and trust on the products, customers become loyalty on the product. Marketing mix is the basic essential strategy to build relationship with customers after market penetration. Customer

satisfaction and loyalty are the most important aspects of running a successful business, so the marketing mix was thoroughly investigated in this study.

The pharmaceutical sector is one part of the larger healthcare sector in whole country. Myanmar has experienced significant economic growth in various business sectors before 2021. Among these business sectors, not only manufacturing industries but also the service industries become important part of the growing economy. Healthcare sector is emerging to be one of the strongest industries to present time, and with the Covid 19 pandemic, private hospitals and clinics as well as pharmaceutical industry become very important in providing access to better medicines and services for a larger part of the population. With the expansion of the industry and competitiveness of its nature, it is very interesting to understand which marketing factors can bring customer satisfaction and maintain to get loyal customer. Therefore, customers satisfaction is the most important things for every product. Where there is customers satisfaction, customers' loyalty automatically follows. When customer satisfaction and customers loyalty acquire, the products can be sustainable in the market with high-shared market and can improve business with high profit.

In pharmacy shop, marketing mix is the basic essential strategy to build relationship with customers. The reason why selecting Shwe See Sein Pharmacy to analyses its marketing mix practices is that it is providing access to better medicines and services with good quality product and affordable price.

This study covers marketing, customers satisfaction and customer loyalty toward pharmacy insight for provide company to understand their marketing from marketing mix perspective, if it needs any improvement by considering the competitor marketing strategy and current marketing situation. Distributors can get the information of how much they have coverage on the researched area and are there any issues on their coverage areas. In addition, it helped the employees to be familiar with the specific marketing mix element practice to overcome emerging challenges in Shwe See Sein Pharmacy.

In addition, foreseeing the relationship between marketing mix and customer satisfaction and loyalty will enable to analyze and plan for future marketing plan as customers' needs and wants are changing every day. For the researcher it gives deep knowledge and experience in this field of study. It would be used as an input for further studies in this area.

1.2 Objectives of the Study

The objectives of the study are:

- (1) To identify the marketing mix activities of Shwe See Sein Pharmacy.
- (2) To analyze the effect of marketing mix on customer satisfaction of Shwe See Sein Pharmacy.
- (3) To analyze the effect of customer satisfaction on customer loyalty of Shwe See Sein Pharmacy.

1.3 Scope and Methods of the Study

This study mainly focuses on marketing mix activities five Ps: product, price, place/distribution, promotion, and people services, customer satisfaction and customer loyalty. The other elements of the marketing mix from seven Ps are not included in this study. This study emphasizes on Hinthada city. In this study, as the population is unknown, Cochran formula is applied to identify the sample size. The descriptive and quantitative research methods are applied to achieve the objectives. According to Cochran formula (1977), it is known that sample size of this study is (386) respondents. This study uses of both primary and secondary data. To get the primary data, these respondents are selected by using simple random sampling method. Secondary data is collected from related text books, theses, previous published research papers, documents, and relevant websites.

In this study, structured questionnaires using five points Likert scales are distributed to customers. A five-point Likert scale starts with 1 (Strongly disagree) to 5 (Strongly agree). Secondary data is collected from related text books, theses, previous published research papers, documents, and relevant websites. Data collection period is from 1st May to 30th June. As the statistical tools, linear regression and multiple regression analysis are used in this study.

1.4 Organization of the Study

This study consists of five chapters, Chapter one presents introduction which involves rationale of the study, objectives of the study, scope and methods of the study and organization of the study. Chapter two describes the theoretical background, previous studies, and conceptual framework of the study. Chapter three discusses the profile and marketing mix activities of Shwe See Sein Pharmacy. Chapter four analyzes the effect of marketing mix on customer satisfaction and customer loyalty. The final

chapter five contains conclusion that includes findings and discussions, suggestions and recommendations, and need for further research.

CHAPTER II

THEORETICAL BACKGROUND

The chapter is composed by five parts. The first part involves concept of marketing management. The second part involves marketing mix which includes product, price, place, promotion and people. The third part involves concept of customer satisfaction and customer loyalty. The fourth part describes the previous research studies about how marketing mix relate with customer satisfaction and customer loyalty and the final part presents conceptual framework of the study.

2.1 Concept of Marketing Management

Nowadays, marketing is mentioned as one of the crucial elements in the success of an organization. More than just selling and advertising, marketing of today must be understood in the new sense of satisfying customer needs (Kotler and Armstrong, 2014). Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others (Kotler and Armstrong, 2010). According to the American Marketing Association (1988), Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives. Marketing is the process of designing, positioning, promoting and distributing a product or service in such a way that consumers see value in it. The role of marketers is often to increase brand awareness and loyalty, attract new customers and retain existing ones, ultimately driving more sales revenue for their company (America Marketing Association, 2012).

According to Kotler and Armstrong, (1996), Marketing is the business function that identifies customers' needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. Marketing is a process used to promote a product, service, business, or brand. The main purpose of marketing is to increase the demand or value of a particular product, service, business, or brand to the general public. Kotler and Armstrong (2006) define marketing as a social and managerial process by which

individuals and groups obtain what they need and want through creating and exchanging value with others. In addition, marketing pinpoints which segments of consumers are capable of serving best and it designs and advances the suitable products and services.

Marketing, more than any other business function, deals with customers. Marketing is the delivery of customer satisfaction at a profit. The two-fold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction. Every company depends on an effective marketing program to fulfill customers' needs. Marketing is a process of finding out what the customer wants and meeting those requirements.

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.

Marketing management is the management of the marketing activities in an organization and includes management of the processes of planning, organizing, directing, motivating, coordinating, and controlling. It is the process of satisfying the needs and wants of the customers of the organization. Marketing management is an important function of the organization since it brings the organization closer to its customers and consists of establishing a marketing orientated organization with the emphasis on the customer. It is a core component in the organization's success.

The American Marketing Association defines Marketing Management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. Thus, marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value (Kotler & Keller, 2012). According to Gamble & Gilmore (2013), marketing management is a broad concept that includes social processes, incurring implications not only for itself, but also for the roles of the parties

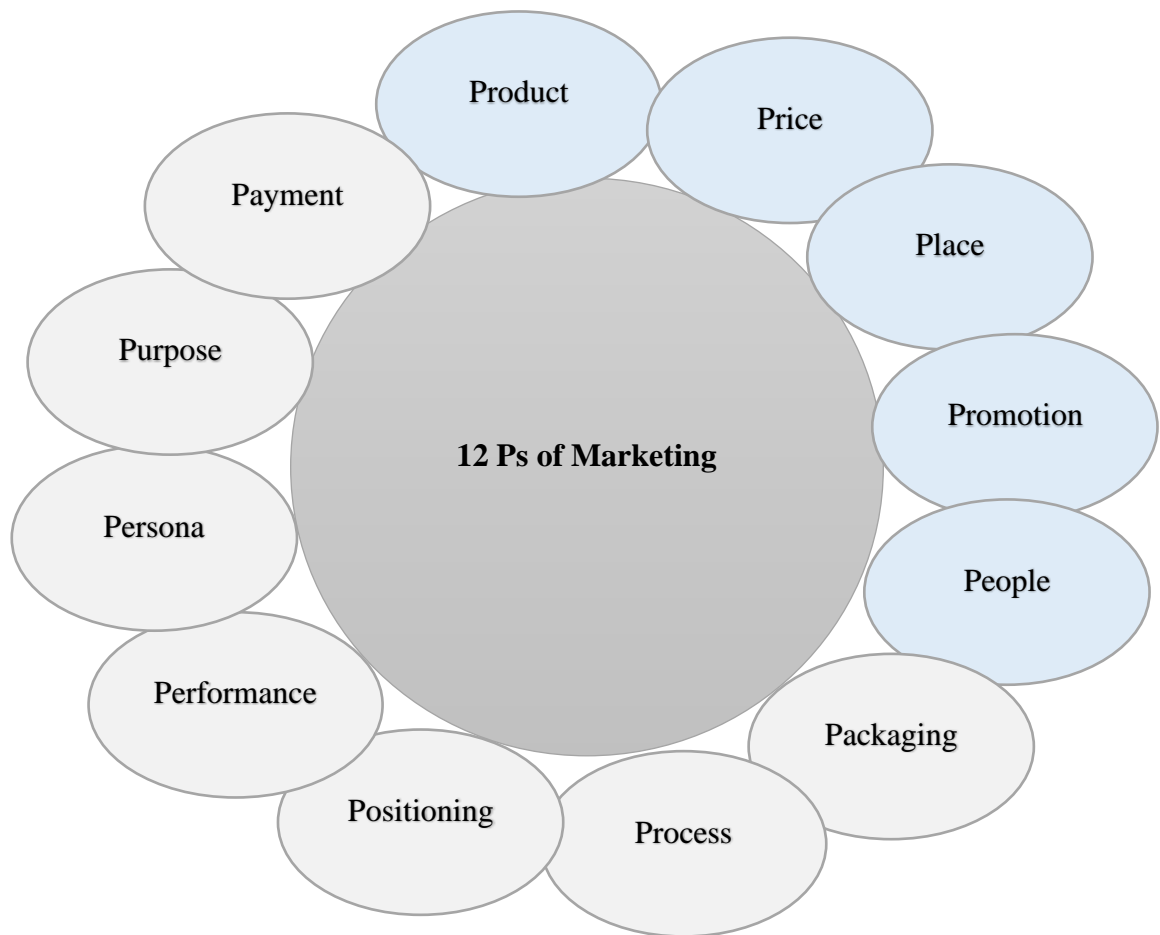
directly involved in the marketing process. Kotler & Armstrong (2014) define marketing management as the art and science of choosing target markets and building profitable relationships with them.

2.2 Marketing Mix

Marketing seeks to maximize the return on investment in the production and sales of a product or service. The formulation of a marketing mix depends on the nature of the activities of the organization and the nature of the targeted market. It must be put together in such a way as to enable the organization to meet its customers' needs and wants (Sashi 2012). The marketing mix concept works as a tool used by an organization to survive in a competitive environment. Marketing mix is one of the most important and fundamental concepts, associated with the marketing-process. They apply it systematically in their industries. Kotler and Keller (2012), stated marketing mix as a technique used by a corporation to persuade customers to buy their product in order to generate money.

Marketing mix is the set of characteristics and benefits the company chooses to stimulate the desired response in the target market. Neil Borden (1964) stating that many companies could use the framework to increase the likelihood of their success when advertising their products. McCarthy (1960) was the first to propose the four Ps of marketing - price, promotion, product, and place (distribution) - as the most common variables used in developing a marketing mix. According to McCarthy (1960), marketers have four variables that they can use when developing a marketing strategy and writing a marketing plan. Marketers widely agreed in the late 1970s that the Marketing Mix needed to be updated. Booms and Bitner (1981) developed the Extended Marketing Mix which added three new elements to the 4 Ps Principle. The extended 3 Ps are People, Process and Physical Evidence. This enabled the expanded Marketing Mix to include products that are services rather than just physical items. After many years, marketing professionals define the extended Ps according to the products or services such as 8Ps, 11Ps, 12 Ps, 13 Ps and 14 Ps. According to Scott Berg (2019), twelve Ps of the marketing mix are shown in the following Figure (2.1).

Figure (2.1) Twelve Ps of the Marketing Mix



Source: Berg, (2019)

Product, Price, Promotion, and Place are the four elements that are traditionally included in what is called the Marketing Mix. The marketing mix was originally defined as the "4 Ps" - Product, Price, Promotion, and Place. Here the product, or service, is something that meets a particular market demand or requirement. The product must be available in the right place through proper distribution. It must be priced at a rate that the customer is willing to pay. Lastly, it has to be promoted through the optimum use of various marketing channels utilizing many strategies. For service businesses, a fifth "P" - People was more recently added. This study will focus on five Ps among twelve Ps of the marketing mix for the product according to (Berg, 2019).

2.2.1 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. Products

can be classified into two main categories that can be touched and cannot be touched. Thus, products that can be touched include things like books, chairs, televisions, medicine and other objects that can be held. but when a product is not apparent to the human eye that product is a service that cannot be touched. A product as defined by Armstrong and Kotler (2006) is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

Kotler (2008) defined the product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. 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. 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). Product refers to an item or items the business plans to offer to customers. The product should seek to fulfill an absence in the market, or fulfill consumer demand for a greater amount of a product already available. Before they can prepare an appropriate campaign, marketers need to understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product or product line, and whether there are substitute products in the market.

2.2.2 Price

The second element in marketing mix is price. Price refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers. Price as a fee of producing, delivering and promoting the product charged by the company (Kotler, Wong et al. 2007). Price can be stated as the rated value of a valuable product

which is up for exchange; some outline it as the amount of cash paid for the product (Kotler and Keller 2005).

Price is simply the amount of money that consumers are willing to pay for a product or service. In price setting, companies 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, 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. Depending on the product, consumers prefer to buy products at a cheaper price with the quality and the criteria that they need.

The amount of money must pay to obtain the product to customers (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).

2.2.3 Place

Place is an essential component of a marketing mix. According to Kotler (1997), place includes the various activities a firm undertakes to make their product accessible and available to target customer. Additionally, place represent the location where a product or service can be found for consumption use. It is often referred to the distribution channel. The firm will decide when, where and how to deliver services customer (lovelock and wright, 2002). This factor is defined by Armstrong and Kotler

(2006) as a set of interdependent organizations that caters to the process of making a product available to the consumers. Hirankitti et al., (2009) considers place as the ease of access which potential customer associates to a service such as location and distribution.

Place refers to the distribution of the product. The key considerations as place include whether the company will sell the product through a physical storefront, online, or through both distribution channels. Place refers to having the right product, in the right location, at the right time to be purchased by consumers. An organization should pay attention to place decisions, because of the importance of the product and consumption occurring at the same time and at the same place; a place that provides all information of customer, competition, promotion action, and marketing task. It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

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.

Place refers to the physical distribution of the product though different channels. Channel of distribution is responsible to transfer the product from the manufacturing site to the hands of consumers. This place is one of the components of the marketing mix and includes distribution channels, warehouse facilities, mode of transport, location, classification, accumulation, logistics and inventory management (Singh & Management 2012). The location is commonly referred to as the distribution channel (Rasmussen, Wood et al., 2007). Distribution channels cover all activities that contribute to delivering a product or service to a customer. These channels help to advertise, sell and distribute its products to end buyers such as resellers, body

distribution companies, marketing service agents and financial intermediaries (Kotler, Armstrong et al., 2012). Implementing marketing strategies does not depend solely on production objectives, pricing or promotion. This involves a successful delivery process, which allows the company to achieve the available capacity to deliver products in the right place and at the right time.

2.2.4 Promotion

Promotion, the fourth P, is the integrated marketing communications campaign. 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 includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship 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, it is increasing consumer demand for products and increase product sales.

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. Armstrong and Kotler (2010) the elements of promotion were the different activities, such as sales promotion, advertising, sales force, and public relationship. Sometimes the company or organization offers benefits like discount, bonus and samples to customer during the promotion time (Kotler, 2004). Promotion is defined as sales promotion, advertising, personal selling, public relations and direct marketing. A communication program is important in marketing strategies because it plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific.

Promotion is one of the most powerful components of a marketing mix. This means forcing the company to contact the target market by identifying the needs of the

target segment to purchase the products. Advertising concept includes all marketing activities used to announce, persuade, and remind the target market about a company and its products or services to create a positive image in the customer's mind (Sidhanta and Chakrabarty 2010). In the same text, (Kotler and Armstrong 2012) defined advertising as human activity based on a communication process that could be indirectly operated through personal sales points or advertising messages through the media. Experienced copywriters can often increase the response rate from advertising by 500 percent by simply changing the headline on an advertisement. Even small changes in advertising can lead immediately to higher 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. Also, that promotion can be defined by as a planned stimulus technique that conveys positive information about products, services, companies, ideas, etc. to the attention-grabbing audience. The goal of marketing communications is to increase the understanding of marketing information and to influence a company's acceptance of its offerings (Nwokocha, Nwankwo et al. 2020).

2.2.5 People

The final P of the marketing mix is people. People are the most important element of any service or experience. According to Zeithaml (2013), people are all actors who play a role in service providers so that they can influence customer satisfaction. People, in the marketing mix, refers to anyone directly or indirectly involved in the business side of the enterprise. That means anyone involved in selling a product or service, designing it, marketing, managing teams, representing customers, recruiting and training. The elements of people are company employees, consumers and other consumers in the service environment. The success of service providers in satisfying customers requires human elements, including: face to face interaction with customers. It would be useful to mention that employee attitudes play an important role in differentiating service industry. Serving customers with a smile, full of courtesy, understanding customer problems, etc. has a positive impact on influencing customer satisfaction.

Anyone who comes into contact with customers will make an impression, and that can have a profound effect — positive or negative — on customer satisfaction. The reputation of the brand rests in the people's hands. The people must be appropriately trained, well-motivated and have the right attitude. It is essential to ensure that all employees who have contact with customers are not only properly trained, but also the right kind of people for the job.

In Booms and Bitner's (1981) service marketing mix, 'people' include people who are directly or indirectly involved in the trade of the product or service. These are mainly customer contact employees (contact center employees, representatives, account managers, etc.), customers, personnel and management. It is mainly the customer contact employees who are the face of the organization and they translate the quality into a service. They are the 'service' providers on account of their occupation or entrepreneurship. They include for instance stylists, hair dressers, teachers, trainers, coaches, gardeners, lawyers, contact center employees, etc. They deliver a physical service with a visible result. Service companies are thoroughly aware that they must effectively manage the customer contact employees in order to monitor the quality of the service with respect to attitudes and behavior. This is very important in service companies because there might be a large variable in the performance of the customer contact employees in relation to the result of the service delivered. The quality of a service between service companies and customer can vary very strongly in addition to other important factors. The lack of homogeneity in services creates difficulties for service companies. Delivery of services often occurs during an interaction between a customer and contact employees. Attitude and behavior of an employee create a perception of the service as experienced by the customer (customer perception). This perception may be either positive or negative. It is even more important because it can influence customer satisfaction and in turn the customer's purchase intentions. (Booms and Bitner, 1981).

Personnel are keys to the delivery of service to customers. In addition, according to Magrath (1986) customers normally link the traits of service to the firm they work for. Personnel are also considered as the key element in a customer centered organization as well as a way to differentiate variables with product, services, channel, and image (Kotler, 2000). Achievement of a customer-orientation is not possible if there is no cooperation coming from the personnel (Judd, 2001). The interaction is important because it influences customer perception. In other words, the actions of all

the personnel normally influence success of action and function of an organization and with more communication, training, skills, learning, and advice they will achieve to display the optimum value of the product and the company.

2.3 Customer Satisfaction

Since Cardozo's (1965) foundational study of customer effort, expectations, and satisfaction, customer satisfaction has been a prominent issue in marketing practice and academic research. Despite several attempts to measure and explain consumer satisfaction, there appears to be no consensus on how to define it (Giese and Cote, 2000). In their book on marketing management, Kotler and Keller (2012) give a more extensive description of customer satisfaction, defining it as "a person's feeling." As a result of comparing the results to expectations, customer satisfaction may be characterized as a feeling of pleasure or disappointment. Customer satisfaction is also a corporate activity that focuses on creating value for customers, anticipating and managing their expectations, and showing the capacity and responsibility to meet their needs.

Consumer satisfaction has been linked to service quality by some writers (Gerpott et al., 2001; Kim et al., 2004), but it has also been linked to customer perceptions of products and services by others (Anderson et al., 1994). Customers have their own set of expectations, and if the performance falls short of those expectations, the customer will be dissatisfied; on the other side, if the performance exceeds those expectations, the customer will be delighted.

There are at least two separate approaches to consumer satisfaction, one is transactional and the other is cumulative. Transaction-specific satisfaction provides particular diagnostic information about a single product or service experience (Lam et al., 2004). Cumulative customer satisfaction, on the other hand, is an overall assessment based on the total purchase and consumption experiences with a product or service over time (Anderson, Fornell, & Lehmann 1994), which is more fundamental and useful in predicting a consumer's subsequent behavior and a firm's past, present, and future performance than transaction – specific consumer satisfaction.

Customer satisfaction in marketing management itself has a very specific meaning. Satisfaction is a response to customer satisfaction assessment on the fulfillment of needs, desires, expectations and objectives selected in accordance assuming satisfaction, perceived, fun and met various demands. Expectation

disconfirmation theory explains that satisfaction is a discrepancy fulfilling the needs and desires continued gap between the expectations, with the desired goal.

Customer satisfaction is a perception. Perception is defined as the process by which an individual select, organizes and interpret stimuli into a meaningful and coherent picture of the world. In other word, perception is the process through which an individual selects, organizes and interprets the information the receives in order to do something that makes sense. Consumer perceptions can determine the success or failure of a business.

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The four key steps for successful marketing are identified as understanding the customer, making value for customer, communicating the value to target market, and making it easy for the customer to buy.

Customer satisfaction is defined as a post consumption evaluative judgment concerning a specific product or services. It is the results of an evaluative process that contrasts pre-purchases expectations with perception of performance during and after the consumption experience. (Oliver,1980). Satisfaction is the consumer's fulfillment response. It is a judgment that a product or services feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment. (Mary Jo Bitner, 2013). Customer satisfaction is the customer's evaluation of a product or service in term of whether that product or service has met the customer's needs and expectations. Failure to meet needs and expectation is assumed to result in dissatisfaction with the product or service.

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. Highly satisfaction customers make repeat purchases, are less price sensitive, remain customers longer and talk favorably to others about the company and its product. In conclusion, customer satisfaction is defined as a result of customer's evaluation to the consumption experience with the services. However, the

customer has different level of satisfaction as they have different attitudes and perceived performance form the service.

For many years, customer satisfaction has been considered a significant antecedent of loyalty. In this regard, Fornell (1992) asserted that great customer pleasure is the primary reason of strong customer loyalty. Furthermore, Hong and Goo (2004) investigated whether customer satisfaction and loyalty are significantly and positively related, and found satisfaction is a precondition for loyalty in a variety of businesses. According to Samaan Al., (2015), customer satisfaction has a positive impact on customer loyalty.

2.4 Customer Loyalty

Customer loyalty is defined as a deep-seated internal commitment to repurchase or re-patronize a chosen product or service in the future, despite environmental circumstances that may promote switching behavior (Kotler& Keller, 2012). Customer loyalty is vital in business since it allows a firm to keep consumers while enhancing its financial performance and ensuring its survival. It is the primary motive for a business to keep its clients. Customers should feel more than happy, and simply satisfying them may not be enough; it must result in loyalty. As a result, customer loyalty is seen as a significant goal of many selling tactics, as well as an underlying strategic marketing goal (Jacoby and Chestnut 1978).

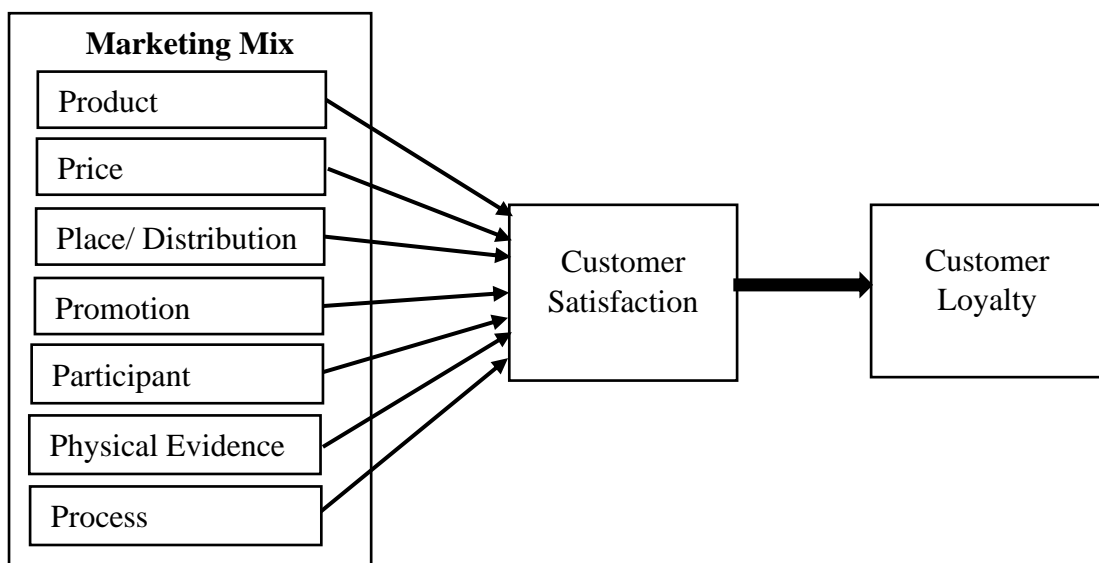
Based on Kotler and Keller's (2012) idea, researchers employ a variety of metrics to evaluate consumer loyalty. Repeat purchases, frequency of purchases, and consumer brand preference may all be used to determine this. However, the most often used loyalty measuring instruments contain two dimensions: repurchase intention and attitudinal propensity (Pritchard et al., 1999). Furthermore, measuring customer loyalty using the behavior dimension typically necessitates the right mix of both attitudinal and behavioral traits (Soo K Kang, 2015). The marketing mix has a positive and significant direct effect on customer satisfaction and customer loyalty, according to Achmad M. and Sugeng P. (2018), who conducted a study on budget hotel customers in DKI Jakarta province and discovered that customer satisfaction has a positive and significant direct effect on customer loyalty.

2.5 Previous Studies

Various previous research scholars and marketing professionals claimed that marketing mix has impact on customer satisfaction and customer loyalty. By the same token there are undeniable number of empirical and theoretical ground mentioning the relationship between customer satisfaction and customer loyalty. Several researchers studied the effect of marketing mix on customer satisfaction and customer loyalty.

Phusist, K (2015) studied “the Effects of Service Marketing Mix (7Ps) on Customer Satisfaction and Customer Loyalty of Medical Aesthetic Clinics in Thai” as shown in Figure (2.2).

Figure (2.2) Effects of Service Marketing Mix (7Ps) on Customer Satisfaction and Customer Loyalty of Medical Aesthetic Clinics in Thai

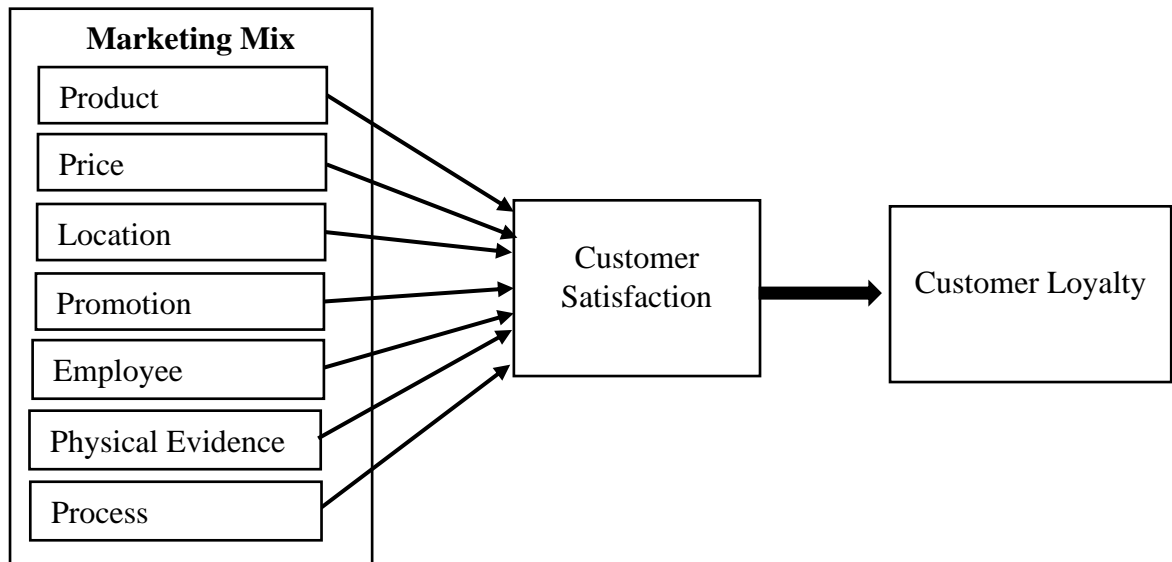


Source: Phusist, K (2015)

There are two objectives in his study. They are: to explore how the service marketing mix (7Ps) has an effect on customer satisfaction of medical aesthetic clinics, and to explore how the customer satisfaction has an effect on customer loyalty to medical aesthetic clinics. To achieve these objectives, (400) customers are randomly selected from the clinics. The results showed that three factors, namely Promotion, People, and Physical Evidence, had a significant positive influence on Customer Satisfaction. However, four factors, which are Product, Price, Place, and Process, did not affect customer satisfaction. Customer Satisfaction does have a positive, significant relationship to Customer Loyalty.

Marlina, D. et al. (2018) studied “the Effect of Marketing Mix on Customer Satisfaction and Loyalty PT.TIKI Padang Branch (courier service company)” in Indonesia as shown in Figure (2.3).

Figure (2.3) Effect of Marketing Mix on Customer Satisfaction and Loyalty PT.TIKI Padang Branch (Courier Service Company) in Indonesia

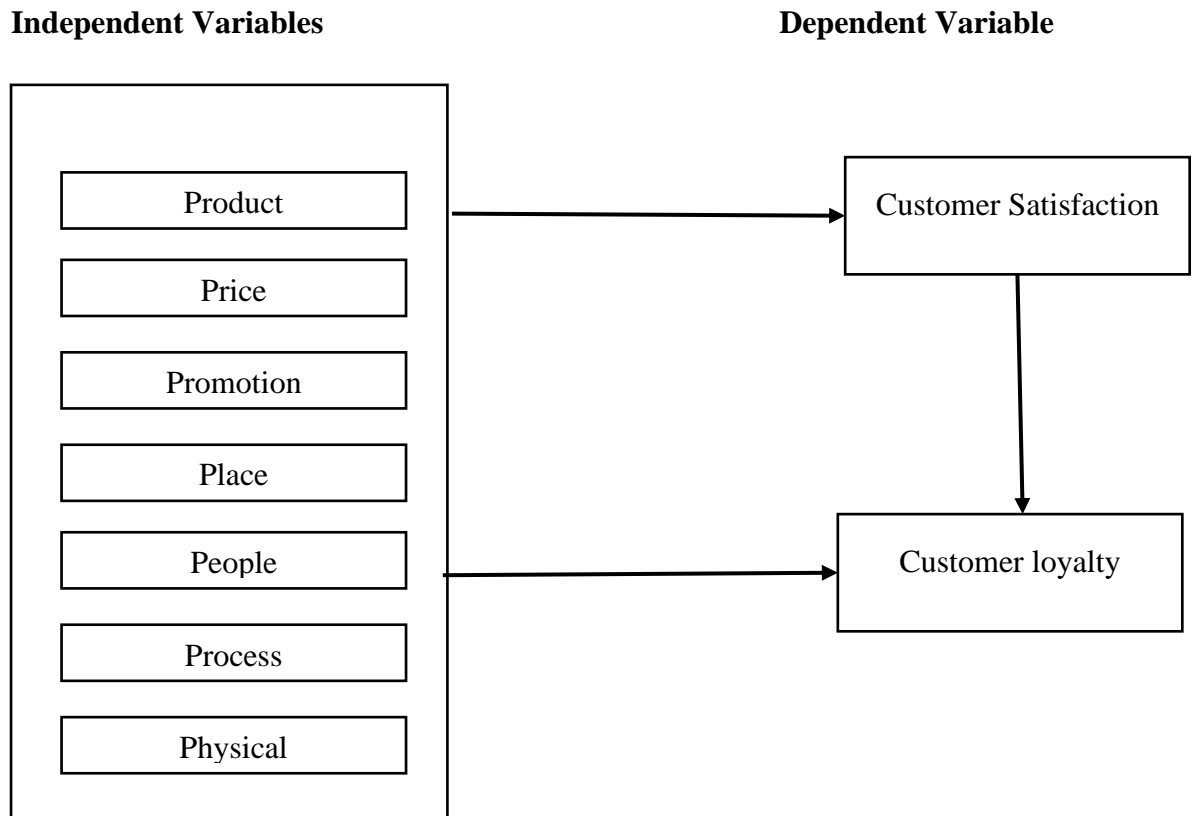


Source: Marlina, D. et al. (2018)

A sample of 200 respondents who are consumers of PT. TIKI Padang Branch is selected to get the data. Their results showed that products, promotions, employees had a positive and significant effect on customer satisfaction PT.TIKI Padang Branch. Price, location, process, and physical evidence did not have a positive and significant effect on customer satisfaction PT.TIKI Padang Branch.

Gebremichael and Dhillon (2020) studied “the effect of Marketing Mix on customer satisfaction and loyalty in the hospitality industry of Ethiopia”. In that study the independent variables are marketing mix 7Ps, mediation factor is customer satisfaction and dependent variables is customer loyalty as shown in following Figure (2.4).

Figure (2.4) Effect of Marketing Mix on Customer Satisfaction and Loyalty in the Hospitality Industry of Ethiopia



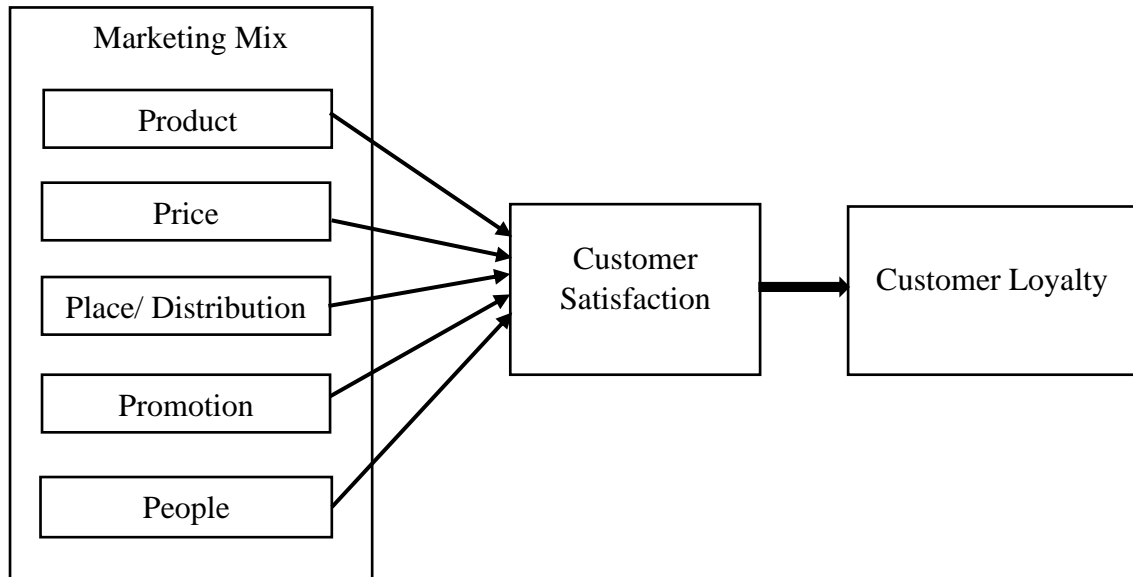
Source: Gebremichael & Dhillon (2020)

According to their findings, marketing got significant positive impact on customer loyalty. Additionally, it was discovered that customer satisfaction had a favorable and statistically significant impact on customer loyalty. As a result, statistical research revealed that while marketing mix had a considerable impact on customer loyalty, it was unable to account for customer satisfaction by using Structural Equation Model. Additionally, customer loyalty is positively and statistically associated with customer satisfaction.

2.5 Conceptual Framework of the Study

Conceptual framework of this study which is presented in Figure (2.5) is developed based on the literature review, concepts, and previous studies.

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation constructed on Previous Studies (2023)

The conceptual framework in Figure (2.5), expressed the relationships among marketing mix, customer satisfaction and customer loyalty. The framework explored the relationships of two dependents variables and five independents variables. The two dependents variables were customer satisfaction and customer loyalty. The five dependents variables were product, price, place/distribution, promotion, and people. The framework suppose that marketing mix has direct influence on customer satisfaction and customer satisfaction directly influences customer loyalty.

Working Definitions

Product refers to pharmaceutical products including traditional medicines that is sold by Shwe See Sein Pharmacy.

Price means an amount of money charged for a pharmaceutical product that sold at Shwe See Sein Pharmacy to its customers.

Place refers to the locations of Shwe See Sein Pharmacy to access target customers when they buy pharmaceutical products. Shwe See Sein Pharmacy distributes its products in a place that is easily accessible to its potential buyers.

Promotion intends to increase sales revenue as well as to increase the awareness about a product or the brand or the pharmacy.

People means the staff of Shwe See Sein Pharmacy who help with selling the products, contribute to pharmacy positive image, and to solve the problem of customer.

Customer satisfaction refers to a positive feeling on store atmosphere and decoration, variety of medicines to make selection, and price with good quality and so on.

Customer loyalty refers to positive relationship between the pharmacy and its customers that can provide repeated purchase, continue to purchase the products from pharmacy and recommend others to buy the pharmacy products.

CHAPTER III

PROFILE AND MARKETING ACTIVITIES OF SHWE SEE SEIN PHARMACY

This chapter comprises three parts. The first part describes the background of Health Care Industry in Myanmar and the profile of Shwe See Sein Pharmacy. The second part mentions the marketing activities was operated by Shwe See Sein Pharmacy.

3.1 Health Care Industry in Hinthada

The healthcare industry is one of the fast growing, high potential sectors that needs reform, extension, and improvement to ensure better healthcare facilities so as to prevent the outflow of patients to other countries. Pharmaceutical industry is one of the best sectors of the industry because of its contribution to keep the global population healthy by bringing down disease burden to the world. Pharmaceutical industry is intense capital and technology driven industry because of the intrinsic complexities like developmental challenges for new drugs, regulatory challenges for commercialization, huge capital requirement, longer gestation period, delay in return on investments and frequent changes in disease trends. This industry has been contributing to both human and financial health of the world.

The pharmaceutical sector is one part of the larger healthcare sector which incorporates all the drugs, medicines, tonics and injections needed for treatment and health improvement. The key to health and wellness in Myanmar also lies in access to medicines manufactured in one of the neighboring ASEAN nations or far off European countries. The era of globalization has helped many Myanmar Pharmaceutical companies to expand operations beyond traditional medicine. Changes in regulatory, patent and market trends will drive opportunities for generic drugs and hence very big opportunities for Myanmar pharmaceutical companies in local markets. Myanmar relies heavily on India, Thailand, Philippines, France, U.S., and China, for pharmaceutical products.

The country's public health sector accounts for 86 percent of total healthcare services, with 1,152 public hospitals accommodating 56,700 beds. International Non-Governmental Organizations and local Non-Governmental Organizations such as the

Myanmar Red Cross Society, the Myanmar Maternal and Child Welfare Association, civil society organizations and community-based organizations, including ethnic health organizations, also deliver public healthcare services. There are more than 250 private hospitals across the country. Private hospitals operate primarily in the larger cities and provide selected services to rural areas. In addition, there are approximately 200 private specialist clinics, more than 5,000 private general clinics, and 800 private dental clinics, according to a report by the Department of Medical Services. While public health expenditure ranks one of the lowest in the region, private healthcare sector expenditures are gradually increasing due to rising demand, mainly from the expanding middle-class population under the prior democratic government. Despite the economic impact of the coup, private healthcare expenditures are expected to increase in light of growing healthcare awareness.

Myanmar has a very competitive pharmaceutical market compared to other ASEAN countries, and the market is attracting a growing number of foreign pharmaceutical companies and is dominated by imports. Myanmar imports about 80 percent of pharmaceutical products from other countries. Local supplies are mainly produced by the state-owned Myanmar Pharmaceutical Factory. According to a local market research agency, Myanmar's total pharmaceutical spending has been increasing 11 percent every year, and it is expected that the pharmaceutical market value will reach \$1.1 billion by 2023. There are more than 100 pharmaceutical distributors currently operating in Myanmar. Switzerland's Diethelm Keller Siber Hegner (DKSH) and Thailand's Maxxcare are leading the distribution channels. Other drug distribution/pharmaceutical brands such as Zuellig, Abbott, Bayer, Eisai, GSK, J&J, Novartis, Pfizer, Roche, Sanofi, and Servier are in the market. In addition, there are many generic brands from India, China, Bangladesh, Pakistan, Thailand, and Vietnam, with significant market shares. The market itself is very price sensitive, and Intellectual Property Rights (IPR) remain a concern. Counterfeit products are prevalent, and stricter regulation and enforcement are needed to stop illegal sales.

Pharmaceutical companies in Myanmar use distribution channels as a way to communicate with their customers through distribution points and to reach them at the right time and in the right place. According to (Szopa and Pękała, 2012), there are many benefits with delivery locations such as moving products from the production location to the required areas, providing information to customers about products and services and improving products and services.

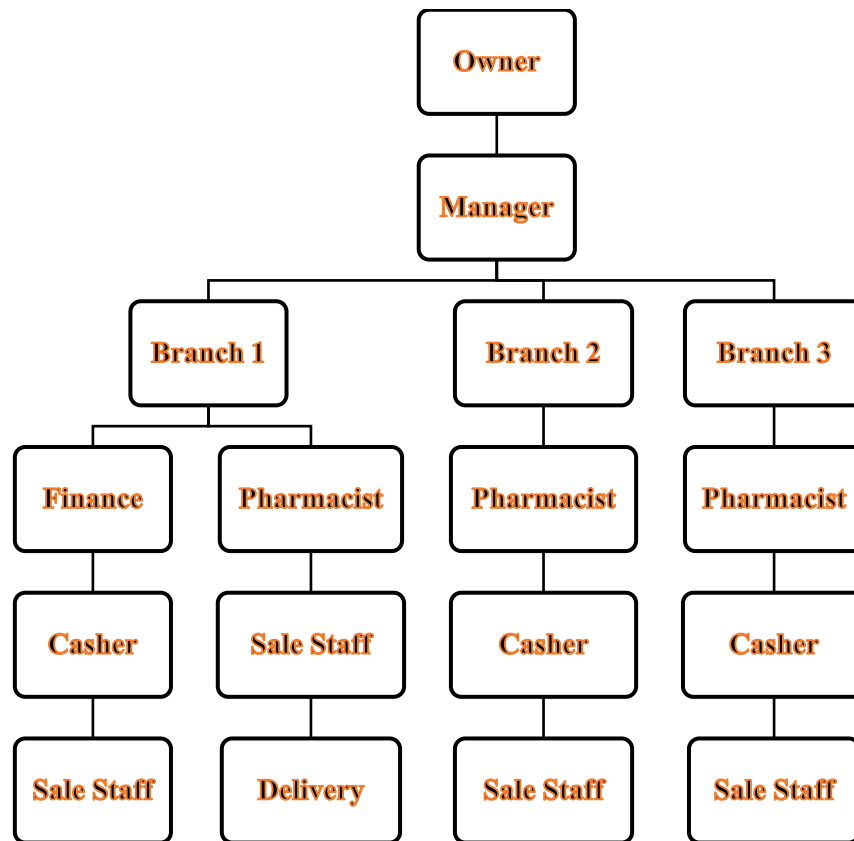
3.2 Profile of Shwe See Sein Pharmacy

Shwe See Sein Pharmacy is a full-service pharmacy located in Hinthada. It was established in 2007 as own family business. Shwe See Sein Pharmacy commenced as a small firm with own few capitals. Now, Shwe See Sein Pharmacy can expand one wholesale business and two retail businesses in Hinthada. Shwe See Sein wholesale pharmacy is located in near market and two retail pharmacies are located in downtown area of Hinthada. Shwe See Sein Pharmacy arranged to buy the products easily with affordable price and convenient location for all customers. The target wholesaler of Shwe See Sein pharmacy are nurses, doctors, physicians and retail businesses.

Shwe See Sein Pharmacy sell many of foreign imported medical products as well as traditional local made products. The products are tablets, capsules, tablet, syrup, injection or ointment and lotions. Most of the customer in Shwe See Sein Pharmacy prefer to take traditional medicine because they believe on traditional medicine. Shwe See Sein pharmacy is truly unique as a pharmacy that offers the best in technology and services to meet the needs of their customers.

At Shwe See Sein Pharmacy, glucose testing and blood pressure testing are available. In addition to traditional prescription drugs and vitamins, there are many other drugs available. The business is run by 15 employees, including 3 pharmacists. Shwe See Sein wholesale pharmacy has nine staffs and retail pharmacy has three staff of each in Hinthada. Figure (3.1) presents the organization structure of Shwe See Sein Pharmacy. The pharmacy provides information/explanation about each product chosen by consumers. Pharmacists take pride in not only dispensing products but providing important medical information to patients.

Figure (3.1) Organization Structure of Shwe See Sein Pharmacy



Source: Shwe See Sein Pharmacy, 2023

3.3 Marketing Mix Activities of Shwe See Sein Pharmacy

The objective of pharma marketers is to place the proper product in the right place, at the proper price and at the appropriate time and right service. The 5 P's of marketing, price, placement, product, promotion and service people are essential to running a successful health care business. When a successful pharmaceutical company engages in marketing mix activities, the weightage to be given to each marketing element is critical.

3.3.1 Product

Product in the Shwe See Sein Pharmacy is subject to the regulations of the Drugs and Cosmetics Act. Therefore, medicine packaging, particularly prescription drugs, must follow specific guidelines. This includes composition declaration, the direction of use, warnings, etc. Brand name, quality, product line, dosages, indications, efficacy, tolerability, packaging, patient compliance are main consideration factors of product in Shwe See Sein Pharmacy. The product's importance in the pharmaceutical marketing mix can be driven by a flagship product or brand equity to reliable and meet the customer need. In Shwe See Sein Pharmacy, offer tangible and intangible. For example, a product can be physical good (tablet, syrup, or capsules) or a service (medical consultation). Product line is the set of products with similar features and marketing needs.

A product can be in the form of tablets, capsules, tablet, syrup, injection or ointment and lotions. This is the major determinant factor when a product is chosen for use for treating a patient. E.g. tablet might be preferred for adult patient, syrup for children, an injection when quick action is required an ointment for skin diseases or localized pain. Shwe See Sein Pharmacy sold foreign imported product and local made (traditional medicine).

Most of the customer in Shwe See Sein Pharmacy prefer to take traditional medicine because they believe on traditional medicine. This is because those medicines have been followed for generations and continues to be popular, more in remote rural areas where there is no easy access to western (allopathic) medicines. According to statistics provided by the World Health Organization, nearly 75% of Myanmar's population still uses traditional medicines for healing and wellness. Nevertheless, the preference of western medicine over the traditional one is getting higher because traditional ones cannot be used for serious diseases and western medic ions are getting more efficient and more assessable.

Shwe See Sein Pharmacy strives to continue to maintain the quality of the products offered, one of which is by storing drugs and medical devices following dosage types, alphabetically, and first in, first out (FIFO) first expired, first out (FEFO) rules. In addition, Shwe See Sein Pharmacy also pays attention to the temperature and temperature of the storage location of drugs and medical devices according to the type of use, so that the quality of the product is maintained until later it will be handed over to consumers. The drug given is always in good condition, such as not damaged packaging, does not change color, and does not expire. Shwe See Sein Pharmacy also offers various types of drugs and their uses, so consumers can choose according to their wants, needs, and purchasing power.

Shwe See Sein Pharmacy also provides information/explanation about each product chosen by consumers. Shwe See Sein Pharmacy consumers generally buy OTC (Over the Counter) drugs such as vitamins/multivitamins, ulcer drugs (antacids, Mylanta, promaag), cough medicines for children or adults, as well as medicines needed for self-medication that can be obtained without a doctor's prescription.

Product storage is placed on shelves and glass cabinets/display cases that are safe and easy for consumers to see are arranged according to FIFO (First In First Out) and FEFO (First Expired First Out) systems. FIFO means products that arrive early are sold early, and FEFO means products with an earlier expiration date should be sold earlier as well. The products offered at these pharmacies vary so that when consumers are looking for the desired product or drug they are always available. This means that consumers do not need to look to other pharmacies to buy the products or drugs they are looking for. The quality of the products provided is also very good with undamaged packaging.

3.3.2 Price

There are so many pricings strategy but not the same meaning for this. Shwe See Sein Pharmacy has controlled the price for its customers, even though the price is not stable due to exchange rate changes. Shwe See Sein uses only penetration pricing such as traditional medicines. Sometimes the customers the compare the price with competitors, Shwe See Sein adjust the price as much as it can but. Shwe See Sein only skimming price for high quality original products.

Price is an important of the Myanmar pharmaceutical industry including Shwe See Sein Pharmacy. Price, although an important part of the marketing mix, is

somewhat dependent on the disease. Customers may choose not to compromise preference over price in case of major illnesses. In the case of over-the-counter products, pricing is of significance. Successful companies, particularly those with a global market, often engage in competitive pricing to ensure an edge in the market. Generally, price is the value attributed to a product or service. Consumers perceive the price as a mix of product quality, functionality, expected benefits, and competitors' prices. Shwe See Sein Pharmacy develops the habit of continually examining and reexamining the prices of the products and services they sell to make sure they're still appropriate to the realities of the current market.

3.3.3 Place

The place component of the marketing mix means a heavy reliance on an aggressive sales force. Distribution is one of the most important business activities as it ensures the visibility and availability of the particular product in the market. Shwe See Sein Pharmacy is distributed in many ways depending on the type of customer: doctors, retail shop.

Using Indirect is linked to a traditional medicine that is currently popular online. This traditional medicine is a real cure for people with paralysis. Due to strong advertising and good digital marketing, the medicine gained popularity and sales increased. On the page, Shwe See Sein Pharmacy in Hinthada town advertised that it is available at one store. Shwe See Sein became famous for giving.

A product is not important to the consumer, if it is not available when and where it is wanted described that most producers do not directly sell their goods to the final users or the end users; between this two, it stands a set of intermediaries performing a variety of functions, these intermediaries constitute a marketing channel. Storage conditions for pharmaceutical products in Shwe See Sein Pharmacy was compliance with the recommendations of the manufacturer. Shwe See Sein Pharmacy is key to ensure quality of all pharmaceutical products and storage areas was designed or adapted to ensure appropriate and good storage conditions and clean and dry and maintained within acceptable temperature limits.

The location of pharmacies is easily accessible using transportation such as public and private transportation, and access to pharmacies that are easy to pass makes it easier for consumers to meet the needs of the medicines needed. Shwe See Sein Pharmacy also has a large parking lot, making it easier for consumers when buying

drugs. In addition, the location of the pharmacy is located on the side of the road and the pharmacy signboard is visible also makes it easier for consumers to find the location of the pharmacy. Buildings of Shwe See Sein Pharmacy have the function of security, comfort, and convenience in providing services to consumers as well as protection and safety for all people including people with disabilities, children, and the elderly.

3.3.4 Promotion

The promotion carried out is more attractive than other pharmacies, so consumers are more interested in buying drugs at the Shwe See Sein pharmacy. The role of the marketing mix is to generate mutually beneficial exchanges with the target market through the information that educates, persuades, and reminds them of the benefits of an organization or product, promotional variables consisting of attractive advertisements, purchase gifts, and discounts also grow consumer interest and consumption power towards the product.

Shwe See Sein Pharmacy offers promotional products such as notepads, pens, bags, and umbrellas. During the Covid period, while the price of masks is rising, we distribute masks to health workers without charge. When the price of masks goes up, we make donations for those who can't afford to buy them. At Shwe See Sein Pharmacy, as a monthly promotion, midwives are provided by the health department to assist pregnant women. Birth expenses are covered for mothers who cannot afford them. Appropriate promotional media can affect people's consumption patterns of a product.

Shwe See Sein Pharmacy outlines the various aspects regarding promotion within the pharmacy. This includes defining the platforms that can be used for promotion and the prohibitions. Printed promotional materials, including advertisements, is a promotion of choice in the pharmacy. Apart from the brand's name, these materials contain information like active ingredients, dosage, date of production, precautions, side-effects, manufacturer information, etc. Promotion is the process of marketing products to customers. Shwe See Sein Pharmacy promotion includes personal selling (detailing), advertising, sales promotions, and online promotion.

Promotion includes all the ways they tell their customers about the products or services and how they market and sell to them. Shwe See Sein Pharmacy continually experiment with different ways of advertising, promoting, and selling their products and services. Gifts to healthcare professionals is another marketing tool that is unique to the pharmacy. There are prohibitions on the gifting of cash or cash equivalents and

personal effects to healthcare professionals. Moreover, At Shwe See Sein Pharmacy, medical samples are also allowed as a means of marketing initiative.

Sales representatives are frequently the only source of information about medicines in Shwe See Sein Pharmacy where there may be as many as one representative for every five doctors. In Pharmaceutical Industry doctor is a major role player, who speaks on behalf of the company and makes decisions by prescribing the medicines, and also influences to other doctor prescription behavior, which is a critical factor for the Pharmaceutical Companies. Shwe See Sein Pharmacy combines both “push” and “pull” strategies in their promotional efforts. The “push” strategy, which relies primarily on personal selling and sales promotion as a means to “push” a product through the marketing channel.

The pharmaceutical market is dominated by personal selling (detailing) as the most effective element of promotional mix. Detailing on the pharmaceutical market implies sales calls by pharmaceutical sales representatives (PSR) to physicians in their surgeries. During the call, the PSR may leave drug samples and some gifts of small value, primarily memorabilia bearing the name of the company or the drug promoted. Drug samples are commonly used strategies to get doctors to prescribe those drugs. OTC drugs can be promoted to final consumers, which is a result of the fact that these are used for conditions where self-treatment is possible, have comparatively clear and brief package inserts, and a significant amount of information and long experience in the use of these drugs guarantee safety and effectiveness.

3.3.5 People

Human resources are one of the important factors in marketing, therefore factors that affect the competence of human resources must be managed properly to increase effectiveness, efficiency, development, friendliness and maintain high performance in an organization to win the competition. The variables of human resources studied are the level of employee friendliness, reliability in service, attractive appearance, and good knowledge of the product. Human resources at Shwe See Sein Pharmacy are already in the very good person, both in terms of explanation and appearance. Shwe See Sein Pharmacy is known to have implemented the people aspect well. Shwe See Sein Pharmacy employees use neat clothes and look attractive than other. Shwe See Sein Pharmacy employees who are friendly and patient in serving to consumers.

Shwe See Sein Pharmacy employees have knowledge of the purpose of the therapy, how it works, how to use it appropriately, the possibility of benefits and risks, how the drug compares to other available treatment alternatives or the decision not to treat, and relative cost-effectiveness to make an informed decision. Moreover, Shwe See Sein Pharmacy employees have good knowledge of the drug products and medical devices sought. In addition, Shwe See Sein. Pharmacy employees have done good service, so consumers feel satisfied with the services provided.

CHAPTER IV

ANALYSIS ON MARKETING MIX, CUSTOMER SATISFACTION, AND CUSTOMER LOYALTY

This chapter describes the data analysis of the effect of marketing mix activities on customer satisfaction and then, the effect of customer satisfaction on customer loyalty of Shwe See Sein Pharmacy in Hinthada. This section comprised of five sessions. The first session represents the demographic factors of respondents with descriptive data. The second session describes with reliability analysis of the marketing mix, customer satisfaction and customer loyalty. The third session comprises of respondent's perception on marketing mix, customer satisfaction and customer loyalty. The fourth session presents the correlation analysis between marketing mix activities (product, price, place, promotion and people), customer satisfaction and customer loyalty. The final session includes multiple regression analysis result the effect of marketing mix activities on customer satisfaction and customer loyalty of Shwe See Sein Pharmacy.

4.1 Research Design

This study aims to examine the marketing mix of Shwe See Sein Pharmacy, to analyze the effect of marketing mix on customer satisfaction toward customer loyalty and to investigate the effect of marketing mix on customer satisfaction toward customer loyalty of Shwe See Sein Pharmacy in Hinthada. Both primary data and secondary data are used in this study. Quantitative research method is used in this study. The target population is the customers who buy the medicines from Shwe See Sein Pharmacy. Since the population is unknown, Cochran formula (1977), is utilized in this study. It is known that sample size of this study is (386) respondents. To get the primary data, these respondents are selected by using simple random sampling method. In this study, structured questionnaires using five points Likert scales are distributed to customers. A five-point Likert scale starts with 1 (Strongly disagree) to 5 (Strongly agree). Secondary data is collected from related text books, theses, previous published research papers, documents, and relevant websites.

The following is the calculation of the sample size for a 95% interval.

$$n = \frac{z^2}{4 e^2}$$

$$n = \frac{(1.96)^2}{4(0.05)^2}$$

$$= 384.16$$

n = sample size

p = the population proportions

e = acceptable sampling error (e=0.05), 95% confidence level

z = 1.96

The data collected is analyzed using the Statistical Package for Social Sciences (SPSS) version 26, reliability test, descriptive statistics, and multiple regression analysis as well as linear regression analysis are used.

4.1.1 Demographic Characteristics of Respondents

Demographic factors of respondents are evaluated in this section by describing the frequency and percentage. Furthermore, respondents are requested to select one answer from a list of given options. In this study, demographic characteristics of the respondents are characterized into gender, age, marital status, education level, occupation, monthly income in Myanmar Kyat (MMK) which can be seen in the following Table (4.1).

(4.1) Demographic Data of the Respondents

Descriptions		Frequency	Percentage
Total		368	100.0
Gender	Male	162	42.0
	Female	224	58.0
Marital Status	Single	153	39.6
	Married	233	60.4
Age	Under 20 Years	29	7.5
	21 - 30 Years	112	29.1
	31 - 40 Years	182	47.1
	Above 40 Years	63	16.3
Education level	High School	63	16.3
	Undergraduate	43	11.1
	Graduate	185	47.9
	Postgraduate	85	22.1
	Others	10	2.6
Occupation	University Student	42	10.9
	Government Staff	38	9.8
	Company Staff	169	43.8
	Own Business	49	12.7
	Dependent	88	22.8
Monthly Income (MMK)	300,000 MMK and below	115	29.8
	300,001 – 500,000 MMK	135	35.0
	500,001 – 700,000 MMK	38	9.8
	700,001 – 900,000 MMK	14	3.6
	900,001 and above	84	21.8

Source: Survey Data, 2023

According to the above Table (4.1), it shows that both female and male respondents use Shwe See Sein Pharmacy and percentage of female higher than percentage of men to buy the medicine. Due to marital status, it was indicating that married customers were higher than the usage of single customers because married customers need to buy the medicine for their family than the single customers. In order from highest to lowest age group, the 31 to 40 age range was the highest age group and 21-30 years old was the second highest age group followed by the above 40 age range

and under 20 years age range. Among them, under 20 years age range is the lowest age group. According to the results, old age customers are more facing the health problem such as illness, cold, cough, headache, stomachache etc.

In education Level, of respectively are graduate, follow by postgraduate, high school, undergraduate. Therefore, the respondents are collected from the various level of customers in the area. According to the data, all five types of occupation level are coming to pharmacy, and company staff is significantly higher and dependent is the second highest level. In general, various sectors of occupation level contributed to use medical product. By studying education level, it could be seen that the respondents who earning between 300,001 MMK and 500,000 MMK were the majority of the total respondents. Most Shwe See Sein Pharmacy users are private company employees with high income level and mainly come from graduated. Summarizing the demographic information of the respondents, it is found that most respondents have high education with high income. According to the results, the most of respondents are between 31- 40 years age group and 21-30 years age group and female who have a good knowledge in health because they have high education with high salary of normal income that can spend more on their healthcare.

4.2 Reliability Analysis of Variables

This is the process of measuring the consistency or repeatability of a scale. Internal consistency can be measured as Cronbach's alpha value and this is usually used by researchers. Cronbach's alpha value can be used to determine the questionnaires to be reliable for further data analysis stage.

This study is based on a total of seven variables, which are classified according to their relationship, which is marketing mix as independent variable that includes five activities which are Product, Price, Place/Distribution, Promotion and People. The other two are customer satisfaction and customer loyalty as dependent variable. In this study, variables and measure items can be described as reliabilities of the variable: product is measured with six items, price with five items, place with six items, promotion with six items, people with six items, customer satisfaction with nine items and last, customer loyalty is measured with thirteen items. The Cronbach alpha value is applied to analyze the reliability of the variables and it's shown in Table (4.2) below.

Table (4.2) Reliability Analysis of Variables

Sr. No.	Variables	No. of Items	Cronbach Alpha Value
1	Product	6	0.739
2	Price	5	0.846
3	Place	6	0.848
4	Promotion	6	0.842
5	People	6	0.841
6	Customer Satisfaction	9	0.836
7	Customer Loyalty	13	0.844

Source: Survey Data, 2023

The results of the reliability for each factor in this study are presented in above Table (4.2). According to the results of Cronbach Alpha value of the variables in order from the highest to the lowest, it showed that the Cronbach's alpha values of Place/Distribution, Price, Promotion, People and Product are 0.848, 0.846, 0.842, 0.841 and 0.739 respectively which are considered as good and acceptable reliability for these independent variables. Moreover, Cronbach's alpha values of customer satisfaction and customer loyalty are 0.836 and 0.844 respectively which are good and acceptable reliability. Since items of each variable are consistent and reliable because Cronbach's alpha value are greater than 0.7. This could be assumed that all variables are good and acceptable in this study.

4.3 Respondents Perception on Marketing Mix, Customer Satisfaction and Customer Loyalty of Shwe See Sein Pharmacy

Before analyzing the data, descriptive statistics is used to describe the relationship between pairs of variables. Descriptive statistics includes the mean values and standard deviation of the items. By looking at the maximum and minimum point, the interval that will be used as a scale can be determined.

Questionnaire Scales

Maximum score = 5

Minimum score = 1

Interval = (Maximum – Minimum) / (Total) = (5-1)/ 5 = 0.8

According to (Bowling, 1997), the mean value for Five-Point Likert Scale items were interpreted as follow;

The score among 1.00 – 1.80 means very low

The score among 1.81 – 2.60 means low

The score among 2.61 – 3.40 means moderate

The score among 3.41 – 4.20 means high

The score among 4.21 – 5.00 means very high

As descriptive statistics, the mean and standard deviation values on the perception levels of marketing mix, customer satisfaction and customer loyalty of Shwe See Sein Pharmacy are calculated and measured in this section.

4.3.1 Respondent Perception on Product

The following Table (4.3) describes the respondent perception on product of Shwe See Sein Pharmacy. There are six items in product activity of marketing mix.

Table (4.3) Respondent Perception on Product

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	Shwe See Sein Pharmacy offers high quality medicine.	3.86	.723
2	Shwe See Sein Pharmacy offers several brands to choose from in a category.	3.90	.739
3	Purchased products from Shwe See Sein Pharmacy are usually found in good condition.	4.02	.871
4	Shwe See Sein Pharmacy products have various package sizes.	3.76	.911
5	Shwe See Sein Pharmacy offers good shelf life time product.	3.75	.848
6	Shwe See Sein Pharmacy has good brand name and image.	3.91	.770
Overall Mean		3.87	

Source: Survey Data, 2023

According to Table (4.3), since overall mean value of product is 3.87, most of the respondents perceived that the pharmacy carried out high level in product factor. Among product items, according to the results, statement of offering several brands to

choose from in a category has the maximum mean value 4.02 while making the good shelf life time product has the minimum mean value with 3.75.

4.3.2 Respondent Perception on Price

To identify the customer perception on price of Shwe See Sein Pharmacy, the following questions are asked to customers and scores are calculated. There are five items in price activity. The mean and standard deviation values of each item are shown in Table (4.4).

Table (4.4) Respondent Perception on Price

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	Affordable and reasonable price for its various items	3.88	.700
2	Having a lower price if I buy additional similar items	3.80	.712
3	Receiving value for the money when buying and using the product	3.74	.751
4	Checking the prices at any moment if I purchase online	3.48	.835
5	Shwe See Sein Pharmacy products even prices are increasing.	3.63	.871
Overall Mean		3.71	

Source: Survey Data, 2023

Table (4.4) indicates that the maximum mean value is 3.88 that the statement: “Affordable and reasonable price for its various items” whereas the minimum mean score, 3.48 is for the statement, “Checking the prices at any moment if I purchase online”. According to the overall mean value 3.71, indicating that the respondent’s perception on price is a high level. Therefore, customer perceived that Shwe See Sein Pharmacy carried out high level activities for affordable and reasonable, lower price, and value for their customers.

4.3.3 Respondent Perception on Place/Distribution

In this study, six items are development to measure the customer perception concerning the place/distribution activity carried out by Shwe See Sein Pharmacy. The mean and standard deviation values of each item are shown in Table (4.5).

Table (4.5) Respondent Perception on Place/Distribution

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	Being able to buy Shwe See Sein Pharmacy products in nearest place with customers	4.12	.875
2	Locating the Shwe See Sein Pharmacy at easy and convenient locations.	3.80	.833
3	Being available products of Shwe See Sein Pharmacy from online.	3.77	.908
4	Arranging to buy products in rural area.	3.60	.921
5	Shwe See Sein Pharmacy has an effective and efficient delivery system	3.83	.796
6	Making Pharmacy's layout to find it easy for customers what they need.	3.96	.963
Overall Mean		3.85	

Source: Survey Data, 2023

According to the results, the maximum mean value is 4.12, the minimum mean value is 3.60, and the overall mean value is 3.85. As indicated in Table (4.10) the statement of "Being able to buy Shwe See Sein Pharmacy products in nearest place with customers" had the maximum mean value whereas "Arranging to buy products in rural area" had the minimum mean value. All items measuring place/distribution activity conducted by the pharmacy is in the range of high-level agreement of the respondents. Therefore, the pharmacy carried out high level the place/distribution activity to be available the products for their customers.

4.3.4 Respondents Perception on Promotion

In this study, customer perception on promotion activity is measured by six items. The mean value, standard deviation, and overall mean of each item are illustrated in Table (4.6).

Table (4.6) Respondent Perception on Promotion

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	Having seasonal promotion	3.90	.907
2	Preferring discount promotion	4.03	.912
3	Attracting to purchase through advertising	3.92	.918
4	Preferring FOC gift promotion	3.73	.774
5	Attractive Brochure/ Flyer	3.83	.732
6	Attracting of membership card	3.70	.792
Overall Mean		3.85	

Source: Survey Data, 2023

Table (4.6) results show the statement on “Preferring discount promotion” has maximum mean value with 4.03 while the statement on “Attracting of membership card” has minimum mean value with 3.70. These two values are in the range of high level (3.41-4.20). Moreover, since overall mean value is 3.85 the pharmacy carried out high level promotion activity.

4.3.5 Respondent Perception on People

Customers’ perception on people activity conducted by Shwe See Sein Pharmacy is measured by six items. In this study, the respondents were requested to rate their agreement level. Table (4.12) shows mean values, standard deviations and overall mean value relating the people activity of the pharmacy.

Table (4.7) Respondent Perception on People

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	Making good handle with customer complaint and inquiry.	3.98	.769
2	Dressing up neat and tidy.	3.93	.781
3	Having well knowledge to explain about medicine.	3.93	.775
4	Providing clear explanation on their products	4.16	.747
5	Having good communication skills with customer.	4.11	.771
6	Ensuring effective problem solution	3.73	.809
Overall Mean		3.97	

Source: Survey Data, 2023

According to Table (4.7), “providing clear explanation on their products” has maximum mean value with 4.16 while “ensuring effective problem solution” has minimum mean value is 3.73. These maximum and minimum mean values are in the range of 3.41-4.21 that is high agreement level. In addition, the overall mean of the people activity is 3.97 which means that respondents highly agree on people activity carried out by the pharmacy. Therefore, it can be stated that the staff of Shwe See Sein Pharmacy have high level of competency to handling the complaint and inquiry, knowledge, good communication skill and so on.

4.3.6 Respondents Perception on Customer Satisfaction

After analyzing the marketing mix (5Ps), customer satisfaction is analyzed by ten questions. These questions are asked to customers to determine the level of their satisfaction. The customer satisfaction on Shwe See Sein Pharmacy with mean value and standard deviation is presented in Table (4.8).

Table (4.8) Customer Satisfaction

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	Shwe See Sein Pharmacy provides satisfaction because of appealing store atmosphere and decoration.	3.65	.731
2	Shwe See Sein Pharmacy provides satisfaction because it can give me benefit for my health and live.	3.88	.724
3	Shwe See Sein Pharmacy provides satisfaction because I can get variety of medicines to make selection.	3.91	.768
4	Shwe See Sein Pharmacy provides satisfaction because of reasonable prices with good quality.	3.68	.811
5	Shwe See Sein Pharmacy provides satisfaction because of product's good package design.	3.73	.746
6	Shwe See Sein Pharmacy provides satisfaction because it has several seasonal promotions.	3.90	.768
7	Shwe See Sein Pharmacy provides satisfaction because of its staff competency, knowledge and services.	3.85	.793
8	Shwe See Sein Pharmacy provides satisfaction because they can explain clearly when I ask about their products.	3.75	.718
9	I am satisfied with Shwe See Sein Pharmacy because it has good reputation and image.	3.78	.801
Overall Mean		3.79	

Source: Survey Data, 2023

According to the above Table (4.8), most of the respondents highly agree with all the statements on customer satisfaction because all the mean values are in the range of 3.41 to 4.20. However, among these statements, the statement on “satisfaction with variety of medicines to make selection” provides the highest satisfaction to the customers and the statement on “satisfaction with appealing store atmosphere and decoration” has the lowest satisfaction. As an overall, customers have a high satisfaction level on Shwe See Sein Pharmacy.

4.3.7 Respondents Perception on Customer Loyalty

To measure the loyalty level of the customers, thirteen questions to are asked to its respondents in this study. The following Table (4.9) shows the mean value and standard deviation of customer loyalty of Shwe See Sein Pharmacy.

Table (4.9) Respondent Perception on Customer Loyalty

Sr. No.	Descriptions	Mean Value	Standard Deviation
1	I will buy products/services from Shwe See Sein Pharmacy because it is the best choice for me.	3.69	0.797
2	Shwe See Sein Pharmacy products and services for my health and life long in future.	3.87	0.795
3	Even there are no promotion activities, choose Shwe See Sein Pharmacy.	3.75	0.766
4	I will continue to use Shwe See Sein Pharmacy products if its prices increased somewhat.	3.52	0.862
5	Buying Shwe See Sein Pharmacy products even there is no promotion program.	3.26	0.897
6	Shwe See Sein Pharmacy as first choice in the next few years.	3.45	0.827
7	I will write positive reviews on social media about Shwe See Sein Pharmacy.	3.37	0.802
8	I will continue to buy products from Shwe See Sein Pharmacy because employees rarely make mistakes on my order.	3.77	0.700
9	I will continue to buy from Shwe See Sein Pharmacy because it has the convenient location to buy easily for health problem.	3.77	0.698
10	I recommend others to buy Shwe See Sein Pharmacy.	3.76	0.675
11	I say positive things about Shwe See Sein Pharmacy to other peoples.	3.71	0.741
12	When I see reduce price of products from other pharmacies, I will not try it.	3.16	1.048
13	I consider myself to be a loyal patron of the Shwe See Sein Pharmacy.	3.63	0.844
Overall Mean		3.59	

Source: Survey Data, 2023

According to the above Table (4.9), most of the respondents are highly agree with all the statements of customer loyalty since all the mean values are at the range between 3.41 to 4.20. Among these statements, the statement of “I will use Shwe See Sein Pharmacy products and services for my health and life long in future” has the highest mean values whereas the statement of “when I see reduce price of products from other pharmacies, I will not try it” has the lowest mean value. As an overall mean value, since it is in the range of high agreement level, the customers of the pharmacy are highly loyal at Shwe See Sein Pharmacy.

4.4 Correlation Analysis of Marketing Mix Activities, Customer Satisfaction and Customer Loyalty

Correlation is the statistical technique that can show whether and how strongly pairs of variables are related. If the value is positive, it means that as one variable gets larger, the other gets larger. If the value is negative, it means that as one variable gets larger, the other gets smaller. Correlation analysis is used to investigate the relationship between the independent variables and the dependent variable in this study. The marketing mix elements, including product, price, place, promotion and people are independent variables while customer satisfaction is dependent variable for second objective of this study.

Table (4.10) Relationship between Marketing mix and Customer Satisfaction

Sr. No.	Variables	Pearson Correlation Coefficient	P-Value
1	Product	0.903***	0.000
2	Price	0.863***	0.000
3	Place	0.800***	0.000
4	Promotion	0.605**	0.014
5	People	0.844***	0.000

Source: Survey Data, 2023

*** and ** Correlation is significant at the 0.01 and 0.05 level (2-tailed).

According to the resulted data described in the Table (4.10), all of the marketing mix variables are positively related to customer satisfaction. Therefore, all correlation

coefficients were observed to be statistically significant. Pearson Correlation Coefficient of product, price, place, promotion and place are 0.903, 0.863, 0.800, 0.605 and 0.844 respectively. All of the marketing mix variables have significant correlation and with customer satisfaction. According to the correlation matrix, there was a strongest positive relationship between product and customer satisfaction, $r = .903$, $p = 0.00$ meaning that the strength of correlation between these two variables was the strongest among other variables. Therefore, satisfaction level of the customers will be increased when the pharmacy carries more marketing mix activities especially product.

In addition, Table (4.11) describes the Pearson's correlation between customer satisfaction and customer loyalty.

Table (4.11) Pearson's Correlation between Customer Satisfaction and Customer Loyalty

Sr. No.	Variable	Pearson's Correlation Coefficient	P-Value
1.	Customer Satisfaction	.799**	.000

Source: Survey Data, 2023

* * Correlation is significant at the 0.01 level (2-tailed)

According to the resulted data described in the Table (4.11), customer satisfaction was positively related to customer loyalty. Moreover, P value was .000 which presented that the correlation was significant at one percent level of significant. Therefore, the correlation coefficient was observed to be statistically significant .

Customer satisfaction had positive relationship with customer loyalty as the value of P was less than 0.01, and the correlation value r between pairs of variables was .799 that meant the strength of correlation was strong. It can be concluded that the relationship between customer satisfaction and customer loyalty were significantly correlated to each other. Thus, when customer satisfaction is improved, customer loyalty will be increased.

4.5 Multiple Regression Analysis on the Marketing Mix, Customer Satisfaction and Customer Loyalty of Shwe See Sein Pharmacy

Multiple regression analysis is used to examine the effect of marketing mix activities on customer satisfaction as well as the effect of customer satisfaction on customer loyalty. Regression analysis is a technique for determining the statistical relationship between two or more variables where a change in a dependent variable is associated with, and depends on, a change in one or more independent variables.

4.5.1 Multiple Regression Analysis of Marketing Mix and Customer Satisfaction

In order to find out the effect of marketing mix (5ps) on customer satisfaction of Shwe See Sein Pharmacy, multiple linear regression model is used to analyze the findings of survey collected from 386 respondents. Regression analysis is done in SPSS software in order to find out the effects of marketing mix activities on customer satisfaction. In this analysis, product, price, place, promotion and place are regarded as independent variables and Customer Satisfaction as the dependent variable. Table (4.12) shows the effects of marketing mix activities on customer satisfaction of Shwe See Sein Pharmacy.

Table (4.12) Multiple Regression Analysis of Marketing Mix on Customer Satisfaction

Independent Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.538	.062				
Product	.428***	.133	.433	3.218	0.000	2.591
Price	.091**	.037	.125	2.486	0.039	3.689
Place	.475***	.155	.508	3.064	0.000	1.312
Promotion	.326	.067	.367	4.865	0.171	2.387
People	.187**	.065	.173	2.876	0.010	4.802
R				.890		
R Square				.792		
Adjusted R Square				.789		
F	289.612*** (P = 0.000)					

Source: Survey Data, 2023

a. Predictors: (Constant)

b. ***Significant at 1 percent level, **Significant at 5 percent level

c. Dependent Variable: Customer Satisfaction

According to Table (4.12), it is found that the value of F is 289.612 and the P value is 0.000. In this study, multi-collinearity problem does not exist because the values of VIF are less than 10. It can be assumed that the model of the study is fit and it is concluded that conducting all marketing mix variables have positively and significant effects on customer satisfaction ($p= 0.000 < 0.01$). Adjusted R-squared is a statistical measure of how close the data are in the fitted regression line and is also known as the coefficient determination or the coefficient of multiple determinations for multiple regression. Adjusted R-squared is 0.789 which indicated that all marketing mix variables could explain 78.9% of the variations with customer satisfaction.

Multiple regression analysis revealed that product, price, place and people had significant and positive effects on customer satisfaction. However, promotion had no significant effect on customer satisfaction.

According to the regression results, product has second largest positive and significant effect on customer satisfaction. It shows that the degree of customer satisfaction would increase by 0.428 times for every unit change in product when all other variables are constant. Therefore, product is one of the important factors to increase customer satisfaction.

Furthermore, price is a least significant and positive effect on the pharmacy customer satisfaction. The coefficient for price is 0.91 and shows that the amount of customer satisfaction would increase by 0.91 times for every unit change in price when all other variables are constant. This implies that price has positively and significant effect on customer satisfaction at 5 % significant level.

Concerning the place activity in marketing mix activities, place has the strongest positive and significant effects on customer satisfaction at the pharmacy. This implies that place has positive and significant effect on customer satisfaction at 1% significant level. Since the coefficient for price is 0.475, the amount of customer satisfaction would increase by 0.475 times for every unit change in place when all other variables are constant

People has also a significant effect on customer satisfaction at the pharmacy. The coefficient for people is 0.187 and shows that the amount of customer satisfaction would increase by 0.187 times for every unit change in people when all other variables are constant. This implies that people (staff of the pharmacy) have a positive and significant effect on customer satisfaction at 5% significant level.

As an overview, according to the regression analysis, all observed activities lead to increase the customer satisfaction at Shwe See Sein Pharmacy in Hinthada, Myanmar except promotion activity. Particularly, place activity has the largest effect on pharmacy customer satisfaction whereas price activity has the lowest effect on pharmacy customer satisfaction.

Furthermore, the effect of customer satisfaction on customer loyalty was analyzed by using simple linear regression analysis as shown in Table (4.13).

Table (4.13) The Effect of Customer Satisfaction and Customer Loyalty

Independent Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.295	.100		2.938	.004	
Customer Satisfaction	.871	.026	.862	33.296	.000	1.000
R	0.862					
R Square	0.743					
Adjusted R Square	0.713					
F	1108.631*** (P = 0.000)					

Source: Survey Data, 2023

- a. Predictors: (Constant)
- b. ***Significant at 1 percent level
- c. Dependent Variable: Customer Loyalty

According to Table (4.13), it was found that the value of F was 1108.631 and the value of P was 0.000. It can be assumed that the model of the study was fit and it was conducted that conducting customer satisfaction had positively and significant effects on customer loyalty ($P = 0.000 < 0.01$). R Square was a statistical measure of how close the data were in the fitted regression line and was also known as the coefficient determination or the coefficient of single determinations for simple linear regression. R Square was 0.743 which indicated that customer satisfaction could explain 74.3 percent of the variations in the customer loyalty. As an overview, customer satisfaction contributes to enhance the customer loyalty at Shwe See Sein Pharmacy in Hinthada, Myanmar.

CHAPTER V

CONCLUSION

The study is conducted with the aim of analyzing the influences of marketing mix elements (5 Ps): Product, Price, Place/Distribution, Promotion and People on customer satisfaction toward customer loyalty. Based on the results of the data analysis, this chapter contains findings and discussion, suggestions and recommendations, as well as the need for further research.

5.1 Findings and Discussions

The primary data needed for this study is collected from 386 respondents selected by using simple random sampling method. Summarizing the demographic information of the respondents, it is found that most respondents have high education with high income. According to the results, the most of respondents are between 31- 40 years age group and 21-30 years age group and female who have a good knowledge in health because they have high education with high salary of normal income that can spend more on their healthcare.

According to descriptive analysis, among five marketing mix activities, most respondents perceived Shwe See Sein Pharmacy carried out high level of marketing mix activities. Particularly, they have highest perception level on people activity among marketing mix activities.

According to the correlation results, all of marketing mix factors are positive related with customer satisfaction at significant level. Therefore, when the pharmacy increases its marketing mix activities, the satisfaction level of customers will increase. And then, in analyzing the relationship between customer satisfaction and customer loyalty at Shwe See Sein Pharmacy, customer satisfaction is positive and strong relationship with customer loyalty at significant level. It means that customer satisfaction and customer loyalty were significantly correlated to each other. Thus, increases in customer satisfaction leads to increase in customer loyalty.

Through regression analysis, the results shown that all marketing mix variables except promotion have the significant positive effect on the customer satisfaction. Moreover, there are significant and positive effects of product people and price and people on customer satisfaction in Shwe See Sein Pharmacy. It indicates that product,

place, people, and price lead to increase customer satisfaction of See Sein Pharmacy. Among these, place is the most highly significant effect on customer satisfaction followed by product, people and price elements.

In this study, place has the largest effect on customer satisfaction in Shwe See Sein Pharmacy because of being able to buy its products in nearest place with customers, and making Pharmacy's layout to find it easy for customers what they need. Product has the second largest effect on customer satisfaction because it has good brand name and image and offers wide range of brands and a variety of medicines. Similarly, people element has the third largest effect on customer satisfaction because staff of the pharmacy provide clear explanation on the products, have good communication skill, and make good handle with customer complains and inquiry. Price element has also an effect on customer satisfaction in Shwe See Sein Pharmacy because of offering affordable and reasonable prices and offer lower price that its competitors.

According to regression analysis, customer satisfaction has a significant effect on customer loyalty towards Shwe See Sein Pharmacy. In today's highly competitive business world, customer loyalty is one of the elements of the key to business success. customer satisfaction leads to customer loyalty towards Shwe See Sein Pharmacy.

5.2 Suggestions and Recommendations

As product has a significant and positive effect on customer satisfaction, the pharmacy should provide several packaging sizes, continue to offer good shelf and life time products, and high-quality medicines.

As price has also an effect on customer satisfaction at Shwe See Sein Pharmacy, the pharmacy should continue to provide value for the money to its customers, and affordable and reasonable price to its customers. In addition, the Shwe See Sein Pharmacy's pricing factors need to be evaluated and re-evaluated from time to time. The price is just right for the current market conditions. It is recommended that prices should be readjusted from time to time to meet customer needs and market prices. That is, customers consider price as an indicator of product quality. The pharmacy should be made cautious when setting prices because customers are accepting that high prices represents high product quality, whereas low prices indicate low product quality. Customers may believe that a lower price is achieved by reducing costs and product quality in order to maintain profit margins. Managers should avoid frequent price cuts

or a consistent low-price strategy if possible because they anxiety the reduce perceived quality and product image.

Since people element has significant and positive effect on customer satisfaction of, the staff should continue to provide clear explanation on pharmacy products. Moreover, owner of the pharmacy should ensure to provide effective problem solution to its customers. Moreover, proper and regular trainings should be provided to its staff for improving their communication skills and getting up date knowledge about the pharmaceutical products.

Since place has the largest significant effect on customer satisfaction of the Shwe See Sein Pharmacy, the owner of the pharmacy should develop the convenient places for parking and security of the customers' motor cycles and bicycles. Moreover, the pharmacy should develop effective and efficient delivery system for its customers to be more convenient. Nowadays, delivery of the products is very important for all organization due to Covid-19. Therefore, the See Sein Pharmacy should pay more attention for on time delivery when customers order its pharmaceutical products

According to the findings, promotion has no significant effect on customer satisfaction. Due to the business nature, promotion activities do not affect and significant on customer satisfaction because customers are not relied on promotion for their health problem and they are immediately use medicine for illness and health issue.

The See Sein Pharmacy should conduct and assess market research to identify marketing mix related problems inherent in its distribution in order to augment sales and increase customer satisfaction.

5.3 Needs for Further Research

This study focuses on marketing mix, customer satisfaction, customer loyalty under marketing subject. Moreover, the study only emphasizes on one pharmacy in a city. Therefore, the effect of marketing mix activities on customer loyalty through customer satisfaction in Myanmar Pharmacy Industry should be made. Additionally, marketing strategies and other marketing mix elements affecting the customer satisfaction and customer loyalty at pharmacy should be conducted as a further study. Moreover, consumer behavior on pharmaceutical products should be conducted as another study. Since marketing field is important in all businesses to improve their sale performance and to thrive, marketing mix activities and its performance of other industries such as manufacturing and service industries should be made as further study.

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APPENDIX

SURVEY QUESTIONNAIRE

Marketing Mix, Customer Satisfaction and Customer Loyalty of Shwe See Sein Pharmacy

I am a student of Master of Marketing Management Programme at Yangon University of Economics. I am doing the research on “**Marketing Mix, Customer Satisfaction and Customer Loyalty of Shwe See Sein Pharmacy**”. Please respond to the following questions by ticking the best fitting choice. All the information collected through the questionnaire will be confidentially kept and used for academic purpose only. Please kindly give a few minutes of your time to answer these questions. Thank you advance for your participation and valuable time.

Section (A): Demographic Characteristics of Respondents

Please place a tick (✓) in the box to represent your answers.

1. Gender

- Male Female

2. Marital Status

- Single Married

3. Age (Years)

- Under 20 21 – 30 31 – 40 Above 40

4. Education Level

- High School Undergraduate Graduate
 Postgraduate Others: Please Specify _____

5. Occupation Level

- University Student Government Staff Company Staff
 Own Business Dependent

6. Monthly Income (Kyats)

- 300,000MMK and below 300,001 - 500,000MMK
 500,001 - 700,000MMK 700,001 – 900,000MMK
 900,001MMK and above

7. Frequency of Visit to Pharmacy Store

- Daily Once a week or more 2 - 3 times a month
 once a month Every 2- 3 month 2 - 3 times a year

8. Frequency of Purchased Per Month

- 1-5 times 6-10 times 11-15 times Above 15 times

9. The Types of Products Purchased R

- Drugs Vitamins /food supplements Medical equipment
 Personal care

10. Reason for Visiting Pharmacy (Multiple Choice)

- Chronic disease Current disease Consultation with a pharmacists
 Preventive action in accordance with potential disease
 Purchase of medical devices Purchase of other medical products

Section (B): Marketing Mix, Customer Satisfaction and Customer Loyalty

This section is seeking your opinion regarding Marketing-Mix (5 Ps) and Customer Satisfaction, Customer Loyalty of the Shwe See Sein Pharmacy. For each statement, please indicate to which extent you feel it is agreeable or disagreeable. Please make a Tick (√) one of the following questionnaires, indicating your answer.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Product

Sr. No.	Statements	1	2	3	4	5
1	Shwe See Sein Pharmacy offers high quality medicine.					
2	Shwe See Sein Pharmacy offers several brands to choose from in a category.					
3	Purchased products from Shwe See Sein Pharmacy are usually found in good condition.					
4	Shwe See Sein Pharmacy products have various package sizes.					
5	Shwe See Sein Pharmacy offers good shelf life time product					
6	Shwe See Sein Pharmacy has good brand name and image.					

Price

Sr. No.	Statements	1	2	3	4	5
1	The price of Shwe See Sein Pharmacy product is affordable and reasonable price for its various items.					
2	I can get a lower price if I buy additional similar items.					
3	I receive value for the money when buying and using the products.					
4	I can check the prices at any moment if I purchase online.					
5	I always use products even prices are increasing.					

Place

Sr. No.	Statements	1	2	3	4	5
1	I can buy Shwe See Sein Pharmacy products in nearest place with customers.					
2	Shwe See Sein Pharmacy is situated at easy and convenient locations.					
3	I can buy available product of Shwe See Sein Pharmacy from online.					
4	I can buy Shwe See Sein products in rural area.					
5	Shwe See Sein Pharmacy has an effective and efficient delivery system					
6	Shwe See Sein Pharmacy's layout to find it easy for customer what they need.					

Promotion

Sr. No.	Statements	1	2	3	4	5
1	Shwe See Sein Pharmacy has seasonal promotion.					
2	Shwe See Sein Pharmacy prefer discount promotion					
3	Advertising of Shwe See Sein Pharmacy products is attracting to me purchase.					
4	I prefer FOC (gift) promotion.					
5	I buy products because of the redeem voucher/ flyer.					
6	I buy products because I have a member card.					

People

Sr. No.	Statements	1	2	3	4	5
1	Staff of Shwe See Sein Pharmacy can good handle with customer complaint and inquiry.					
2	Staff of Shwe See Sein Pharmacy are always dress up neat and tidy.					
3	Staff of Shwe See Sein Pharmacy have good knowledge to explain about medicine					
4	Staff of Shwe See Sein Pharmacy provide clear explanation of their products.					
5	Staff of Shwe See Sein Pharmacy has good communication skills with customer.					
6	Staff of Shwe See Sein Pharmacy ensure effective problem solution.					

Section (C): Customer Satisfaction and Customer Loyalty

This section is seeking your opinion regarding Customer Satisfaction and Customer Loyalty of Shwe See Sein Pharmacy. For each statement, please indicate to which extent you feel it is agreeable or disagreeable. Please make a Tick (✓) one of the following questionnaires, indicating your answer.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Customer Satisfaction

Sr. No.	Statements	1	2	3	4	5
1	Shwe See Sein Pharmacy provides satisfaction because of appealing store atmosphere and decoration.					
2	Shwe See Sein Pharmacy provides satisfaction because it can give me benefit for my health and live.					
3	Shwe See Sein Pharmacy provides satisfaction because I can get variety of medicines to make selection.					
4	Shwe See Sein Pharmacy provides satisfaction because of reasonable prices with good quality.					
5	Shwe See Sein Pharmacy provides satisfaction because of product's good package design.					
6	Shwe See Sein Pharmacy provides satisfaction because it has several seasonal promotions.					
7	Shwe See Sein Pharmacy provides satisfaction because of its staff competency, knowledge and services.					
8	Shwe See Sein Pharmacy provides satisfaction because they can explain clearly when I ask about their products.					
9	I am satisfied with Shwe See Sein Pharmacy because it has good reputation and image.					

Customer Loyalty

Sr. No.	Statements	1	2	3	4	5
1	I always use products/services from Shwe See Sein Pharmacy because it is the best choice for me.					
2	I will use Shwe See Sein Pharmacy products and services for my health and life long in future.					
3	Even there are no promotion activities, I will choose Shwe See Sein Pharmacy.					
4	I will continue to use Shwe See Sein Pharmacy products if its prices increased somewhat.					
5	I will buy Shwe See Sein Pharmacy products even there is no promotion program.					
6	I always consider the Shwe See Sein Pharmacy as first choice in the next few years.					
7	I will write positive reviews on social media about Shwe See Sein Pharmacy.					
8	I will continue to buy products from Shwe See Sein Pharmacy because employees rarely make mistakes on my order.					
9	I will continue to buy from Shwe See Sein Pharmacy because it has the convenient location to buy easily for health problem.					
10	I recommend others to buy Shwe See Sein Pharmacy.					
11	I say positive things about Shwe See Sein Pharmacy to other peoples.					
12	When I see reduce price of products from other pharmacies, I will not try it.					
13	I consider myself to be a loyal patron of the Shwe See Sein Pharmacy.					

Thank You for Your Participation and Valuable Time