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**THE EFFECT OF MARKETING MIX ACTIVITIES ON
CUSTOMER SATISFACTION OF MAY MYO PURE COFFEE**

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THE EFFECT OF MARKETING MIX ACTIVITIES ON CUSTOMER SATISFACTION OF MAY MYO PURE COFFEE

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ABSTRACT

The primary aims of this study are to ascertain the marketing mix actions implemented for May Myo Pure Coffee and to evaluate the impact of these activities on customer satisfaction with regards to May Myo Pure Coffee. In order to accomplish the stated objectives, the research methodology employed in this study is quantitative in nature. A sample of 384 individuals who consume May Myo Pure Coffee and make purchases at Super One Super Market, a prominent sales location for May Myo Pure Coffee in Yangon, is selected by a random sampling method in order to obtain primary data. Secondary data is obtained through sourcing information from various academic resources such as marketing textbooks, scholarly journals, research papers available on internet portals, as well as reports and documents provided by relevant companies. This study examines the marketing mix actions of Myanmar coffee production enterprises, specifically focusing on the components of product, pricing, site, and promotion that are relevant within this context. The findings of the multiple regression analysis indicate that there is a statistically significant and positive relationship between marketing mix activities and customer happiness. Within the realm of marketing mix activities, it can be observed that the product element exerts the most significant impact on customer satisfaction, while the place element exhibits the least substantial effect on customer happiness in relation to May Myo Pure Coffee. Hence, it is imperative for the organization to persist in upholding its standards of product quality. The corporation can also consider diversifying its product offerings to include instant coffee cups, which would cater to the needs of travellers or individuals seeking a convenient takeaway option for their beverages. Additionally, it is recommended that the corporation persists in producing coffee goods using high-quality coffee beans, as this would have a positive impact on the well-being of consumers.

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CHAPTER 1

INTRODUCTION

Coffee is a consumer commodity with a vast range of brands accessible on the worldwide market. The coffee culture is becoming increasingly recognizable to a significant number of residents due to the growing consumption of coffee. Due of its regular consumption by customers, coffee is widely regarded as a highly significant commodity among household products. Coffee is a significant economic crop that holds the greatest position in global trade rankings (Pendergrass M, 2009). Coffee is composed of caffeine, which has the ability to energize the human body. In contemporary times, coffee has emerged as the prevailing beverage on a global scale. Villanueva et al. (2006) conducted a study. Coffee is a beverage that has been purported to possess neuroprotective properties, aid in weight management, increase alertness, and alleviate feelings of fatigue and worry. A wide variety of coffee brands, including both domestic and international ones, are available in the market. Furthermore, there is a continuous upward trajectory in the prevalence of coffee consumption. Coffee manufacturing enterprises and coffee marketers must strategically devise and implement suitable and efficient marketing mix initiatives in order to effectively compete in the market.

According to coffee entrepreneurs, Myanmar possesses a substantial expanse of coffee plantations, over 35,000 acres in total. The majority of these plantations are concentrated in Shan State and Mandalay Region. However, it is worth noting that in recent times, other regions like as Chin State and Kachin State have also embarked on coffee cultivation endeavors. In the region of Mandalay, a significant majority of agricultural land is owned by farmers who possess expansive estates. These farmers mostly engage in the cultivation and processing of washed coffee. The majority of agricultural producers in Shan State are predominantly small-scale landholders, with a significant proportion owning less than one hectare of land. The aforementioned estates have the capacity to yield a total of 12,000 tons of coffee. Among the coffee varieties, Arabica accounts for 85 percent, Robusta comprises 14 percent, and the remaining one percent is attributed to other coffee types. Despite the presence of specialty coffee species in Myanmar, coffee growers and producers continue to have difficulties stemming from inadequate technological resources and a limited market.

The advancement of the business sector, along with intense market competition, compels the coffee industry to improve both the quality of its products and the efficiency of its distribution networks. Moreover, promotional initiatives are implemented in a competitive fashion. The coffee business is currently experiencing a proliferation of new coffee products as a result of consumer demand. The coffee industry is projected to experience ongoing growth in subsequent years, positioning coffee as a significant commodity within Myanmar's consumer products sector. Within the marketplace, there exists a wide array of both domestic and international brands available for selection.

Numerous emerging coffee companies have recently entered the local market, each striving to capture a greater market share relative to their competitors. The market has witnessed a growing presence of many Myanmar Pure Coffee brands, including but not limited to Yoke Thay, Htarwaya Coffee, Genius, Shwe Ywa Nga, Tuu Coffee, and several more. The coffee plantations associated with various coffee companies are primarily located in the Mandalay Region and Shan State. The coffee manufacturing company implemented various promotional activities, pricing methods, and market penetration measures in an effort to acquire a larger portion of the market.

In the contemporary era, the Myanmar market has witnessed the entry of not only domestic coffee manufacturing companies but also overseas brand coffee manufacturing organizations. Various foreign coffee brands, including Nescafe, Bru, Starbucks, and Jacobs, are available in the market. These brands are sourced through diverse means of distribution. The organizations engage in marketing activities with the aim of enhancing their sales revenues, profitability, and customer happiness. "Marketing" refers to the comprehensive set of activities and commercial endeavors aimed at the promotion and sale of products or services. These activities encompass market research, advertising, and other related strategies. The strategic use of pricing, locations, and promotions plays a pivotal role in bolstering the business's sales of its items. Marketing plays a crucial role in attracting and engaging the target audience or consumers of a firm, ultimately leading to increased sales of its products or services. The marketing mix is a strategic approach utilized to align consumer expectations, attain a competitive edge, and evaluate the financial gains or profitability resulting from marketing investments. In the event that the marketing mix does not undergo necessary adaptations, the organization may encounter difficulties in sustaining the levels of production

and service quality, effectively competing with competitors, and meeting customer expectations. The marketing mix refers to a collection of strategic actions or techniques employed by a firm to promote its brand or product within the marketplace. The marketing mix in traditional marketing comprises four fundamental elements, commonly referred to as the four Ps. These elements include price, product, promotion, and place. The term "price" is used to denote the monetary worth assigned to an object. Various factors contribute to the overall dynamics of a market, including manufacturing costs, the target market segment, the purchasing power of the market, supply and demand, as well as several other pertinent elements, both direct and indirect in nature. Pricing can serve as a means of differentiation and enhancing the perception of a product. The pricing of a product is indicative of the level of consumer demand and the amount individuals are willing to expend on it.

Within various industries, the fundamental objective of an effective distribution or "place" strategy is to attract the consumer's interest and facilitate their purchasing process. Retailers are inclined to spend an additional cost for a prominent location. The term "marketing" encompasses many strategies and tactics employed to promote awareness and recognition of a particular product or service among both the general public and business entities. Various promotional strategies can be employed to enhance the visibility and reputation of a product or service. These strategies encompass a range of methods such as advertising, word-of-mouth marketing, media coverage, incentives, commissions, and trade awards. This category of marketing encompasses consumer schemes, direct marketing initiatives, contests, and prize promotions.

Customer satisfaction is a key indicator that gauges the level of contentment experienced by consumers or users in relation to a company's offerings, as noted by Upamannyu (2014). The monitoring of customer satisfaction is a critical aspect for any service provider. The managerial level within a corporate organization can employ customer satisfaction and loyalty surveys as a tool to gain insights into customer perceptions of their services and identify areas that require improvement in order to enhance customer satisfaction (Singh, 2006). Myanmar currently finds itself at a critical juncture in its coffee expansion initiative. Nevertheless, due to recent advancements in production technologies, the introduction of improved varieties and processing methods, and the extensive support provided by The Coffee Research, Information, Extension &

Training Center (CRIETC) in terms of research, information dissemination, and training, Myanmar is now in a favorable position to exploit the production of premium-grade Arabica coffee for the global market. Additionally, the significantly improved world coffee prices further enhance Myanmar's potential in this regard. Currently, Myanmar's pure coffee has gained significant popularity in the Asian region. Myanmar boasts a multitude of coffee plantations and production entities, including May Myo Pure Coffee, May Myo Fresh Coffee, Old Town Pure Coffee, Genius, Yoke The' (Myanmar Puppet), Shwe Ywa Ngan Coffee, Ever Win Pure Coffee, and Shwe Taung Ywar. These establishments offer comparable pricing and deliver premium-quality pure coffee products.

1.1 Rationale of the Study

In order to ensure the prosperity and longevity of commercial entities, it is imperative for them to possess the capacity to effectively promote and sell their products and services. According to a study conducted by Susanti, S. et. al. (2019), the ability of business organizations to offer their products at affordable prices while maintaining expected quality levels can effectively overcome competition challenges. This strategy is particularly effective in building customer trust, thereby enabling the organization to gain a competitive advantage and succeed in the market.

According to Harsono (2017), the presence of a good and high-quality product, a reasonable price, an accessible location, and effective and efficient promotion can significantly impact customers' inclination to learn about and purchase products from a company. Consequently, these factors can contribute to enhancing customer satisfaction and fostering customer loyalty. Hence, in order to effectively engage customers and stimulate their buying behavior, organizations must adeptly implement a well-suited marketing strategy that aligns with the prevailing market conditions. Organizations employ marketing mix activities as a strategic instrument to attain their marketing objectives inside the marketplace. Hence, it is vital to employ an optimal and suitable marketing mix in order to flourish amongst commercial competition and enhance the competitiveness of organizations.

May Myo Pure Coffee is a prominent coffee brand in Myanmar that encounters fierce competition in its efforts to expand its market presence. Customer satisfaction is a key aspect for all commercial organizations in attaining their strategic objectives. In

a context where clients are presented with a multitude of options, May Myo Pure Coffee must establish a competitive advantage in order to distinguish themselves from their competitors. The primary objective of this study is to examine customer satisfaction and identify the key characteristics that influence customer happiness in relation to the May Myo Pure Coffee product. Hence, this study aims to ascertain the marketing mix activities undertaken by May Myo Pure Coffee and examine their impact on consumer satisfaction. Through the examination of this subject matter, it is possible to implement and improve the efficacy of marketing mix operations within various local coffee enterprises in Myanmar, hence facilitating their expansion and progress. Furthermore, coffee business proprietors have the opportunity to enhance their understanding of the ways in which coffee use might impact consumer behavior. The implementation of suitable strategies can serve as a catalyst for business owners, motivating them to plan and execute initiatives aimed at augmenting sales volume.

1.2 Objectives of the Study

The objectives of the study are as follow:

1. To identify the marketing mix activities conducted for May Myo Pure Coffee and
2. To analyse the effect of marketing mix activities on customer satisfaction in May Myo Pure Coffee.

1.3 Scope and Method of the Study

The primary objective of this research is to examine the impact of marketing mix actions on customer satisfaction in the context of May Myo Pure Coffee. The study utilizes a quantitative research methodology. Both primary and secondary data are utilized in order to accomplish the study objectives. The study focuses on the client demographic that purchases and consumes May Myo Pure Coffee. The determination of the sample size for May Myo Pure Coffee customers is based on the method created by Zikmund (2003), as the identity of the customers is still unknown. According to May Myo Co., Ltd (2022), primary data is gathered at Super One Super Market, which is recognized as one of the most successful sales locations for May Myo Pure Coffee in Yangon. The researchers employed the simple random sampling procedure in order to select the participants. The timeframe of data collecting is from February 1st to March

15th, 2023. Secondary data is derived from various sources such as marketing textbooks, theses, scholarly journals, and online articles. The data is collected using a standardized questionnaire. The data will be analyzed using multiple regression analysis.

1.4 Organization of the Study

The study is organized into five chapters. Chapter 1, titled "Introduction," addresses the underlying justification for the study, its aims, scope, methodology, and overall organization. Chapter 2 provides an exposition of the theoretical underpinnings of the research, encompassing the interplay between the marketing mix, consumer happiness, prior scholarly investigations, and the conceptual framework of the study. Chapter 3 provides an overview of the profile and marketing mix initiatives undertaken by Mya Myo Pure Coffee. Chapter 4 provides an investigation of the impact of the marketing mix on customer satisfaction in May Myo Pure Coffee. Chapter 5 encompasses the presentation and analysis of the findings, along with a comprehensive discussion of the results. Additionally, this chapter provides ideas and recommendations based on the outcomes of the study, as well as an exploration of the constraints encountered throughout the research process. Furthermore, it highlights the areas that require further investigation in future studies.

CHAPTER 2

LITERATURE REVIEW

This chapter includes concepts of marketing, marketing mix including product, price, place and promotion, customer satisfaction, previous studies relating marketing mix and customer satisfaction, and conceptual model of the study.

2.1 Definition of Marketing

Marketing is a multifaceted endeavor encompassing several activities and operations aimed at the promotion and sale of products or services. These activities include market research, which involves the systematic gathering and analysis of data pertaining to consumer preferences and market trends, as well as advertising, which involves the strategic communication of product or service information to target audiences. Marketing plays a crucial role in the success of any organization as it facilitates the visibility and awareness of the company's products or services among clients in the marketplace. Marketing activities have a crucial role in facilitating customer engagement with products and influencing their purchasing decisions. The role of marketing in establishing and nurturing a connection between customers and a firm is of significant importance. Marketing is a strategic approach within the realm of business that presents a counterpoint to the aforementioned three prevailing company orientations. The core principles of this concept became well defined during the 1950s. According to this perspective, the primary factor in attaining the organizational objectives of the selling corporation is in its ability to outperform competitors by effectively generating, delivering, and conveying customer value to its specific target customer base. The marketing idea is founded upon four fundamental principles, including the identification of a specific target market, understanding and addressing client demands, implementing integrated marketing strategies, and ultimately achieving profitability (Kotler, 2020).

Marketing is a comprehensive framework of corporate operations that encompasses the strategic planning, pricing, promotion, and distribution of goods and services that aim to fulfill the desires and needs of both existing and prospective customers (Stanton, 1964).

Marketing can be defined as the process of creating, disseminating, delivering, and exchanging offerings that provide value for customers, clients, partners, and society

as a whole. The notion of marketing encompasses the strategic planning and implementation efforts undertaken by corporations and marketing firms with the aim of satisfying consumer demands, enhancing financial gains, and surpassing competitors. The marketing concept revolves around a company's capacity to engage in competition and optimize revenue by emphasizing its ability to provide greater value to customers compared to its rivals (Wilson, 2020). The implementation of marketing strategies is of paramount importance in all types of businesses. The existence of numerous firms heavily relies on the implementation of marketing strategies. The utilization of this strategy yields numerous advantages for the organization, notably an enhanced level of consciousness. Enhance revenue generation while cultivating a sense of trust.

2.2 Marketing Mix

The 4P's framework encompasses the elements of Price, Promotion, Product, and Place. According to McCarthy (year), marketers have the ability to develop an effective marketing plan and enhance operational outcomes significantly through the strategic utilization of appropriate combinations and factors. The 4 P's, sometimes referred to as the fundamental marketing mix, are recognized as such in academic literature (Janse, 2020).

The marketing mix is considered to be one of the fundamental elements in the field of marketing management. In order to effectively attract clients, it is imperative for each producer to focus their efforts on four fundamental factors. The marketing mix encompasses product strategies, pricing strategies, distribution strategies, and promotional techniques. The marketing mix refers to the strategic arrangement or integration of several marketing management elements. The marketing mix refers to the amalgamation of marketing strategies, pricing tactics, distribution channels, and promotional activities employed by enterprises to elicit the intended consumer response within a certain target market (Chand, 2017). The marketing mix of a marketing representative encompasses a compilation of several thoughts and strategies employed to effectively promote a particular product or brand. The marketing mix comprises a collection of concepts and principles that are combined to build ultimate strategies aimed at enhancing brand recognition among the target audience. The four Ps of marketing are a conceptual framework that encompasses the fundamental elements of the marketing mix. The marketing mix is a strategic framework employed by marketers to effectively attain their marketing objectives. It strategically positions "the optimal product, at the optimal

price, at the optimal moment" in the suitable setting. According to Juneja (2001), the marketing mix is adjusted in order to identify the optimal combination of characteristics that align with the requirements of product users, while simultaneously maximizing profitability.

2.2.1 Product

A product refers to a tangible item or intangible service that is offered by a business proprietor for sale to a specific demographic. When developing a product, it is imperative to take into account several factors such as design, quality, packaging, features, after-sales assistance, and customer support. In order to initiate a commercial venture, an organization must initially determine the nature of its product or service offerings (Prakshi, 2018). The term "product" refers to the items or services being offered for sale, encompassing all of their characteristics, advantages, and benefits that customers can derive from their purchase. When formulating marketing strategies for the product, it is imperative for the corporation to consider the essential attributes and advantages that clients desire or require, encompassing, but not restricted to, aesthetics, durability, maintenance, and supplementary components (Hanlon, 2021). A product refers to any tangible or intangible entity that is designed to attract, acquire, utilize, or consume, and can be effectively promoted in order to fulfill a specific need or desire. A product refers to a category of commodities that are mostly tangible in nature. A product include tangible items, services provided by individuals, geographical locations, organizations, manufacturing processes, ideas, or a mix thereof. The primary constituents of the product can be identified, including but not limited to: product assortment, product quality, product design, product features and functionalities, brand reputation, packaging, product dimensions, customer service, warranties, and product return policies. According to Gilania (2013),

The product serves as the fundamental cornerstone for each company enterprise. When considering a business's product, the objective is to conceptualize the desires and requirements of consumers. The concept of tangibility can encompass both physical products that are sold and intangible offerings, such as services. Organizations that possess the ability to accurately predict the lifecycle of a product might gain a competitive edge by proactively developing new products or services to meet client demands. According to the work of Myat Pann Phyu (2019), it has been found that...Products are

tangible items that are made available for purchase. Product attributes refer to the distinctive properties of a product that have the potential to impact a consumer's decision-making process while making a purchase. The consideration of product qualities holds significant importance for both consumers and marketers. Consumers rely on attributes as a foundational basis for evaluating items, as attributes offer the advantages that consumers seek when making purchasing decisions and engaging in product comparisons. Marketers employ attributes as a means of distinguishing items from their competitors and as a foundation for the development of new products. According to McNamee (2020), it is imperative for companies to provide potential customers with products or services that align with their preferences, in a manner that is easily accessible to the general public.

2.2.2 Price

One of the key components of the marketing mix is the pricing strategy. Consumers engage in price comparison of a product or service concurrently. It also represents the monetary worth of a commodity. Various factors such as price, manufacturing costs, target market segmentation, market purchasing power, supply and demand, and other relevant direct and indirect variables collectively influence the outcome. Pricing plans are offered in various configurations and dimensions, each of which is intricately connected to a broader organizational strategy. According to Riggs (2008), pricing can serve as a means of differentiation, enabling the enhancement of a product's perception and reputation.

The perception of price significantly influences a consumer's inclination to acquire a product. The concept of pricing perception elucidates the informational aspects of a product and imparts significant value to the consumer. Therefore, the consideration of price holds significant weight in the decision-making process of consumers, particularly when it comes to often purchased products. Consequently, pricing has a direct impact on the selection of the store, product, and brand that consumers choose to support. Consumers exhibit a high degree of rationality in their evaluation of the desired advantages derived from their purchases of products or services for which they provide monetary compensation. The determination of prices is contingent upon the equilibrium between supply and demand, and is established with a level of assurance that consumers

will be willing to pay these prices (Al-Salamin, 2016). The pricing structure of a product encompasses three distinct characteristics, namely fair price, fixed price, and relative price. The concept of fair price pertains to the modification of a price that provides a blend of quality and suitable services at a justifiable cost (Kotler P., 2016). A fixed price refers to a predetermined and unchanging price that is applicable to all potential purchasers. The concept of relative price refers to the pricing strategy employed by sellers, which takes into consideration the perceived value of the product or service in relation to its quality and level of service delivered. According to a study conducted by Komaladewi and Indika (2017), the majority of participants expressed that price plays a significant role in shaping their purchasing choices (Albari, 2020). Pricing serves as the sole determinant of financial gain and is a conspicuous indicator of the efficacy or inadequacy of products and services. According to Al-Hassan (2016),

2.2.3 Place

The inclusion of place is a fundamental element within the marketing mix. Places refer to locations where customers can seek out and explore products or services for the purpose of consumption. The significance of recruiting both clients and qualified people is crucial for the overall success of the organization. Customers should possess the capability to effortlessly locate it, and it should be situated in a strategic area that can effectively allure potential clientele. The reputation of some locations within a city, whether associated with a simplistic lifestyle or not, inevitably influences the development of a company's brand and image. Additionally, the geographical location of the organization plays a significant role in this process. Consequently, it is imperative for any organization to own a physical establishment (Phyu, 2019).

Furthermore, as per Kotler's (1997) research, the provision of service encompasses a diverse range of activities undertaken by a firm to effectively ascertain its consumer base and ensure the accessibility of its products. Hence, the selection of a suitable site becomes a critical determinant in company decision-making.

Place encompasses a strategic framework for effectively allocating the appropriate product to the appropriate location within the designated timeframe. The selection of a distribution method is contingent upon a range of circumstances. A distributor can be defined as an individual or entity that engages in the procurement of goods, subsequent storage, and subsequent sale of these goods through a designated distribution channel. According to Sonntag (2017), certain producers have a greater inclination

towards selling their products through wholesalers, whereas others prefer to engage in direct sales to retailers and end customers.

2.2.4 Promotion

Marketing promotion involves a range of communication strategies aimed at informing clients, raising awareness, stimulating demand, enhancing brand value and recognition, and distinguishing products. Advertising, sales promotion, direct marketing, and public relations are many promotional strategies that can be employed to endorse a product or service, contingent upon the specific undertaking. Advertising plays a crucial role in the realm of business as it serves to promote the advantages of a product, allure potential clients, and ultimately enhance financial returns. According to Ward (2020), the acquisition of consumers is an essential requirement for any organization, since it is imperative for its survival. Without implementing marketing strategies, a firm will inevitably face closure in due course.

The objective of product promotion is to elucidate to consumers the necessity and value proposition of the product, so justifying the price point at which it is offered. Marketers commonly use promotional and placement components in order to effectively target their primary audiences. According to Twin (2021), Marketing promotion can be influenced by various factors, including personal selling, advertising, sales promotion, direct marketing, and public relations, as observed in the given action. Public relations is a strategic communication approach employed by organizations to cultivate a favorable perception of their product image among the intended audience (Bernazani, 2021). The promotional mix refers to the precise amalgamation of tools, channels, and processes employed by organizations to effectively advertise their offerings. The promotional mix that is chosen should possess qualities that are captivating, educational, and persuasive. The selection of promotional mix elements by a corporation must be done judiciously in order to effectively construct its promotion mix plan. The promotional mix refers to the strategic deployment of resources across five key elements, namely advertising, public relations or publicity, sales promotion, direct marketing, and personal selling. According to Josh (2021). Advertising can be described as a compensated method of disseminating and promoting ideas, products, and services through non-personal means, with the involvement of an acknowledged sponsor. Mass communication is a method of disseminating information to a large audience. It is considered the most prevalent and extensively utilized instrument for promoting products

and services in the marketplace. A significant portion of the promotional budget is typically allocated exclusively to advertising. A range of advertising platforms, including television, radio, print media (newspapers and magazines), outdoor advertising, and other similar channels, are employed to promote the product. Undoubtedly, contemporary culture is pervasively influenced by advertising, as extensively discussed by Pandey (2018). Public relations or publicity is an additional promotional strategy that influences the perception and reception of a brand by individuals. Organizations employing public relations (PR) strategies endeavor to establish a strong and appealing brand identity through the dissemination of captivating news articles pertaining to their operations across various media outlets. The corporation does not have complete control over public relations, as certain reviews and webpages may present unflattering portrayals of the brand. If a company effectively addresses these concerns, individuals will express their satisfaction through positive word-of-mouth recognition. The extraction of best practices employed in effective public relations campaigns is commonly employed for various purposes, including the announcement of company news, product launches, partnership unveilings, and the demonstration of corporate social responsibility (Newnam, 2008). Sales promotion is a marketing approach that falls within the broader category of promotion. The implementation of marketing strategies serves the purpose of acquiring new customers, retaining existing customers, mitigating competitive pressures, and capitalizing on market research findings. The program consists of a variety of activities, encompassing both outdoor and indoor endeavors, designed to augment firm sales. Sales promotions are used with the intention of stimulating consumer purchasing behaviors or inducing an increase in sales volume, ultimately aiming to achieve a specific benchmark or objective. It is worth noting that the impact of sales promotions extends beyond immediate sales outcomes (Pahwa, 2021).

Direct marketing encompasses many marketing strategies that rely on direct communication or distribution to individual consumers, as opposed to utilizing intermediaries like mass media. Delivery technologies such as mail, email, social media, and texting campaigns are commonly employed in direct marketing efforts. Measuring the efficiency of direct marketing is comparatively more straightforward in comparison to media advertising. Direct marketing is widely recognized as a prominent and efficacious marketing strategy for establishing a direct and personalized relationship with a specific target audience (Kenton, 2020).

Personal selling can be defined as the interpersonal exchange between a buyer and a seller, involving direct communication and interaction. The primary objective of persuasive communication is to persuade the recipient, typically a buyer, to adopt the seller's perspective or to induce the buyer to undertake a specific course of action. Personal selling can be categorized as a promotional technique characterized by direct human interaction and conversational communication, as opposed to the dissemination of information through mass media channels. The primary responsibilities of a salesperson encompass the tasks of persuasion, selling, and information dissemination (Seturi, 2020).

2.3 Customer Satisfaction

Customer satisfaction is a quantitative measure used to evaluate the extent to which a product or service effectively fulfills the demands of a customer. It serves as a meter to assess the degree of alignment between consumer expectations and their actual experiences. Alternatively, it can be described as a statistical metric or indicator that quantifies the level of satisfaction exhibited by customers or users towards a company's offerings, as stated by Nischay (2014). The level of customer satisfaction is contingent upon the specific setting and the nature of the goods or services provided. A consumer has the potential to experience satisfaction in various aspects, such as a product or service, a particular encounter, a decision to make a purchase, a sales representative, a retail establishment, a service provider, or a specific feature. These elements can individually or collectively contribute to the overall satisfaction of the client. Gaining insight into consumer perceptions, satisfaction levels, and loyalty towards a business is of utmost importance. This can be achieved through several means such as questionnaires, mail-in surveys, internet surveys, or polls (Haafte, 2019). Customer satisfaction is a concept that encompasses various factors, as outlined by Nishandini Ramesh and Siranjeevi (2017). These factors include the combination of products and services offered, the frequency of customer complaints, the rate at which customers repurchase products or services, the ability to retain new customers, the overall contentment of customers, and the introduction of new products or services. The maintenance and sustainability of a certain demand are heavily influenced by the level of customer satisfaction. This aspect of marketing pertains to the evaluation of how a product or brand has effectively met customer expectations, fulfilled promised quality standards, and identified any necessary modifications or enhancements to enhance customer appeal (Bhasin,

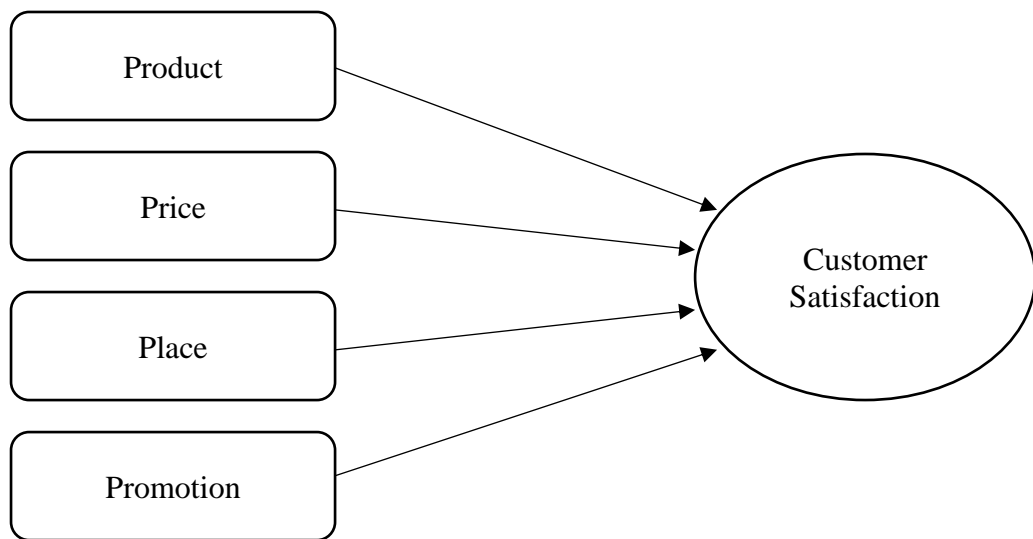
Hitesh, 2021). Customer satisfaction is commonly seen as a favorable reaction or response towards a certain service or product. Levesque and McDougall (1996) give a definition of satisfaction as the whole attitude of a customer towards a service provider. According to Andreessen and Lindestad (1998), customer satisfaction encompasses the entirety of a consumer's buy and consumption experiences. Consequently, the overall level of contentment pertaining to the cervix will be employed as a measure to assess customer satisfaction frameworks within this scholarly publication. Yi (1990) conducted a study that revealed the influence of two factors, namely experience and expectations pertaining to service performance, on consumer happiness. In the realm of business operations, contentment can be likened to an attitude, as it can be quantified by aggregating customer satisfaction ratings pertaining to particular attributes of a product or service (Nischay, 2014). According to Churchill and Surprenant (1982), customer satisfaction can be defined as the pre-purchase expectation and post-purchase evaluation of product or service performance. According to the expectancy disconfirmation paradigm, consumer satisfaction is influenced by the extent to which a product's performance aligns with their expectations. Positive disconfirmation occurs when a product surpasses expectations, leading to consumer satisfaction. Conversely, negative disconfirmation arises when expectations exceed the actual performance of the product, resulting in consumer dissatisfaction. When a product's performance matches the consumer's expectations, a state of neutral satisfaction is experienced. According to Oliver (1980), pleasure and dissatisfaction can be conceptualized as the result of a consumer expectation not being fulfilled (Ramesh, 2017). Customer satisfaction is a consequence of a favorable disconfirmation, while customer dissatisfaction arises from an unfavorable disconfirmation. According to the research conducted by Kumar, Kee, and Manshor (2009), it has been established that the provision of high-quality service can result in a notable enhancement in customer satisfaction and loyalty. Consequently, the satisfaction of clients is contingent upon the level of quality provided in the service.

2.4 Previous Studies

This study presents three prior investigations in order to establish the conceptual framework for the current investigation. The initial study undertaken by Nurdeagraha, D., and Suryawardana, E. (2020) was to investigate the factors that contribute to the enhancement of customer satisfaction in the context of coffee products. The second

study conducted by Sudari et al. (2019) examines the relationship between the marketing mix and customer loyalty through customer satisfaction in the context of food and beverage items offered by small and medium-sized enterprises (SMEs) in Malaysia. The most recent study was undertaken by Winarno et al. (2021), which examines the "Mixed Marketing Strategy on Coffee Consumer Satisfaction at Cafe De Tropodo Sidoarjo." The subsequent paragraphs provide a summary of the analysis and findings. The study conducted by Nurdeagraha, D., and Suryawardana, E. (2020) focused on examining the factors that contribute to the enhancement of customer satisfaction in the context of coffee products. The present study employed a quantitative methodology. The sample consisted of consumers of "P" Coffee in Semarang. The researchers presented the conceptual framework of their investigation in Figure (2.1).

Figure (2.1): Conceptual Model of Factors Increasing Customer Satisfaction on Coffee Products



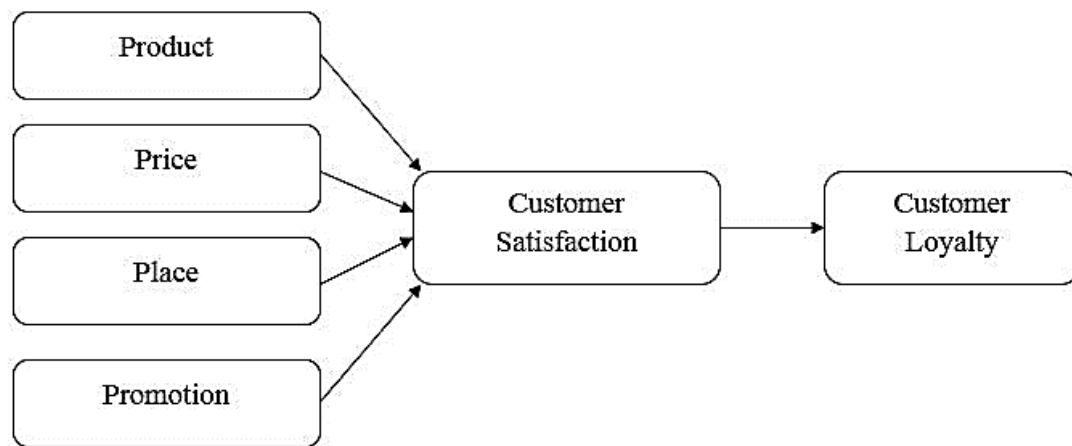
Sources: Nurdeagraha, D., & Suryawardana, E. (2020)

The objective of this study was to assess the impact of product quality, product diversity, price promotion, and location on customer satisfaction. Satisfaction refers to the subjective assessment made by an individual regarding the perceived level of performance or service received in relation to their initial expectations. The research employed a quantitative methodology. A representative sample including 96 individuals who purchase coffee brand "P" within the urban area of Semarang. The sample ap-

proach employed in this study was purposive sampling, whereby participants were selected based on specific criteria. The sources of data were collected by distributing closed-question questionnaires to the selected participants. The employed method for data analysis is multiple linear regression analysis. The findings of the study indicate that the variables of pricing, promotion, and location exert a statistically significant and beneficial influence on customer satisfaction with the coffee "P" product.

The study conducted by Sudari et al. (2019) examined the impact of the marketing mix on customer loyalty, specifically through the mediating factor of customer satisfaction, within the context of small and medium-sized enterprises (SMEs) in Malaysia's food and beverage industry. The research model was depicted in Figure 2. The study employed a data collection strategy involving the administration of a questionnaire to a sample of 300 clients. Path analysis and the Sobel test are commonly employed in the examination of data.

Figure (2.2): Conceptual Model for the Effect of Marketing Mix on Customer Loyalty through Customer Satisfaction

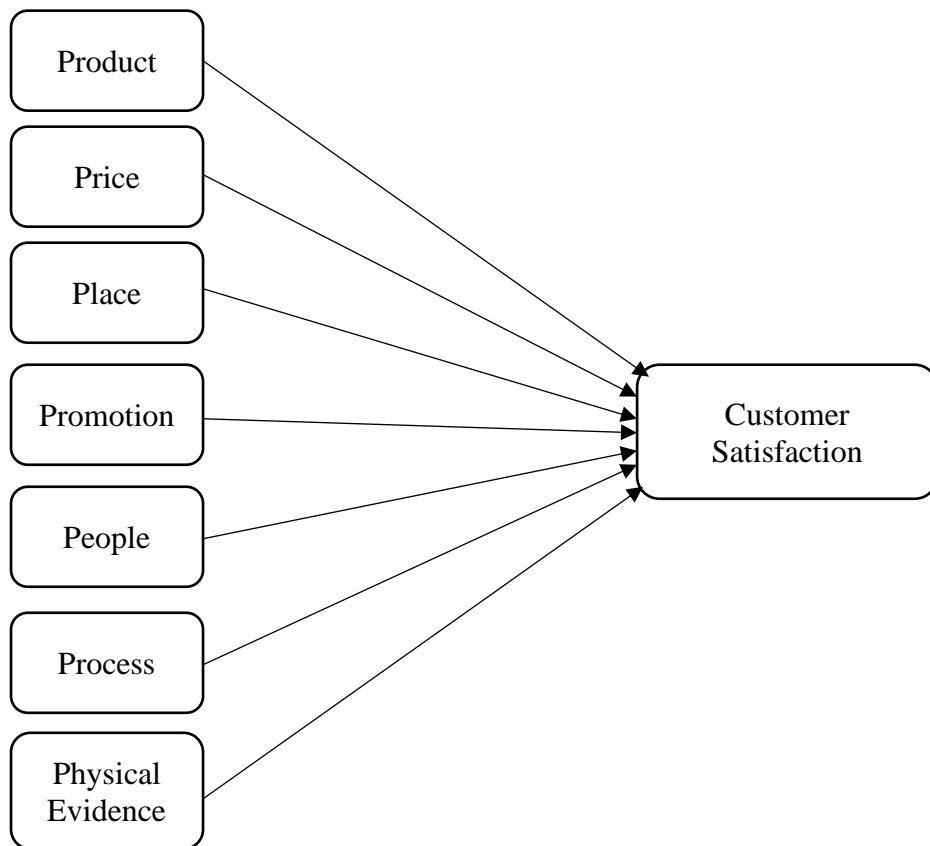


Sources: Sudari et al. (2019)

The findings suggest that the factors of product, promotion, place, and pricing have a positive influence on customer satisfaction in the specific setting of small and medium-sized firms (SMEs) in the food and beverage sector in Malaysia. Furthermore, it is evident that pricing has a significant impact on customer satisfaction, exerting influence through both direct and indirect means. In terms of influence, price emerges as the most prominent element, followed by place and promotion, which exhibit a modest impact. Conversely, the product component demonstrates the least substantial effect.

This suggests that it is important for small and medium enterprises (SMEs) operating in the food and beverage industry in Malaysia to give priority to the adoption of efficient price management strategies. This is necessary in order to improve consumer satisfaction and cultivate customer loyalty. Small and medium-sized firms (SMEs) are obligated to proficiently manage pricing strategies that are simultaneously competitive and reasonable. The visible influence of marketing mix elements, namely product, promotion, place, and pricing, on consumer satisfaction with regards to food and beverage products provided by small and medium-sized firms (SMEs) in Malaysia is apparent. The positive influence of customer satisfaction on customer loyalty has continuously been supported. Moreover, empirical evidence suggests that the marketing mix elements, including product, promotion, site, and pricing, have exerted a positive influence on customer loyalty within the food and beverage sector of small and medium-sized firms (SMEs) operating in Malaysia. The aforementioned impact is facilitated through the mechanism of customer satisfaction. The association between the components of the marketing mix and the levels of customer satisfaction and customer loyalty is subject to mediation. The cost issue is of utmost importance to clients, and it is crucial for small and medium-sized firms (SMEs) to dedicate considerable attention to this component. To attain client satisfaction and loyalty, it is crucial to improve not just the pricing element, but also the diverse array of components within small and medium-sized firms (SMEs). In their research, Winarno et al (2021) investigated the effects of implementing a blended marketing approach on consumer satisfaction levels at Cafe De Tropodo Sidoarjo. The results of this investigation are depicted in Figure (2.3).

Figure (2.3): Conceptual Model of Mixed Marketing Strategy on Coffee Consumer Satisfaction



Source: Winarno et al (2021)

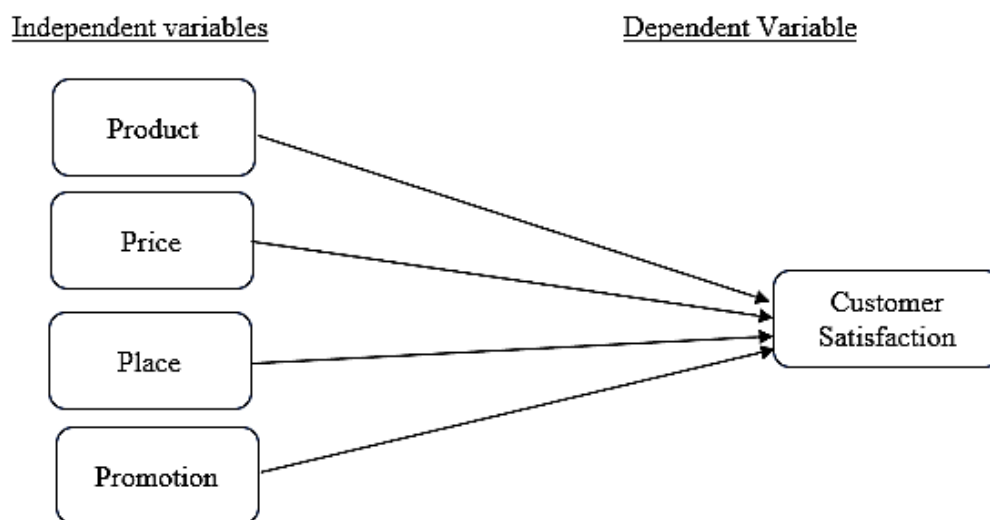
The primary aim of this research was to investigate the influence of implementing a diverse marketing strategy on the level of consumer satisfaction about coffee at Cafe De Tropodo Sidoarjo. The study recruited a sample of 75 adults who patronized cafes. The research employed a mixed marketing approach, incorporating many independent factors like product, price, site, promotion, people, physical evidence, and process. The variable being examined in this study was consumer satisfaction. The research findings indicated that all the components of the marketing mix had a statistically significant and positive effect on consumer satisfaction in the context of coffee consumption. The introduction of processed coffee products to customers is vital for the purpose of augmenting their comprehension and consciousness regarding these commodities. Moreover, coffee shop proprietors have the chance to augment their comprehension of the manners in which coffee consumption may be influenced by consumer behavior.

The utilization of appropriate strategies can function as a catalyst for entrepreneurs, incentivizing them to improve their sales performance.

2.5 Conceptual Framework of the Study

Drawing upon various theories, ideas, concepts, and past investigations, the present study has created a conceptual framework. The framework utilized in this study is derived from the work of Nurdeagraha and Suryawardana (2020), who constructed a conceptual model to examine the aspects that contribute to customer satisfaction in the setting of coffee goods. The decision to adopt this framework is based on its relevance to the specific context of May Myo pure coffee. This study applies four components of the marketing mix, namely product, pricing, place, and promotion, within the specific setting of a coffee brewing enterprise in Myanmar.

Figure (2.4): Conceptual Framework of the Study



Source: Adopted from Nurdeagraha, D., & Suryawardana, E. (2020)

The current study, as shown in Figure (2.4), primarily focused on the link between marketing mix and customer satisfaction. In this model, dependent variable is customer satisfaction while independent variables are the marketing mix activities that include product component, price component, place component, and promotion component. Working definition of the study are as follow:

Product is the thing the company produce or manufactured to sell to make profit.

Price refers to an amount of money required to purchase the product, May Myo Pure Coffee.

Place refers to where May Myo Pure Coffee are available and can be purchased by the customers.

Promotion is the act or activity that the company conduct to raise awareness of May Myo Pure Coffee to the customers and persuade to make purchase decision.

Customer Satisfaction refers to a positive feeling of customers towards May Myo Pure Coffee.

CHAPTER 3

MARKETING MIX ACTIVITIES OF MAY MYO PURE COFFEE

This chapter mainly presents the marketing mix activities of May Myo Pure Coffee. The first section is the background history of the May Myo Co.,Ltd and second section is the organization structure of the coffee. The second section is the marketing mix activities of May Myo Pure Coffee.

3.1 Profile of May Myo Co., Ltd

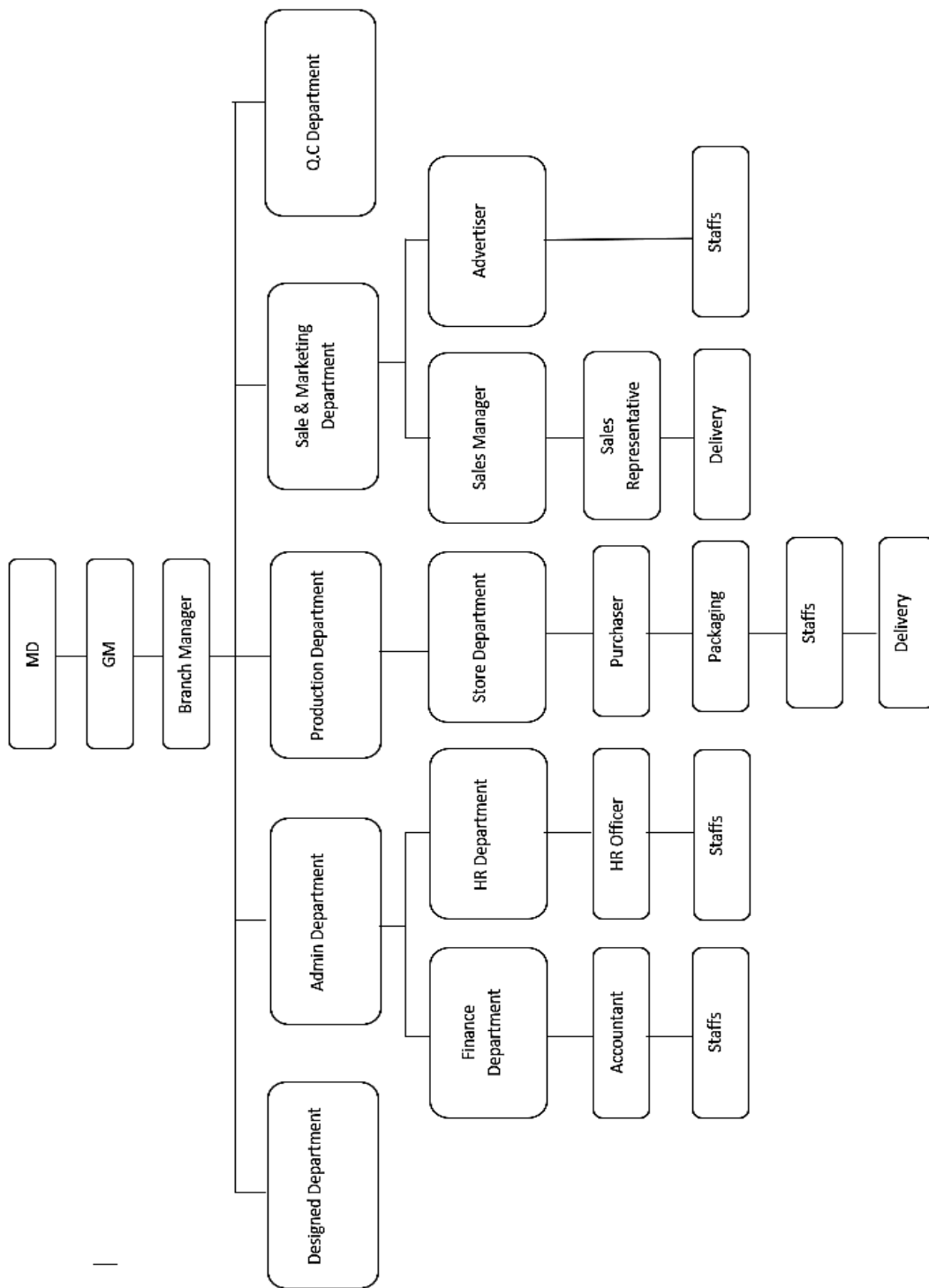
May Myo Co., Ltd was established in the year 2017. The company was christened "May Myo" by its Founder with the intention of evoking a sense of familiarity and sentimentality towards his place of origin. The logo design evokes a sense of nostalgia and nostalgia for the town of May Myo. The organization initiated the introduction of its brand, May May Pure Coffee, in the year 2017. Subsequently, in 2018, the company proceeded to unveil Café May Myo in the city of Pyin Oo Lwin.

May Myo Co., Ltd is actively engaged in the promotion and distribution of May Myo Pure Coffee, a locally sourced coffee brand that is renowned for its exceptional quality and adherence to stringent premium standards within the local market. One of the objectives of the May Myo Coffee Production initiative is to enhance the quality of coffee production through partnerships with local farmers. This collaboration aims to generate employment opportunities and improve the socio-economic conditions of the farmers in the region. The coffee plantation operated by May Myo Pure Coffee is situated in the Mandalay region, specifically in Pyin Oo Lwin (formerly known as May Myo). It spans an area of 12 acres and is situated at an elevation of 3,500 feet above sea level. The process of coffee production involves harvesting ripe cherries, which are then roasted using a unique method. This meticulous approach results in the creation of high-quality local coffee that is a source of pride. May Myo Pure Coffee has a sourcing strategy that involves not only utilizing coffee beans from their own farm but also engaging in collaborations with farmers from underdeveloped regions. This approach is aimed at providing help to the farmer community. The potential outcome of this initiative is the generation of employment opportunities, which may have a positive impact on individuals' livelihoods, living standards, education, and health sectors to some extent.

3.2 Organization Structure of May Myo Co., Ltd

May Myo Co., Ltd has a rather tall organizational structure, wherein each level possesses distinct decision-making ability owing to the use of a decentralized management approach. May Myo Co., Ltd comprises eight distinct departments, namely the Human Resources (HR) department, Administration department, Finance department, Design department, Marketing department, Store department, Production department, and Quality Control department. The Managing Director (MD) exercises direct supervision over the General Manager (GM) and delegates authority to the GM for overseeing the management of other department heads. Approximately 150 staff are responsible for carrying out the operations. The organizational structure of May Myo Pure Coffee is depicted in Figure (3.1).

Figure (3.1): Organization Structure of the May Myo Co., Ltd



Source: May Myo Co., Ltd. (2023)

3.3 Marketing Mix Activities of May Myo Pure Coffee

The marketing mix refers to the collection of strategies and techniques utilized to effectively reach the intended target market of a firm. These strategies and tactics encompass the four key elements known as the 4Ps: Product, Place, Promotion, and Price. The marketing mix, often known as the 4Ps, of May Myo Coffee plays a crucial role in determining the competitive performance of the company across different industries. This business research case examines the ongoing evolution of the 4Ps in relation to May Myo Pure Coffee, as the company continuously creates and adjusts its goods. The implementation of a well-designed marketing mix plays a pivotal role in enhancing a corporation's competitiveness vis-à-vis other enterprises.

The application of this marketing mix is commonly observed in the operational strategies of May Myo Pure Coffee. Myo Pure Coffee has been offering coffee goods since 2017. Furthermore, the merchandise is marketed and distributed in packaging that is designed to have minimal impact on the environment. The organization establishes a predetermined price for each distinct package size. The corporation engages in promotional activities and public relations initiatives in order to enhance sales and cultivate brand recognition within the market. The target market of May Myo Pure Coffee encompasses coffee users who appreciate the superior quality of pure coffee beans and aims to attract new consumers who prefer pure coffee over other varieties that contain additional substances, taking into account consumer health considerations.

As a result of implementing a successful marketing strategy focused on maintaining brand consistency for over five years, the company has sustained its peak performance. This approach mirrors the marketing strategy employed by May Myo Pure Coffee, which requires substantial work and significant financial investment. Undoubtedly, not all individuals embarking on entrepreneurial endeavors possess a substantial financial allocation for marketing initiatives. Nevertheless, May Myo Pure Coffee exemplifies certain essential ideas and techniques that can be universally used by any firm. May Myo Pure Coffee possesses a marketing mix that reinforces the company's business standing as a prominent local coffee brand in Myanmar. The marketing mix is a framework that delineates the fundamental components of a company's marketing strategy, specifically, product, price, location, and promotion (often referred to as the 4Ps).

3.3.1 Product

In this part of the marketing mix, as a well-known local coffee brand in Myanmar, the company has a variety of product lines beyond its initial products. It manages its operation to produce the best quality coffee products, start from its production process.

May Myo Co., Ltd manages such diverse products in terms of grind under the following categorization:

- a. Whole Bean
- b. Coarse Ground
- c. Fine Ground
- d. Drip Coffee

Green beans have the potential to undergo three distinct roasting processes, namely light roast, medium roast, and dark roast. These roasting methods are determined based on the desired flavor and aroma preferences of customers as well as the specific market being targeted.

May Myo Co., Ltd has effectively implemented measures to ensure the quality of its products. As a result, consumers are able to experience the superior flavor of the coffee and also reap the advantages of consuming pure coffee beans. Consuming pure coffee has been found to potentially have protective effects against the development of diabetes and may also contribute to the deceleration of dementia progression. Pure Coffee Bean also has the potential to enhance cardiovascular health and provide protection for the liver. Coffee has a significant amount of antioxidants, particularly phenols, which possess the ability to combat the harmful effects of free radicals and safeguard the integrity of compromised skin. Certain skincare products incorporate coffee beans in their formulation.

May Myo Pure Coffee places great emphasis on controlling and maintaining the optimal quality of their coffee products to ensure the preservation of the coffee's desirable taste. This is achieved by meticulous oversight of the coffee bean production process. May Myo Coffee is made using the Wet Processing process, which involves the production of coffee beans. During the handpicking procedure, it is ensured that the cherry coffee fruits are fresh and fully mature. During the coffee production process, it is essential to utilize and maintain equipment such as fermentation tanks and pulping machines on a daily basis to ensure the preservation of coffee bean freshness. Moreover, the water utilized for the cleansing of the coffee beans undergoes a process of filtration

and purification. In order to ensure the hygiene of the products and the health of consumers, regular inspections are conducted on the drying beds, also known as raised beds, which are utilized for drying the beans. These inspections involve daily cleaning of the beds and the warehouse.

The products of May Myo Co., Ltd are packaged in three different sizes, namely 1.8 g, 220 g, and 550 g. The packaging consists of a paper box containing a pack of 5 sachets, with each sachet weighing 1.8 grams. The packing pouches of May Myo Pure Coffee are constructed using Kraft Paper materials. Coffee bags are typically equipped with airtight sealing in order to mitigate the ingress of air and moisture, both of which have the potential to compromise the overall quality of the coffee. The utilization of locally sourced kraft paper materials not only supports the growth of small and medium-sized enterprises (SMEs) within the community but also contributes to the promotion of an environmentally sustainable and ecologically friendly recycling system. The packaging of the coffee product contains various details, such as the type of coffee bean used, the original address of May Myo Pure Coffee, contact information including phone number and email, the Facebook page address for social media presence, the net weight of the product, and a logo featuring a designed image of the Pyin Oo Lwin Clock Tower, symbolizing the coffee's connection to its place of origin.

Moreover, the coffee market encompasses many sectors, such as out-of-home consumption (e.g., cafés), at-home consumption, instant coffee, and the ready-to-drink (RTD) segment. Each of these divisions can be further categorized based on the concept of premiumization, which is a prevailing trend in the coffee market. May Myo Co., Ltd has the potential to focus on any of these segments, while customers also have the option to target a distinct coffee market sector. In the year 2018, May Myo Pure Coffee launched a new establishment called "Café May Myo" in Pyin Oo Lwin. The primary purpose of this café was to provide clients with a convenient opportunity to sample May Myo Pure Coffee. The café prominently displayed the product, making it readily accessible to patrons.

3.3.2 Price

The issue of pricing holds significant importance and requires careful consideration for both May Myo Pure Coffee and its clientele. May Myo Pure Coffee has an appropriate price strategy that fosters the perception of its products as being of higher quality compared to alternatives. The current pricing of May Myo Pure Coffee is 7,000

MMK for a box containing 5 sachets, with each sachet weighing 1.8 g. Additionally, a pack weighing 220 g is priced at 7,500 MMK, while a pack weighing 550 g is priced at 15,000 MMK. In contrast to supermarkets and businesses in other cities, clients in Pyin Oo Lwin have the freedom to select any desired size or weight of coffee for purchase, as there are no limitations imposed on the packaging size of coffee bean products.

The pricing approach employed for May Myo Pure Coffee is determined to be a markup pricing technique. The Mark Up pricing approach involves determining the price of a product by calculating the total cost of production and adding a percentage mark up. The May Myo Pure Coffee sets are priced with a markup of 15-20% above the total cost, which encompasses both the cost of production and labor expenses.

3.3.3 Place

Wholesales are the prominent distribution channels within the marketing mix of May Myo Pure Coffee. These locations are purposefully situated in areas characterized by a significant volume of pedestrian movement, such as retail malls and commercial hubs. Retailers are an integral part of May Myo Pure Coffee's marketing mix, namely in terms of distribution and expanding market coverage. Furthermore, online platforms are included in May Myo Pure Coffee's marketing mix.

The company's website and mobile applications offer convenient accessibility to customers seeking to inquire about product availability or to submit orders for either in-store pickup or delivery facilitated by third-party service providers. The selection of cost-effective transportation is crucial for managing inventory, fulfilling customer orders, and servicing retailers. The company employs a combination of third-party transportation services and internally managed transportation networks to ensure timely delivery of orders. Beginning in mid-2019, May Myo Coffee initiated the implementation of third-party transportation services, specifically DK Food Delivery Service, for the purpose of facilitating the delivery of coffee orders within the Pyin Oo Lwin region. This service is conveniently available through both the Myo Myo Coffee Showroom and the DK Food online service Facebook page. Therefore, the marketing mix of May Myo Pure Coffee encompasses a range of techniques and methods that leverage various places to enhance the distribution of products. This marketing case shows that May Myo Pure Coffee Corporation distributes its products through the following venues or places to reach target consumers:

- Wholesales
- Retailers
- Supermarkets
- Convenience Store/ Grocery Store

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3.3.4 Promotion

The promotional aspect within the marketing mix of May Myo Pure Coffee in Myanmar mostly pertains to the strategies and endeavors undertaken by the company to communicate and advertise its products. The actions are designed to cater to the target demographic of May Myo Pure Coffee, with the objective of enhancing brand recognition, promoting product quality, disseminating product information, and ultimately boosting the company's sales.

Social media marketing is employed as a contemporary method of marketing and promotion for May Myo Pure Coffee. The company maintains an established presence and profiles on popular social media platforms, namely Facebook and Instagram. These channels are consistently utilized by the company to effectively advertise its offers, as well as highlight the distinctive features and characteristics of its products. Furthermore, May Myo Pure Coffee utilizes these channels to effectively communicate with consumers on the superior quality of their products. Frequent content shared by the company pertains to the production process of coffee beans, highlighting the meticulous procedures undertaken to ensure the desired taste and quality of products align with customer preferences. In addition to promoting their coffee goods, they frequently disseminate information regarding the health advantages of coffee, including its positive effects on emotional well-being.

May Myo Coffee engages in public relations initiatives that serve to benefit the public while simultaneously bolstering brand recognition within certain target markets. In January 2019, a knowledge sharing session and farm tour were organized for approximately 20 participants by Wholistic Interest Through Health Myanmar. The purpose of this event was to contribute to their Health and Hygiene program. The specific location of the event was the May Myo Coffee Plantation site. In September 2019, May Myo Pure Coffee engaged in a sponsorship partnership with The Distinguished Gentlemen's Ride Event held in Pyin Oo Lwin. This event, which garnered participation from over 600 professional motorists, holds international recognition. The team collectively provided complimentary May Myo Brew Coffee to all attendees, hence enhancing brand recognition among local residents, individuals from various regions of Myanmar, and prominent local celebrities. The volume of travel was approximately 800 passengers. In June 2022, a collaboration was established with "Do Us Ride," a local clothing start-up founded by young individuals. The purpose of this collaboration was to promote local products by young entrepreneurs and to disseminate coffee expertise. Additionally, the collaboration aimed to enhance brand visibility and generate sales through the operation of a food stall. In November 2022, May Myo Pure Coffee organized a Windows Art Exhibition in collaboration with the artist So Pyay Win, with the aim of promoting their brand to art enthusiasts and fostering a sense of unity between coffee and art. The duration of the Exhibition spanned a period of seven days, during which the total number of attendees amounted to approximately 90 individuals.

During Seasonal months such as Thingyan, Christmas, and Thadingyut, it has been observed that promotional branding items, including paper bags, Christmas Cookies, and Best wishes postcards featuring the May Myo coffee logo, are given as gifts to customers who make a certain amount of purchase at the Pyin Oo Lwin Showroom. Instead of offering promotions at discounted prices, these specific promotional items are provided to customers. Currently, there is a lack of substantial promotional pricing or promotional activities being implemented in physical locations outside of Myanmar, including other supermarkets and retailers.

May Myo Pure Coffee employs a direct marketing strategy in Pyin Oo Lwin to promote its distinct range of products and services. May Myo Pure Coffee utilizes the database obtained via Café May Myo's Loyal Program Coupons to directly communicate with potential customers via email. This approach specifically targets B2B consumers in order to provide comprehensive information regarding the company's product offerings and benefits. The team also seeks to improve direct customer involvement at the May Myo Pure Coffee main Showroom and Café May Myo, in order to gather feedback and suggestions regarding the quality of May Myo Pure Coffee products and the overall customer experience. The utilization of individualized messages by May Myo Pure Coffee facilitates the acquisition of new clients and customers for the enterprise. In addition to employing email as a direct marketing strategy, the May Myo Pure Coffee company also utilizes telemarketing and direct mail to effectively reach and engage certain target audiences.

The May Myo Pure Coffee brand persists in employing conventional marketing strategies and promotional channels, mostly for the purpose of reaching a wide audience. The corporation places particular emphasis on utilizing television advertisements and billboard advertising as primary marketing strategies. The commercial and promotional messages of May Myo Pure Coffee across various mediums and channels are strategically designed to align with an integrated plan. This approach ensures that the messages and communication conveyed are consistent with the overall campaign, hence minimizing confusion and discrepancies. The implementation of integrated marketing and integrated media strategies has facilitated the establishment of robust customer relationships by May Myo Pure Coffee. This has been achieved through the initiation of direct interactions and discussions with consumers.

May Myo Co., Ltd implements many strategies to promote its products. The company provides many communication channels to inform clients about the nature of

its products. The company use several marketing channels such as its Facebook page, public relations activities, product launch events, and website to promote its products. The Facebook page boasts a substantial number of followers on various social media platforms, effectively engaging with its users through web video campaigns and establishing connections with clients. The company has ensured the consistency of its logo from its inception. This phenomenon facilitated logo recognition among individuals, enabling them to associate the logo with the corresponding brand, as the logo had become deeply ingrained in their cognitive processes. The advertisement for May Myo Pure Coffee is characterized by its innovative approach, designed to effectively capture the attention of potential buyers.

CHAPTER 4

ANALYSIS ON THE EFFECT OF MARKETING MIX ON THE CUSTOMER SATISFACTION IN MAY MYO PURE COFFEE

This chapter includes research design, the profiles of the respondents, respondent perceptions on marketing mix activities of May Myo Coffee and their satisfaction level. Moreover, reliability test of the observed variables and the effect on marketing mix activities on customer satisfaction is presented in the chapter.

4.1 Research Design

The primary aims of this study are to ascertain the marketing mix actions implemented for May Myo Pure Coffee and to examine the impact of these marketing mix activities on customer satisfaction in the context of May Myo Pure Coffee. The study employs a quantitative research methodology. Both primary data and secondary data are utilized in order to achieve the objectives of the study. The study focuses on the customer demographic that engages in the consumption and purchase of May Myo Pure Coffee. Based on the data provided by May Myo Co., Ltd (2022), it is evident that Super One Super Market, situated on Bogyoke Aung San Road, holds a prominent position as a top-selling destination for May Myo Pure Coffee in Yangon. Hence, primary data is gathered at Super One Super Market during the designated data collection period spanning from February 1st, 2023 to March 15th, 2023. The determination of the sample size for May Myo Pure Coffee clients is based on the methodology devised by Zikmund (2003), as the identity of these customers remains undisclosed. In accordance with Zikmund's (2003) findings, the study's sample size has been determined based on a $\pm 5\%$ margin of error and a 95% confidence level. The calculation for the sample size is as follows:

Formula:

$$n = \frac{z^2 pq (1-p)}{E^2}$$

$$n = 384.16$$

$$n = 384$$

Where:

Z^2 = the square of the confidence interval in standard error units.

P = estimated the proportion of success

$q = (1-q)$ or estimated the proportion of failures

E^2 = the square of the maximum allowance for error between the true proportion and sample proportion.

n = number of sample size

In this research, primary data is gathered from a sample of 384 customers of May Myo Pure Coffee by the utilization of the simple random sampling technique. The period of data collecting spans from the 1st of February to the 15th of March in the year 2023. In this study, the collection of respondent data is facilitated through the utilization of a questionnaire. The survey comprises three distinct sections. The initial section pertains to the demographic information of the respondents, while the subsequent section focuses on the respondents' perceptions of the marketing mix activities of May Myo Pure Coffee. The final section addresses the level of satisfaction shown by the respondents towards the coffee. A five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), is employed in this study to assess the perception of the participants. Secondary data is derived from various sources such as marketing textbooks, theses, scholarly journals, and online articles. The statistical technique employed in this study is multiple regression analysis.

4.2 Profile of the Respondents

This section presents the profile of respondents that relates to respondent demographic factors such as gender, age (years), income level, education level, occupation, monthly income (Kyats). Table (4.1) illustrates the demographic factors of respondents.

Table (4.1) Demographic Factors of the Respondents

Sr No.	Characteristic	Classification	No. of Respondents (n=384)	Percentage
1	Gender	Male	125	32.6
		Female	259	67.4
2	Age (Years)	Below 20	22	5.7
		21- 29 years	77	20.1
		30-39 years	137	35.7
		40-49 years	75	19.5
		50 years and above	73	19.0
3	Level of Education	Under graduated	25	6.5
		University Student	19	4.9
		Graduated	179	46.6
		Master/PhD.	136	35.4
		Others	25	6.5
4	Occupation	Student	25	6.5
		Government Employee	33	8.6
		Company Employee	190	49.5
		Self-Employee	89	23.2
		NGOs	24	6.3
		Others	23	6.0
5	Monthly Income (Kyats)	Less than 200,000	17	4.4
		200,001 - 500,000	56	14.6
		500,001 - 800,000	93	24.2
		800,001 - 1,000,000	45	11.7
		1,000,000 and above	173	45.1

Source: Survey Data, (2023)

Among the 384 respondents, the age group with the largest representation consists of 137 individuals, accounting for 35.7% of the whole sample. This particular age group spans from 30 to 39 years old. A total of 77 respondents, accounting for 20.1% of the sample, belong to the age group of 21-29 years old. Similarly, 75 respondents, representing 19.5% of the sample, fall into the age range of 40-49 years old. Nineteen percent of the 73 respondents, constituting the third segment, belong to the age group of 50 years old and above. The section with the lowest representation consists of 22

respondents, accounting for 5.7% of the total sample, and is comprised of those below the age of 20. Hence, it can be observed that the age group spanning from 30 to 39 years exhibits the most significant segment in terms of the influential components of the marketing mix on customer satisfaction of May Myo Pure Coffee. The study categorizes the educational level into five distinct groups, namely: individuals who have not yet completed their undergraduate degree, university students, those who have completed their undergraduate degree, individuals who have obtained a Master's or PhD degree, and individuals who fall into other educational categories. The sector with the highest representation is Graduated, which comprises 179 responses, accounting for 46.6% of the total. The second section, which comprises individuals pursuing a Master's or PhD degree, consisted of 136 respondents, or 35.4% of the total sample. Both of the third categories consist of undergraduate students and other individuals, with a total of 25 respondents, accounting for 6.5% of the sample. The segment with the lowest representation consists of university students, comprising 19 responses, which accounts for 4.9% of the total. Hence, the segment of customers with a higher level of education, specifically those who have graduated, exhibits the strongest influence on the components that shape the marketing mix and ultimately impact customer satisfaction for May Myo Pure Coffee. The occupation has been classified into six distinct categories, including Students, Government Employees, Company Employees, Self-Employed Individuals, Non-Governmental Organization (NGO) Workers, and individuals falling under the "Others" category. The largest segment in the study consists of firm employees, with 190 respondents or 49.5% of the total sample. The second section comprises individuals who are self-employed, with a total of 89 respondents, representing 23.2% of the sample. The third segment of the study comprises government employees, with a total of 33 respondents, or 8.6% of the sample. The fourth group consists of students, with a total of 25 respondents, or 6.5% of the sample. The fifth section comprises non-governmental organizations (NGOs), which were represented by 24 respondents, accounting for 6.3% of the total sample. The section with the lowest number of respondents is categorized as "others," comprising 23 individuals, which accounts for 6% of the total respondents. Hence, the category of firm employees holds the largest proportion in terms of the factors that influence customer satisfaction with the marketing mix of May Myo Pure Coffee. The respondents' income levels are categorized into five groups, which are as follows: less than 200,000 Kyats, 200,001 – 500,000 Kyats, 500,001 – 800,000 Kyats, 800,001 – 1,000,000 Kyats, and over 1,000,001 Kyats. The

segment with the highest value is greater than 1,000,001 Kyats, and it comprises 173 responders, representing 45.1% of the total. The second category, including 500,001 - 800,000 Kyats, was represented by 93 responders, which accounted for 24.2% of the total. The third segment comprises a range of 200,001 to 500,000 Kyats, with a total of 56 responses, or 14.6% of the sample. The fourth segment comprises a range of 800,001 to 1,000,000 Kyats, with a total of 45 respondents, representing 11.7% of the sample population. The section with the lowest value is less than 200,000 Kyats, comprising 17 respondents, which accounts for 4.4% of the total. Hence, it can be observed that the income bracket beyond 1,000,001 Kyats exhibits the most significant segment in terms of the influencing aspects of the marketing mix on customer satisfaction for May Myo Pure Coffee.

4.3 Reliability Analysis of Marketing Mix and Customer Satisfaction

To determine the internal consistency of the measuring items, it requires to conduct the reliability analysis. Cronbach's Alpha is a very useful tool for measuring internal consistency. Therefore, before starting the correlation and regression analysis, the internal consistency of the observed variables is assessed. Cronbach's Alpha value can classify into various categories. The most excellent result is the α value of 1.0 or almost 1.0.

Table (4.2) Result of Cronbach's Alpha Value

Sr. No.	Variables	No of items	Cronbach's Alpha
1	Product	5	0.943
2	Price	5	0.948
3	Place	6	0.951
4	Promotion	7	0.937
5	Customer Satisfaction	6	0.958

Source: Survey Data, 2023

In Table (4.2), since the alpha values of all variables are around 0.90m it can be regarded as acceptable reliability. Particularly, according to the results of the reliability analysis of the variables, all items of each variable support the acceptable level of reliability test.

In this study, the mean scores are categorized into five groups. The range of the score between 1 to 1.8 presents very low level, between 1.81 to 2.60 is low level, between 2.61 to 3.4 represents moderate level, between 3.41 to 4.2 represents high level and 4.21 to 5.00 shows very high level (Pimentel, 2010)

4.4 Analysis of Customer Perception on Marketing Mix of May Myo Pure Coffee and Customer Satisfaction

To assess the customer perception on May Myo Pure Coffee marketing mix, structure questionnaires is used to collect primary data. The descriptive analysis on customer perception of marketing mix activities is presented in the following sub-section (4.4.1).

4.4.1 Customer Perception on Marketing Mix Activities

In this study, marketing mix activities consists of product, price, place and promotion.

(a) Customer Perception on Product

Product is the first component of the marketing mix. Five items are asked to customers to evaluate customer perception on product component of marketing mix activities for May Myo Pure Coffee. The mean and standard deviation values of each items and overall mean value of product component are shown in Table (4.3).

Table (4.3) Mean Values of Product

Sr. No.	Product	Mean	Std. Deviation
1	Having attractive packaging	4.02	0.722
2	Offering high quality products	4.13	0.583
3	Being easy to drink	3.58	0.801
4	Having good taste that meets needs of customers.	4.01	0.658
5	Making with organic coffee bean.	3.12	0.751
	Overall mean	3.77	

Source: Survey Data, (2023)

According to Table (4.3), offering high quality products has the largest mean value with 4.13 while making with organic coffee bean has the smallest mean value with 3.12. Since overall mean value of product component is 3.77, the respondents perceive that the company conducts high level product activities for May Myo Pure coffee products.

4.4.2 Customer Perception on Price

Price is the second component of marketing mix activities in this study. The five statements are asked to respondents to evaluate their perception on May Myo Pure coffee's price. The mean and standard deviation values of each item as well as overall mean value of price component are shown in Table (4.4).

Table (4.4) Mean Values of Price

Sr. No.	Price	Mean	Std. Deviation
1	Reflecting the price with its quality	3.45	0.795
2	Providing high-quality with affordable or same prices when it is compared to other brands.	3.06	0.701
3	Having variety of prices for May Myo Pure Coffee products	3.02	0.591
4	Having the reasonable price to purchase	3.21	0.662
5	Having frequently promotional prices	3.15	0.728
	Overall mean	3.18	

Source: Survey Data, 2023

According to Table (4.4), the respondents moderately agree on all statement of price component. Among the items, reflecting the price with its quality has the largest mean value with 3.45 whereas the statement, having a variety of prices for May Myo Pure coffee products has the lowest mean value with 3.02. Since the overall mean value of price component is 3.18 is with moderate perception on the price of May Myo Pure coffee products.

4.4.3 Customer Perception on Place

To investigate the perception of respondents in place component, six statements are asked to the respondents. The mean, standard deviation values for each statement and overall mean value of place component are shown in Table (4.5).

Table (4.5) Customer Perception on Place

Sr. No.	Place	Mean	Std. Deviation
1	Being easily available in residing Township of customers	3.20	0.783
2	Being available in grocery stores	3.05	0.857
3	Bing available in online store and having the efficient delivery plan	3.01	0.839
4	Being available in supermarkets and shopping malls without out of stock	4.03	0.758
5	Being able to buy from company directly	3.08	0.812
6	Being easy to buy from market	4.02	0.948
	Overall mean		3.37

Source: Survey Data, 2023

According to Table (4.5), all items in the price component have moderate level perception except two items that are being available in supermarkets and shopping malls without out of stock and being easy to buy from market. Particularly, being available in supermarkets and shopping malls without out of stock has the largest mean value with 4.03 while being available in online store and having the efficient delivery plan has lowest mean value is 3.01. According to the overall mean value of 3.37, most respondent has moderate level perception on the place component of marketing mix activities conducted by the company.

4.4.4 Customer Perception on Promotion

The promotion represents all the communication that marketers use in marketplace. In this study, seven items are asked to the respondents to assess their perception on promotion component of May Myo Pure Coffee Mean values and their standard deviations of these items and overall mean value of promotion component are presented in Table (4.6).

Table (4.6) Customer Perception on Promotion

Sr. No.	Promotion	Mean	Std. Deviation
1	Having attractive advertisements on billboards that can be seen everywhere.	2.96	0.695
2	Having attractive advertisements on social media	3.45	0.795
3	Conducting public relations activities	3.06	0.470
4	Offering attractive promotion program	3.02	0.599
5	Offering seasonal sales promotion program such as Chinese New Year, Thingyan, etc.	3.21	0.664
6	Sharing the timely information to consumer about its sale promotion	3.15	0.722
7	Offering regular promotion activities for consumers.	3.20	0.983
	Overall mean		3.15

Source: Survey Data, 2023

In Table (4.6), all items of promotion component have been a moderate level perception. Among these items, having attractive advertisements on social media has the highest mean value while having attractive advertisements on billboards that can be seen everywhere has the smallest mean value in this study. Since the overall mean value of promotion component is 3.15. most respondent perceived that the company conducts the moderate level promotion for May Myo Pure coffee.

The summary of overall mean values for each component of marketing activities are illustrated in Table (4.7).

Table (4.7) Customer Satisfaction on Marketing Mix

Sr. No.	Particular	Mean	Std. Deviation
1	Product	3.77	0.695
2	Price	3.18	0.795
3	Place	3.37	0.470
4	Promotion	3.15	0.599

Source: Survey Data, 2023

In Table (4.7), among the marketing mix activities, the most respondents perceived that the company conducts high level product, but they perceived moderate level in price, place and promotion activities conducted by the company.

In this study, eight items are asked to respondents to determine their satisfaction level on May Myo Pure coffee. Table (4.8) described mean value and standard deviation of the customer satisfaction.

Table (4.8) Mean Value of Customer Satisfaction

Sr. No.	Customer Satisfaction	Mean	Std. Deviation
1	Being satisfied with a variety of products of May Myo Pure coffee.	3.89	0.897
2	Being satisfied with the quality of products of May Myo Pure coffee.	4.20	0.968
3	Being satisfied with the price of products of May Myo Pure coffee.	3.96	0.946
4	Being satisfied with the place of May Myo Pure coffee which is easy to find any shops.	3.94	0.917
5	Being satisfied with the promotion and advertising activities of May Myo Pure coffee.	3.58	0.910
6	Being satisfied with taste of the May Myo Pure coffee.	4.01	0.904
	Overall mean	3.93	

Source: Survey Data, 2023

According to Table (4.8), most respondents have high level of satisfaction in all items in satisfaction measures. Specially, most respondents have the highest satisfaction with the quality of products of May Myo Pure coffee while they have the lowest satisfaction with the promotion and advertising activities of May Myo Pure coffee. Moreover, the overall mean value, 3.93, represents that the most respondents are highly satisfied with marketing mix activities for May Myo Pure coffee.

4.5 Correlation Analysis of Marketing Mix and Customer Satisfaction

Prior to executing the multiple regression analysis, a Pearson correlation analysis, which is a statistical approach, is employed in this study to assess the link between the independent variables (product, price, place, promotion) and the dependent variable (customer satisfaction). The coefficient of correlation has a range of values from -1.0 to +1.0. The positive result can be taken as indicating a positive correlation, wherein an increase in one variable is associated with an increase in the other variable. In the event that the value is negative, it indicates an inverse relationship between the variables, whereby an increase in one variable corresponds to a decrease in the other. In the event that a single number within a dataset is determined to be zero, it might be concluded that there exists no discernible correlation between the variables under consideration. The correlations of these factors are displayed in Table (4.9).

Table (4.9) Relationship among Marketing Mix and Customer Satisfaction

Sr. No.	Description	Pearson Correlation Coefficient	Sig. (2-tailed)
1	Product	.774***	.000
2	Price	.548**	.021
3	Place	.770***	.000
4	Promotion	.791***	.000

Source: Survey Data, 2023

** and ***Correction is significant at the 0.05 and 0.01 levels (2-tailed)

Dependent variable: Customer Satisfaction

According to the results of Table (4.9), there is a significant and positive relationship between dependent variable which is the customer satisfaction and independent variable consisting of marketing mix: product, price, place and promotion. Particularly, promotion has largest related with customer satisfaction with coefficient 0.791, followed by product, place and promotion with coefficient 0.774, 0.770, 0.548.

4.6 Analysis of the Effect of Marketing Mix Activities on Customer Satisfaction

After conducting the Pearson correlation analysis, Multiple Linear regression analysis is done to find the effect of marketing mix on satisfaction of May Myo Pure coffee. The four components: product, price, place and promotion are considered as independent variables while customer satisfaction is considered as dependent variable. The result of regression analysis is described in Table (4.10).

Table (4.10) Effect of Marketing Mix on Customer Satisfaction

Variables	Unstandardized Coefficients		Standardized Coefficients Beta (β)	t	Sig.
	B	Std. Error			
(Constant)	0.413	0.096		4.312	0.000
Product	0.733***	0.175	0.764	4.190	0.000
Price	0.203	0.130	0.220	1.561	0.119
Place	0.116**	0.095	0.123	1.221	0.023
Promotion	0.438***	0.068	0.437	6.478	0.000
R	.826				
R Square	.683				
Adjusted R Square	.679				
F Value	203.829				

Source: Survey Data, 2023

*** Significant at 1% level, ** Significant at 5% level

Dependent Variable: Customer Satisfaction

Table (4.10) displays the values of R Square and Adjusted R Square, which are 82.6 percent and 67.9 percent, respectively. This finding suggests that the model is able to account for 67.9% of the variability in the dependent variable, customer satisfaction, by the inclusion of the independent variables, namely product, price, place, and promotion. The F-value, representing the overall significance of the models, was found to be statistically significant at a significance level of 1%.

The findings of this study indicate that the product and promotion components exhibit statistically significant positive effects on customer satisfaction. Specifically,

the regression analysis reveals that the coefficient estimates for the product component ($B=0.733$, $t=4.190$, $p=0.000<0.01$) and the promotion component ($B=0.413$, $t=6.478$, $p=0.000<0.01$) are both statistically significant at the 1% level. Furthermore, it can be observed that the presence of a location component has a statistically significant positive impact on customer satisfaction, as indicated by the regression coefficient ($B=0.116$) and t-value ($t=1.221$), with a significance threshold of 5% ($p<0.01$). The statement suggests that improvements in the product, advertising, and place elements result in an enhanced level of customer satisfaction for May Myo Pure coffee. The product component exhibits the most significant impact on customer satisfaction, as indicated by a standardized coefficient of 0.764. Conversely, the site component demonstrates the least influence on customer satisfaction, with a standardized value of 0.123.

CHAPTER 5

CONCLUSION

This chapter is divided into three sections. The initial segment of this chapter focuses on the findings and discussions derived from the analysis mentioned in the preceding chapter, specifically Chapter 4. The subsequent section offers recommendations and suggestions that are based on the aforementioned findings. Lastly, the third section outlines the requirements for future studies.

5.1 Findings and Discussions

The primary aims of this study are to ascertain the marketing mix actions implemented for May Myo Pure Coffee and to assess the impact of the marketing mix on customer satisfaction. In order to accomplish these aims, a sample of 384 individuals who purchase and consume May Myo Pure coffee products is chosen. Based on the analysis of demographic parameters, it is evident that the majority of respondents are of the female gender. The greatest segment of responders is between the age range of 30 to 39 years old. Furthermore, the majority of the participants in the study possess a graduate degree, and their monthly salary exceeds 1,000,000 Kyats. With regards to employment, the majority of respondents in this survey are comprised of individuals working for companies.

Regarding the product, the survey revealed that May Myo Coffee offers a diverse range of products including whole bean, coarse grind, fine ground, and drip coffee. The products are comprised of ingredients of superior quality, thereby providing customers with high-grade items that satisfy their taste preferences. With respect to pricing, the study found that there is a correlation between the prices of products and their quality. The study's findings from the Pearson correlation analysis indicate a statistically significant and positive association between customer satisfaction and the elements of the marketing mix, namely product, price, place, and promotion. Specifically, customer satisfaction has the strongest correlation with promotion, followed by product, place, and promotion.

The findings of the Multiple Regression analysis revealed that the collective marketing mix actions exert a statistically significant and beneficial influence on customer satisfaction in the context of May Myo coffee goods. The separate components

of product, promotion, and site have been found to have a positive and considerable impact on customer satisfaction. The impact of pricing on customer satisfaction is not statistically significant.

The product component is found to have the most significant impact on customer satisfaction, whilst the place component has the least significant impact on customer satisfaction. The statement suggests that by increasing marketing efforts in the areas of product, promotion, and place, the corporation may enhance customer satisfaction with May Myo Pure coffee. Hence, the incorporation of product, advertising, and place components contributes to the augmentation of customer satisfaction in the context of May Myo Pure coffee.

The findings of the study indicate that the product component has a significant role in influencing customer satisfaction. This can be attributed to various factors such as the inclusion of quality components, the provision of high-quality products, and the ability to suit customers' taste preferences effectively. With regards to the component of place, the research revealed that the location significantly impacts customer satisfaction. This is attributed to the convenience of availability in supermarkets and shopping malls, where products are consistently in stock and easily accessible for purchase.

In relation to the promotional aspect, the research findings demonstrate a discernible impact of promotional efforts on customer satisfaction with May Myo pure coffee. This can be attributed to the presence of visually appealing commercials on social media platforms, as well as the implementation of consistent promotional actions aimed at engaging consumers. Furthermore, the research revealed that a majority of the participants exhibited a high degree of satisfaction, mostly attributed to their strong contentment with the superior quality and flavour of May Myo Pure coffee.

5.2 Suggestions and Recommendations

Within this part, several recommendations are presented with the aim of enhancing customer satisfaction. Given the impact of the product on customer satisfaction at May Myo Pure Coffee, it is recommended that the company focuses on producing coffee cups that are convenient for both consumption and travel. Additionally, it is advisable to utilize organic coffee beans in the production process, thereby avoiding the use of potentially dangerous chemicals that may have adverse effects on consumer health. Additionally, it is recommended that the corporation allocate resources towards the implementation of organic farming practices, which involve the prohibition of

harmful pesticides, the preservation of nutrient-rich soil, the natural mitigation of environmental degradation, and the potential reduction of water pollution. Furthermore, it is imperative for the organization to persist in upholding the standards of product quality and flavor.

Given that promotional activities conducted by a company have the potential to enhance customer satisfaction, it is imperative for the company to disseminate information regarding its existing and upcoming items through promotional efforts. Furthermore, it is recommended that the corporation enhance the visual appeal of their billboard advertisements in order to retain existing clients and attract new prospective customers.

In regard to the promotional aspect of public relations, it is worth noting that sponsorships, despite their high cost, have the potential to enhance the overall corporate image, increase brand recognition, establish product differentiation, and effectively reach the intended target markets. Hence, it is recommended that the organization implement sponsorship initiatives as a means to enhance customer satisfaction. Furthermore, it is imperative for the organization to enhance its communication with clients by providing comprehensive details regarding its promotional initiatives via popular social media platforms like Facebook and Messenger.

Regarding the element of place, it is crucial to note that the location has a substantial and favorable impact on customer satisfaction towards May Myo pure coffee. Therefore, it is recommended that the company's management focuses on creating an appealing and efficient online store, accompanied by an effective and timely delivery system. Furthermore, it is recommended that the corporation employs an extensive distribution strategy by making its products readily accessible to customers through grocery stores.

In addition, it is imperative for the organization to consistently engage in market research in order to gain insights into consumer behavior and attitudes pertaining to coffee products. Furthermore, it is imperative for the organization to gather input from consumers as a means to enhance the quality of its products.

5.3 Needs for Further Study

This study focuses exclusively on the marketing mix activities and customer satisfaction at May Myo Pure Coffee. Hence, it is imperative to do additional research on the correlation between customer satisfaction and the sustained intention to utilize

coffee industry services. Furthermore, it is imperative to investigate consumer attitudes and purchasing behaviour within the coffee sector. Furthermore, it is recommended that future research should investigate the impact of marketing mix components on customer purchasing behaviour in relation to coffee brands. Furthermore, it is necessary to undertake an analysis of the marketing strategy and its impact on the marketing performance of coffee manufacturers.

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QUESTIONNAIRES

Dear My Honorable Guests, I would be very pleased and thankful if you could help to answer my survey questions. The purpose of this questionnaire is “The Effect of Marketing Mix on Customer Satisfaction of May Myo Pure Coffee”. The information is solicited for the partial fulfillment of a Master of Marketing Management. All the information you provide will be kept confidential and used only for academic purpose. As a customer of May Myo Pure Coffee, you have valuable insights which can assist this research for the achievement of the study objectives. Your response is important. I sincerely would like to thank you in advance for your contribution to fill this questionnaire.

Appendix (I)

Part (I) Customer Information

1) Gender

- Male
- Female

2) Age (Years)

- Below 20
- 21-29 years
- 30-39 years
- 40-49years
- 50-years & above

3) Education Level

- Undergraduate
- University Student
- Graduated
- Master/PhD.
- Others (Please specify _____)

4) Occupation

- Student
- Government Employee
- Company Employee
- Self-Employee
- NGOs
- Others (Please specify _____)

5) Monthly Income (Kyats)

- Less than 200,000
- 200,001 – 500,000
- 500,001 – 800,000
- 800,001 – 1,000,000
- 1,000,000 and above

6) How do you know this brand?

- From internet
- Words of mouth
- Billboard / Wallpaper
- From Trade show
- From Mart's Pamphlets

7) What are your criteria on choosing brand.?

- Taste
- Packaging
- Price
- Easy to buy
- Gifts
- Others

8) Where do you buy this brand?

- Bazaar
- Grocery store
- Supermarket
- Online

9) How often do you drink a month?

- less than 10 times.
- Less than 19 times
- 20-29 times
- More than 30 times

10) Where do you drink coffee?

- Home
- Office
- Ceremonies
- School
- Others

11) Which factors do you usually consider in buying decision making.?

- Long-lasting
- Good quality
- Nice taste
- Attractive Packing
- Clean and Tidy Packing decision
- Good price
- Advertisement
- Promotion
- Accessible

Part (2) Marketing Mix Activities

Please indicate the extent to which you agree or disagree with the following statements by selecting the relevant number. (1=Strongly Disagree, 2=Disagree, 3=Neutral 4=Agree, 5=Strongly Agree).

(1) Product		1	2	3	4	5
1	I choose this brand because May Myo Pure coffee has the high quality.					
2	I choose this brand because May Myo Pure coffee is easy to drink.					
3	I choose this brand because of May Myo Pure coffee package has attractive package.					
4	I choose this brand because of May Myo Pure coffee' taste meet my expectation.					
5	I choose this brand because of May Myo Pure coffee is made of organic coffee bean.					

(2) Price		1	2	3	4	5
1	The price of May Myo Pure coffee is a reflection of its quality.					
2	May Myo Pure coffee provides high-quality coffee with affordable or same prices when compare with other brands.					
3	I can buy the product of May Myo Pure coffee because of its variety of prices.					
4	The May Myo Pure coffee has the reasonable price to purchase.					
5	The May Myo Coffee offers promotional price frequently.					

(3) Place		1	2	3	4	5
1	I choose this product because of it is easily available in my living Township.					
2	I choose this product because it is available in grocery stores.					
3	I choose this brand because it is available in online store and having the efficient delivery plan.					
4	I choose this brand because available in super-markets and shopping malls without out of stock.					
5	I choose this brand because of I can buy directly from company.					
6	I choose this brand because it is easy to buy from market.					

(4) Promotion		1	2	3	4	5
1	I choose this product because of its attractive advertisements on billboards that can be seen everywhere.					
2	I know this product from attractive advertisements on social media.					
3	May Myo Pure coffee can be seen in conducting public relations activities.					
4	May Myo Pure coffee offers attractive promotion program					
5	May Myo Pure coffee offers seasonal sales promotion program such as Chinese New Year, Thingyan, etc.					
6	May Myo Pure coffee gives timely information to consumer about promotion.					
7	May Myo Pure coffee offer regular promotion activities for consumers.					

Part (3) Customer Satisfaction

Customer Satisfaction		1	2	3	4	5
1	I am really satisfied with a variety of products of May Myo Pure coffee.					
2	I am really satisfied with the quality of products of May Myo Pure coffee.					
3	I am really satisfied with the price of products of May Myo Pure coffee.					
4	I am really satisfied with the place of May Myo Pure coffee which is easy to find any shops.					
5	I am really satisfied with the promotion and advertising activities of May Myo Pure coffee.					
6	I am really satisfied with taste of the May Myo Pure coffee.					
7	I am really satisfied with a variety of products of May Myo Pure coffee.					
8	I am really satisfied with the quality of products of May Myo Pure coffee.					

Thank you.