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THE EFFECT OF MARKETING MIX ON
CONSUMER PURCHASE DECISION TOWARDS
KFC FAST FOOD

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**THE EFFECT OF MARKETING MIX ON
CONSUMER PURCHASE DECISION TOWARDS
KFC FAST FOOD**

A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Marketing Management (MMM)

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ABSTRACT

The objectives of this study are to identify the marketing mix conducted by KFC fast food and to analyze the effect of the marketing mix on consumer purchase decision of KFC fast food. In order to fulfill the objectives of the study, descriptive and quantitative research methods were used. In this study, primary data were collected from 398 consumers who purchased KFC fast food at Parami outlet through structured questionnaires. The marketing mix evaluated in this study includes seven elements: product, place, price, promotion, people, process, and physical evidence. The findings of the regression analysis reveal that price, place, promotion, people, process, and physical evidence exhibit a significant effect on consumer purchase decision. This study proposes that the fast food chains should focus on enhancing their pricing strategies, distribution channels, promotional activities, staff interactions, operational processes, and physical evidence to effectively improve consumer purchase decision. Additionally, continuously monitoring and adapting marketing strategies should be conducted by the fast food chains to maintain high levels of consumer purchase decision.

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CHAPTER I

INTRODUCTION

The fast food industry in Myanmar has seen significant growth and transformation over the past decade, driven by increasing urbanization, changing consumer lifestyles, and the entry of international fast food chains. Also, the consumer explores the dynamics of consumption and popularity within Myanmar's fast food sector, highlighting key factors influencing its evolution. According to Consumer Gravity (2024), Prepared Cooks (2024), and The Barbecue Lab (2023), fast food has become a cornerstone of modern eating habits, shaping the way many of approach mealtime.

Marketing constitutes the most effective method for communicating value to clients in an engaging manner. if a company offers the best goods or services, potential clients would not know without marketing. Various methods are used in marketing to reach consumers, with the marketing mix being a fundamental strategy in all forms of advertising. It is the essential process for identifying, promoting, and delivering goods or services to the target market. Besides increasing company visibility, marketing boosts revenue, expands clientele, and engages consumers

Marketing plays a less prominent role in consumer purchasing decisions. Marketers would gain a new perspective on consumer behavior by determining the causes and their impact on purchasing behavior. The impact of marketing mix on consumer buying decision with regard to consumer was to determine how marketing mix affected consumers' attitudes and behaviors around consumer durables.

Businesses utilize the marketing mix to effectively manage and impact customer purchase decisions. This strategy aims to influence customer purchasing decisions and sustain long-term commercial relationships. According to Kotler (2011), the four main components of the product marketing mix are product, price, place, and promotion. Conversely, service marketing includes three additional elements: people, process, and physical evidence. Many strategies are used in marketing to reach consumers, with the marketing mix being one of the most fundamental tactics in all forms of advertising. To understand and predict consumer purchasing habits, marketers now emphasize studying consumer buying decisions, which involves analyzing what, why, when, where, and how often people purchase and dispose of items after use.

The consumer purchase decision process is a complex journey that involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Initially, consumers identify a need or problem that requires a solution. They then gather information from various sources to explore possible options. During the evaluation stage, consumers compare the alternatives based on different criteria such as features, price, and quality. The actual purchase decision is influenced by factors such as brand perception, personal preferences, and external influences like social and cultural factors. Finally, post-purchase behavior, including satisfaction or dissatisfaction, affects future purchasing decisions and brand loyalty. Understanding this multifaceted process is crucial for businesses aiming to effectively meet consumer needs and foster long-term relationships.

KFC was among the earliest international franchises to establish operations in Myanmar, a promising market, starting in 2015. It exemplifies how local cuisine and global fast food can coexist. KFC tailored its menu to accommodate local tastes while preserving its distinctive identity. The franchise had a noteworthy impact on Myanmar's fast food market. It gained popularity among consumers, particularly the younger demographic, for its contemporary dining experience and convenient locations. However, KFC expressed concerns about the influence of fast food consumption on consumer purchasing decisions and the intricacies of the marketing mix.

1.1 Rationale of the Study

The marketing mix, comprising product, price, place, promotion, people, process and physical evidence are critical elements in marketing strategy, enabling businesses to satisfy customer needs and gain competitive advantage, particularly in fiercely competitive sectors like fast food. Each element influences consumer behavior significantly, guiding businesses to marketing strategies that effectively target and attract consumers based on their perceptions and preferences. Analyzing these elements enables businesses to refine their marketing strategies, thus improving consumer purchasing decisions.

In the fast food industry, each component of the marketing mix plays a critical role in shaping consumer purchase decision. Product features, pricing strategies, distribution channels, and promotional activities directly impact consumer perceptions of affordability, convenience, and brand appeal. Effective management of these

elements not only enhances market share and brand loyalty but also enables businesses to adapt swiftly to changing consumer trends and industry dynamics. Understanding these dynamics is essential for strategic marketing planning and decision-making processes within the fast food sector, emphasizing the integral role of the marketing mix in achieving sustainable competitive advantage and consumer satisfaction.

Consumer purchase decisions are pivotal outcomes influenced by the various components of the marketing mix. These decisions not only reflect consumer preferences and behaviors but also dictate the success and competitiveness of businesses in the fast food industry. By strategically aligning product offerings, pricing strategies, distribution channels, and promotional activities with consumer expectations and market trends, businesses can effectively influence purchase decisions.

Furthermore, the strategic utilization and application of these elements in business practices that influence consumer choices enable businesses to shape purchase decisions. Therefore, a comprehensive understanding of the effects of marketing mix elements on consumer purchase decisions is imperative for businesses striving to prosper in dynamic and competitive markets, such as the fast food industry.

This study investigates seven key marketing mix factors to assess their impact on consumer purchase decisions regarding KFC fast food. The importance of these marketing mix components in shaping consumer preferences and behaviors within the fast food sector. This study provides that businesses can better align their marketing strategies with consumer preferences, thereby fostering greater consumer purchase decisions.

1.2 Objectives of the Study

The objectives of the study are:

- (1) To identify the marketing mix conducted by KFC fast food
- (2) To analyze the effect of marketing mix on consumer purchase decision of KFC fast food

1.3 Scope and Methods of the Study

This study focused on identifying the effect of the marketing mix on consumer purchasing decisions towards KFC fast food. It specifically targeted consumers who visited the KFC fast food outlet at Parami Road, Hlaing Township in Yangon. The research employed descriptive and quantitative methods, analyzing both primary

and secondary data. For primary data collection, a consumer survey using structured questionnaires was conducted. The sampling method employed was systematic sampling, focusing exclusively on respondents from the KFC Parami outlet. Primary data was collected from consumers who visited the outlet in May 2024. The study of target population is an unknown population. Additionally, secondary data was gathered from relevant textbooks, journals, articles, reports, internet websites, and previous research papers.

1.4 Organization of the Study

This study is structured into five chapters to explore the effect of marketing mix on consumer purchase decision towards KFC fast food (Parami outlet). Chapter 1 includes introduction, rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter 2 presents the theoretical background of the study, drawing upon relevant literature and theories to establish a foundation for understanding the concepts of marketing mix, consumer purchase decision, decision making process. Chapter 3 focuses on profile and marketing mix of KFC. Chapter 4 conducts an analysis on the effect of marketing mix on consumer purchase decision toward KFC fast food. Finally, Chapter 5 presents consist of the conclusion presenting the key findings and discussions, suggestions and recommendation and needs for further research.

CHAPTER II

THEORETICAL BACKGROUND

This chapter introduces theories relevant to the study followed by a literature review of marketing mix factors and consumer purchase decision. This chapter contains the conceptual framework for the study as well as previous studies.

2.1 Concept of Marketing Management

Marketing management is widely recognized as a crucial determinant of organizational success. It goes beyond mere sales and advertising; contemporary marketing management focuses on satisfying customer needs (Kotler and Armstrong, 2014). It is a dynamic process in which individuals and organizations fulfill their needs and desires by creating and exchanging value with others (Kotler and Armstrong, 2010). According to the American Marketing Association (1988), marketing management is the strategic process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to facilitate exchanges that meet both individual (customer) and organizational objectives. Essentially, marketing management involves designing, positioning, promoting, and distributing a product or service to effectively communicate its value to consumers. Marketers play a crucial role in enhancing brand awareness and loyalty, attracting new customers, and retaining existing ones, thereby driving organizational success.

According to Kotler and Armstrong (2006), marketing is the business function that identifies customer needs and wants, determines the target markets the organization can best serve, and designs appropriate products, services, and programs to serve these markets. Marketing is a strategic process used to promote a product, service, business, or brand. Its primary purpose is to increase the demand for or value of a particular product, service, business, or brand to the general public. Kotler and Armstrong (2006) defined marketing as a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging value with others.

Furthermore, marketing identifies the segments of consumers the organization can serve most effectively and designs and promotes suitable products and services to meet their needs. More than any other department in a business, marketing deals with clients. Delivering client satisfaction while making a profit is marketing. The dual

objectives of marketing are to attract new clients by offering exceptional value and to retain existing clients by meeting their needs. For every business to meet the needs of its clients, an efficient marketing strategy is essential. Finding out what the customer wants and satisfying those needs is the process of marketing.

Kotler and Keller (2016) define marketing as a social activity that facilitates the flow of goods and services from producers to consumers, aiming to achieve organizational goals and meet consumer demand. Similarly, businesses must adapt their marketing strategies and all elements of their marketing mix, including product, pricing, promotion, place, and people, to resonate with a diverse audience. This involves optimizing every facet of the marketing mix to enhance overall effectiveness.

Marketing management involves overseeing an organization's marketing activities, encompassing the processes of planning, organizing, directing, motivating, coordinating, and controlling. It is the process of fulfilling customer needs and wants, making it a crucial function that brings the organization closer to its customers. By establishing a customer-oriented organization, marketing management becomes a core component of the organization's success.

Marketing management is the act of organizing and carrying out the ideation, pricing, promotion, and place of products and services in order to generate exchanges that meet the needs of both individuals and organizations, according to the American Marketing Association. Marketing management occurs when at least one party in a potential exchange considers how to elicit desired responses from other parties. It is both an art and a science, involving the selection of target markets and the acquisition, retention, and expansion of clientele through the development, offering, and promotion of superior customer value (Kotler & Keller, 2016).

According to Gamble & Gilmore (2013), marketing management is a broad concept that encompasses social dynamics, influencing both the concept itself and the responsibilities of those engaged in marketing activities. Kotler & Armstrong (2014) further define marketing management as the strategic process of identifying target markets and establishing profitable relationships with them.

2.2 Marketing Mix

The goal of marketing is to maximize the return on investment in creating and distributing goods or services. The "marketing mix," includes product, price, promotion, and place elements crucial for meeting market needs and demands. These

components ensure that the product satisfies consumer needs, is available at the right place, and is priced appropriately. Organization operations and target market characteristics influence how the marketing mix is structured to meet customer requirements (Sashi, 2012). Companies use the marketing mix to survive competitive markets, persuading consumers to purchase their products (Kotler and Keller, 2012). Recognizing the need for refinement expanded the traditional 4 Ps to include physical evidence, people, and process for service industries. This study will focus on the 7Ps of marketing mix for product strategies.

These elements of the marketing mix allow businesses to strategically position their offerings in the marketplace, attract and retain customers, and achieve their overall business goals. The mix is not static and may require adjustment based on changes in market conditions, consumer preferences, or competitive pressures. Marketers continually analyze and optimize the marketing mix to maximize effectiveness and maintain competitiveness in dynamic markets.

2.2.1 Product

The first element of the marketing mix is the product, which encompasses any combination of goods and services offered to meet the needs and wants of consumers. Products can be categorized into two main types: tangible and intangible. The concept of "product" encompasses the entirety of goods and services that a provider offers as part of their product offering. This includes additional services designed to differentiate their product from competitors in the eyes of distributors and potential customers. According to Armstrong and Kotler (2006), a product is any offering that can be presented to a market for attention, acquisition, use, or consumption to satisfy a want or need. Similarly, Kotler (2008) describes a product as something that can be offered in the market for acquisition, use, or consumption to fulfill a desire or need. Kotler and Keller (2016) further elaborate that a product is something offered for attention, acquisition, or consumption to meet user needs or desires. Consumers evaluate various aspects of a product before making a purchase to ensure it meets their expectations and provides satisfaction.

In the fast food industry, there is often a lack of robust marketing efforts. Research indicates deficiencies such as weak marketing departments, inadequate budget allocation for marketing, ineffective use of strategic planning tools, and a limited understanding of branding strategies within this sector. Armstrong and Kotler

(2010) define a product as the combination of goods and services offered by a company to its target market. A product refers to the specific items a business intends to offer, aiming to fill a market gap or meet consumer demand for an existing product. Marketers must thoroughly comprehend the product's unique attributes compared to competitors, its potential for complementing other products or product lines, and the availability of substitutes in the market to devise effective marketing campaigns.

2.2.2 Price

The second element of the marketing mix is price, which denotes the monetary value assigned to a product or service by a business. Setting the right price involves considerations of various factors such as marketing expenditures, distribution costs, and unit costs. Additionally, businesses analyze competitor pricing strategies to ensure competitiveness and attractiveness to customers (Kotler, Wong et al., 2007). According to Kotler and Keller (2005), price represents the exchange value of a product that customers are willing to pay. It encompasses list prices, discounts, allowances, payment terms, and credit terms, all crucial aspects in determining the final price point.

Price is pivotal as it directly impacts consumer behavior and purchasing decisions. Businesses strategically evaluate customer responses to different pricing models to optimize profit margins while anticipating potential discounts or adjustments. Legal constraints on pricing practices also guide businesses in setting fair and compliant pricing structures. The perceived value associated with a product often influences customers' perceptions of quality and reliability, influencing their willingness to pay higher prices for superior products. Conversely, affordability remains a significant factor for many consumers who seek products that meet their needs without exceeding their budget constraints. Also, price is a dynamic element within the marketing mix that requires careful consideration of both internal cost factors and external market dynamics. Effective pricing strategies align with consumer expectations and market conditions, ensuring competitive positioning and profitability for businesses in diverse economic environments (Armstrong & Kotler, 2010).

2.2.3 Place

Place is a fundamental element of the marketing mix, encompassing the strategies and activities businesses employ to ensure their products are conveniently accessible to target customers. According to Kotler (2010), place involves determining

the best locations and distribution channels through which products or services can be made available for consumption. Place is the importance of decisions regarding when, where, and how services are delivered to customers. This component is critical as it directly affects consumer accessibility and satisfaction, influencing purchasing decisions based on factors like convenience and proximity. The distribution channel, integral to place, facilitates the efficient movement of goods from manufacturers to end-users. It includes intermediaries such as wholesalers, retailers, and online platforms that collaborate to ensure products reach consumers effectively. The selection of distribution channels whether physical stores, online platforms, or a combination thereof is crucial for businesses to meet consumer expectations of availability and convenience (Copley, 2004). Optimal location selection and effective management of distribution channels not only enhance product accessibility but also influence consumer behavior and contribute significantly to the success of marketing strategies.

In essence, place in the marketing mix refers to the physical and logistical processes involved in delivering products to customers. It encompasses activities such as warehousing, transportation, inventory management, and the strategic placement of sales outlets (Singh & Management, 2012). Rasmussen and Wood (2007) emphasize that location decisions within the distribution network play a pivotal role in ensuring timely product availability and customer satisfaction. By effectively managing these elements, businesses can streamline operations, improve consumer purchase decision, and ultimately achieve their marketing objectives through efficient product distribution and accessibility.

2.2.4 Promotion

Promotion, as the fourth element of the marketing mix, plays a crucial role in integrated marketing communications strategies. Its primary objective is to inform, persuade, and remind the market about a product, influencing consumer attitudes and behaviors (Armstrong & Kotler, 2010). This comprehensive approach includes activities such as advertising, personal selling, sales promotions, public relations, direct marketing, sponsorships, and word-of-mouth marketing. Through these promotional efforts, marketers aim to capture consumer attention, provide compelling product information, and stimulate consumer interest to drive sales and enhance product visibility.

Promotion serves as a powerful tool in the marketing arsenal by effectively communicating product attributes and benefits to potential customers (Kotler, 2004). Advertising, a significant component of promotion, utilizes various media channels to inform and persuade consumers about a company's offerings, thereby shaping brand perceptions and influencing purchase decisions (Sidhanta & Chakrabarty, 2010). By strategically deploying promotional strategies, businesses can increase consumer awareness, encourage product trial, ultimately driving revenue growth and market share. Promotion within the marketing mix functions as a strategic communication tool that informs consumers about product offerings, persuades them of product benefits, and reinforces brand positioning in the market (Armstrong & Kotler, 2012). Effective promotional campaigns not only boost product visibility but also create a competitive edge by enhancing consumer engagement and fostering long-term customer relationships.

2.2.5 People

The fifth P of the marketing mix is people, acknowledged as the pivotal element in any service or customer experience. "People" encompass all individuals directly or indirectly involved in service delivery, exerting a significant influence on customer satisfaction and service quality (Zeithaml, 2013). This group includes employees across roles such as sales, customer service, marketing, and management, as well as customers themselves who contribute to the service environment. The attitudes and behaviors of these individuals, particularly those in customer-facing roles, play a crucial role in shaping customer perceptions of service quality and overall satisfaction (Booms and Bitner, 1981). Positive interactions marked by empathy, courtesy, and effective problem-solving enhance customer experiences and contribute positively to the organization's brand image.

For service firms, effective management of customer-facing employees is paramount in maintaining consistent service quality (Magrath, 1986). These employees serve as frontline representatives of the organization, directly influencing customer interactions and satisfaction levels. To deliver superior service experiences and foster customer loyalty, it is essential to invest in training, motivate employees, and cultivate the right attitudes among them (Kotler, 2000). Ultimately, the quality of interactions between employees and customers during service delivery shapes customer perceptions, influencing their decisions to continue patronizing the business.

In summary, within the realm of service marketing, "people" refer not only to employees but also to customers who collectively contribute to the service experience. Managing and nurturing positive employee-customer interactions are foundational to achieving service excellence and establishing a differentiated brand presence in a competitive marketplace (Judd, 2001).

2.2.6 Process

Process, as the sixth component of the marketing mix refers to the procedures, mechanisms, and flow of activities by which a service is delivered. It encompasses the entire customer journey, from initial contact to post-purchase support. Process theory posits that by analyzing and improving these processes, businesses can deliver superior value to customers. Effective processes include standardized methods, comprehensive training programs, and efficient inventory management systems (Zeithaml, Bitner, & Gremler, 2013).

The integration of process theory into the marketing mix also highlights the importance of continuous improvement and innovation. Businesses must regularly evaluate and refine their processes to meet changing customer expectations and market conditions. Continuous process optimization ensures that services are delivered in a timely, efficient, and customer-centric manner.

Process optimization in the marketing mix involves leveraging technology to enhance service delivery. Technologies such as Customer Relationship Management (CRM) systems, automation tools, and data analytics can provide valuable insights into customer behavior, preferences, and feedback. This information can be used to refine processes, personalize customer interactions, and predict future trends (Kotler & Keller, 2016). By using data analytics to forecast demand, manage inventory, and tailor promotions, businesses can ensure a seamless and satisfying customer experience.

2.2.7 Physical Evidence

The seventh P element in the marketing mix is Physical Evidence and holds critical importance in service industries where tangible elements play a significant role in conveying service quality and value to customers. Physical Evidence encompasses tangible aspects within the service environment such as facilities, equipment, employee appearance, and ambient factors like lighting and music. Effective management of Physical Evidence is essential for service providers to build

customer confidence, enhance perceived service quality, and differentiate themselves in competitive markets (Woodside et al., 1989). Research highlights profound impact of Physical Evidence on consumer behavior and satisfaction. Studies by Richard and Allaway (1993) highlight those well-maintained facilities, along with factors such as layout, cleanliness, and aesthetic appeal, significantly shape overall perceptions of service quality and contribute to customer loyalty. This is the strategic importance of carefully designing and managing physical evidence to align with service quality objectives and meet evolving customer expectations.

Physical Evidence remains integral to the marketing strategies of service industries, influencing customer perceptions, behaviors, and overall service quality and brand image. Its effective management involves continuous assessment and adaptation to align with customer preferences and market dynamics, ensuring that service providers optimize customer experiences, strengthen brand equity, and maintain a competitive advantage in the marketplace.

2.3 Consumer Purchase Decision

Consumer purchase decision-making is defined as a complex process influenced by various cognitive, social, and environmental factors. Understanding these factors is essential for marketers aiming to effectively target and influence consumer behavior. Consumer purchase decision-making is a complex process influenced by cognitive evaluations, social pressures, and individual preferences. To effectively related with consumer behavior, marketers must understand these preferences.

Consumers make decisions based on beliefs, attitudes, intentions, and behaviors. Two main factors drive these decisions: attitudes toward the product and subjective norms influenced by social factors like family or peer expectations. Consumer decision making involves recognizing a need, exploring alternatives, and gathering information from personal experiences, recommendations, advertisements, and reviews. Evaluating alternatives includes weighing factors such as quality, price, brand reputation, and perceived value. Emotional appeal and brand image also influence choices, reflecting rational preferences based on gathered information. Ultimately, consumers base their purchasing decisions on their evaluations and intentions.

Effective strategies involve comprehending consumer motivations, addressing concerns, and utilizing positive attitudes and social influences to facilitate favorable

purchasing decisions. Continued exploration and application of consumer behavior theories are essential for advancing marketing strategies and deepening insights in consumer psychology.

2.4 Decision Making Process

The decision making process is a cornerstone of human behavior, encompassing cognitive, psychological, and social dimensions that influence how individuals choose between alternatives across various contexts, including consumer behavior, organizational management, and personal life choices. Understanding this process is essential for researchers and practitioners alike to comprehend human behavior and develop strategies to optimize outcomes.

At its essence, the decision making process unfolds through several distinct stages. According to the influential Consumer Decision Making Process model by Engel, Kollat, and Blackwell (1968), these stages include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Engel et al., 1968). Problem recognition marks the initial stage where individuals perceive a need or desire, triggering the decision-making sequence.

Subsequently, individuals engage in an information search phase, gathering pertinent information from internal sources (memory, past experiences) and external sources (social networks, media, expert opinions) to assess available alternatives (Schiffman & Kanuk, 2010). This stage is crucial as it aids in reducing uncertainty and facilitating informed decision-making.

Following evaluation, individuals make a purchase decision by selecting the alternative that best aligns with their needs and preferences (Kotler & Keller, 2016). The decision-making process is further influenced by psychological factors like risk perception, emotions, and cognitive biases, which play pivotal roles in shaping final choices (Tversky & Kahneman, 1974). Post-purchase evaluation represents the final stage, where individuals assess their satisfaction with the chosen option relative to their expectations (Oliver, 1980). This phase not only reflects the outcome of the decision-making process but also impacts future decisions, brand loyalty, and advocacy behaviors (Kotler & Keller, 2016).

The decision making process is a dynamic and complex sequence of cognitive and behavioral steps that individuals undertake to navigate choices and solve problems. Insights from various theoretical frameworks and empirical research provide a

comprehensive understanding of how individuals make decisions across different contexts, contributing to both theoretical advancements and practical applications in consumer behavior and management studies. Consumer purchase decision process of the study as shown in Figure (2.1).

Figure (2.1) Consumer Purchase Decision Process



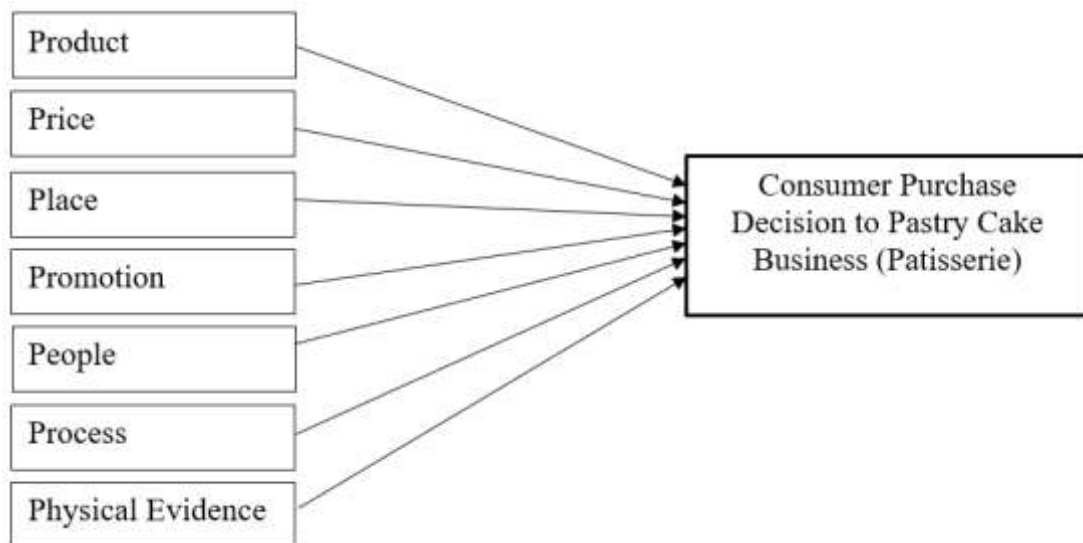
Source: Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968)

2.5 Previous Studies

Stefani B. Shella Maya Hamzah. (2016) examined “The Role of Marketing Mix (7P) for Consumer Buying Decision Pastry Cake in Malang City” studied physical evidence was a critical factor, emphasizing the importance of the presentation and environment where the product was sold. Additionally, it was found that consumers were highly sensitive to prices, underscoring the necessity for competitive pricing

strategies. The study also highlighted that promotions and engaging marketing activities significantly influenced consumer interest and purchasing behavior. Furthermore, maintaining high product quality and providing excellent service were essential for consumer satisfaction and repeat purchases. Conceptual framework of the study as shown in Figure (2.2).

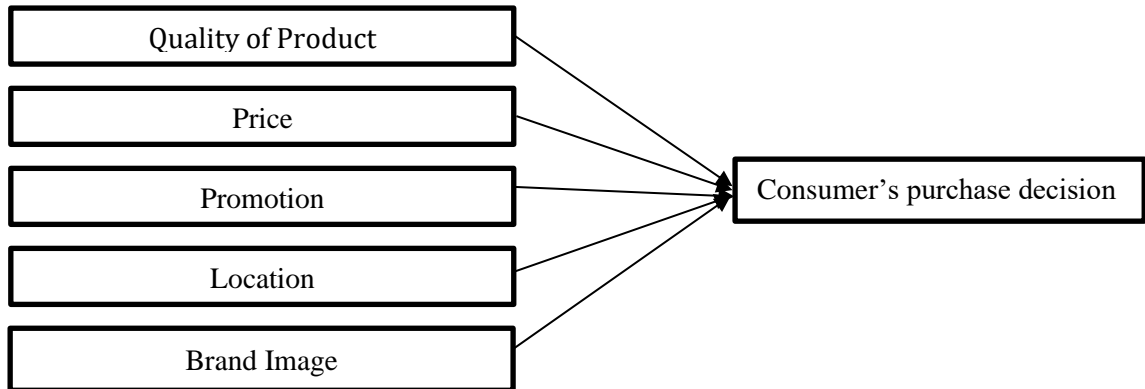
Figure (2.2) The Role of Marketing Mix (7P) for Consumer Buying Decision Pastry Cake in Malang City



Source: Stefani B. Shella Maya Hamzah. (2016)

The study employed a quota sampling method to ensure adequate representation of various population segments. The respondents consisted of consumers of pastry cakes in Malang City, though the specific number and demographic details were not explicitly provided in the summary. This sampling approach aimed to offer a comprehensive understanding of consumer behavior and preferences within the target market. The findings emphasized the importance of a well-rounded marketing strategy that addresses multiple aspects of the marketing mix to effectively influence consumer buying decisions.

Figure (2.3) Analysis of Factors Influencing McDonald's Consumer Purchase Decision in Jakarta

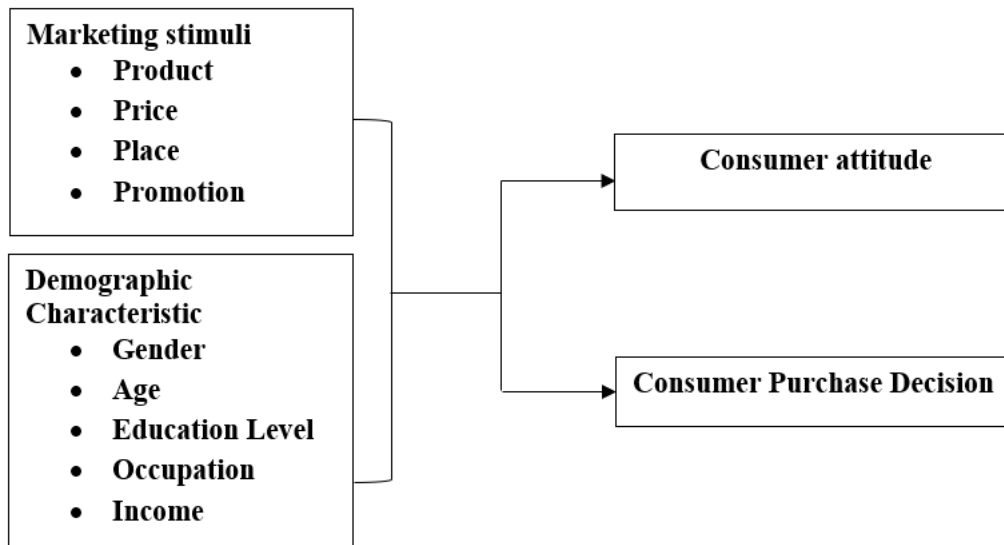


Source: Clarissa Fortuna, Carunia Mulya Firdausy (2023)

The study by Clarissa Fortuna and Carunia Mulya Firdausy (2023) investigates factors influencing consumer purchase decisions at McDonald's fast food s in Jakarta. Utilizing a quantitative approach and a convenience sampling technique due to the absence of prior population knowledge, data were gathered from 120 respondents. The findings reveal that product quality and price do not significantly influence purchase decisions among McDonald's consumers in Jakarta. However, other variables such as promotion, location, and brand image have a substantial impact on their purchasing decisions. These results show that the importance of strategic marketing efforts in promotion, optimal location placement, and maintaining a strong brand image to attract and retain customers in this market. Conceptual framework of the study as shown in Figure (2.3).

Another research, Wanlaya Chainarongloka's (2002) investigation in Bangkok focused on consumer attitudes and purchase decisions regarding McDonald's Happy Meal Set. With a larger sample size of 400 respondents, the study employed descriptive analysis to interpret data collected through questionnaires from both male and female customers. The use of Non-Probability Sampling techniques in this study aligns with the methodology adopted in the Jakarta research, reinforcing the reliability of such sampling methods in consumer behavior studies. These comparative insights highlight the varying impact of different factors across regions, emphasizing the need for localized strategies in global brand management. Conceptual framework of the study as shown in Figure (2.4).

Figure (2.4) A Study of Consumer Attitude and Consumer's Purchase Decision towards Happy Meal Set of McDonald's in Bangkok Area



Source: Chainarongloka, W. (2002)

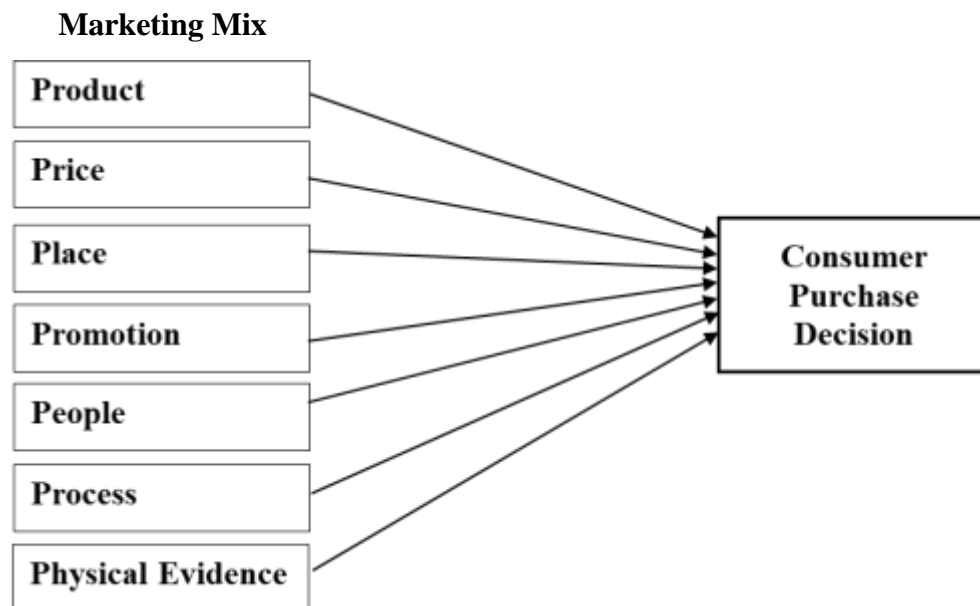
The results of this study indicate that age, income, education, and all other aspects of marketing stimuli are statistically significant factors in determining the attitudes of consumers. While age groups, product, location, and promotional elements are crucial considerations in influencing a consumer's buying decision.

2.5 Conceptual Framework of the Study

The conceptual framework explains the connections between consumer purchasing decisions and the marketing mix. One dependent variable and seven independent factors were analyzed in the framework. The only dependent variable was the choice made by the consumer. Product, pricing, place, promotion, people, process, and physical evidence were the seven dependent variables. The concept assumes that the marketing mix directly influences customer decision-making processes and has a direct impact on consumer purchase decisions the conceptual framework of the study as shown in Figure (2.5).

Product, pricing, place, promotion, people, process, and physical evidence were the seven dependent variables. The concept assumes that the marketing mix directly influences customer decision making processes and has a direct effect on consumer purchase decision.

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation (2024)

Working Definitions

Product: The range of fast food items KFC offers, including fried chicken, burgers, sides, desserts, and beverages, tailored to meet diverse customer preferences.

Price: The monetary value assigned to KFC's products, including list prices, discounts, meal deals, and special offers to ensure affordability and profitability.

Place: The locations of KFC outlets, strategically situated in high-traffic areas to be easily accessible and convenient for customers.

Promotion: Activities aimed at increasing sales and brand awareness, such as advertising, sales promotions, public relations, sponsorships, and digital marketing efforts.

People: KFC employees who play a crucial role in service delivery, including those in food preparation, customer service, and management, contributing to a positive customer experience.

Process: The procedures KFC uses to deliver products and services efficiently, including order taking, food preparation, service delivery, and quality control.

Physical Evidence: The tangible elements of the service environment, such as decor, cleanliness, packaging, uniforms, and signage, which help customers assess the quality and value of their dining experience.

Consumer Purchase Decision: The process customers go through when deciding to buy KFC products, involving need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase reflection, leading to repeat purchases and brand loyalty.

CHAPTER 3

PROFILE AND MARKETING MIX OF KFC FAST FOOD

This chapter seeks to provide an overview of KFC fast food's profile, product offerings, organizational structure, locations, and consumer purchase decision. The reliability test, the respondent profile, the findings on the respondents' typical KFC activities, and their state of consumer purchase decision are then presented.

3.1 Profile of KFC Fast Food

KFC was established by Colonel Harland Sanders, a businessman from Corbin, Kentucky, who commenced serving fried chicken from his café along the highway amidst the Great Depression. In the early 1970s, KFC was acquired by the liquor distributor Heublein, which was later taken over by the food and tobacco conglomerate R. J. Reynolds. Eventually, R. J. Reynolds sold KFC to PepsiCo. The brand continued its international growth, opening its first outlet in China in 1987.

In 1997, PepsiCo spun off its operations under the name Tricon Global s, which was rebranded as Yum Brands in 2002. Although the number of KFC outlets in the United States has declined, the company has significantly expanded in Asia, South America, and Africa, reflecting Yum's more focused ownership compared to PepsiCo. Presently, KFC operates 18,875 locations across 118 countries and territories, with 4,563 of these in China, which remains KFC's largest market. As the world's largest quick-service food system, KFC serves over one billion of the Colonel's "finger-lickin' good" chicken dinners annually. Renowned for its fried chicken and other fast-food offerings, KFC remains a formidable competitor in the fast-food industry.

KFC launched its first outlet in China in 1987, marking a milestone in its international growth. Despite a decline in the number of KFC branches in the United States, the company has had substantial growth in Asia, South America, and Africa, which demonstrates Yum's concentrated ownership in comparison to PepsiCo. Today, KFC operates 18,875 locations across 118 countries and territories, with 4,563 of these in China, its largest market. As the largest quick-service food service system globally, KFC serves over one billion of the Colonel's "finger-lickin' good" chicken dinners annually. KFC, a well-known fast food chain, is still a major player in the industry thanks to its fried chicken and other offerings.

As part of its global expansion strategy, KFC opened its first establishment in Myanmar on Bogyoke Aung San Road, Yangon, in 2015. KFC Myanmar operates under the Yoma F&B platform of the Yoma Group, Summit Brands Group. The Yoma Group was one of the largest conglomerates in Myanmar and specialized in real estate, automotive and heavy equipment, food and beverage, financial services, investments, healthcare, banking, consumer products, and tourism. KFC is quickly rose to become one of the nation's most well-known consumer brands. It has since expanded and is one of the most successful businesses in the country.

Moreover, KFC Myanmar leverages Information Technology with electronic menu boards, enhancing customer service and allowing for flexible product pricing. This technological integration emphasizes KFC Myanmar's dedication to excellence in the dynamic culinary landscape of Myanmar, as evidenced by customer feedback and ongoing community engagement efforts.

By implementing mobile ordering, self-service process, and convenient payment options, KFC has leveraged technology to distinguish itself from competitors. In Myanmar, KFC has fully embraced online ordering and delivery services, catering effectively to the preferences of modern consumers and enhancing accessibility. In July 2023, KFC Myanmar launched its official website, providing comprehensive information such as news updates, branch contact details, locations, operating hours, promotions, and menus. This initiative reflects KFC's commitment to combining global standards with Myanmar's rich culinary heritage. As KFC evolves, it continues to adapt to and shape Myanmar's dynamic culinary preferences, showcasing the transformative power of food in bridging cultures and creating delightful experiences.

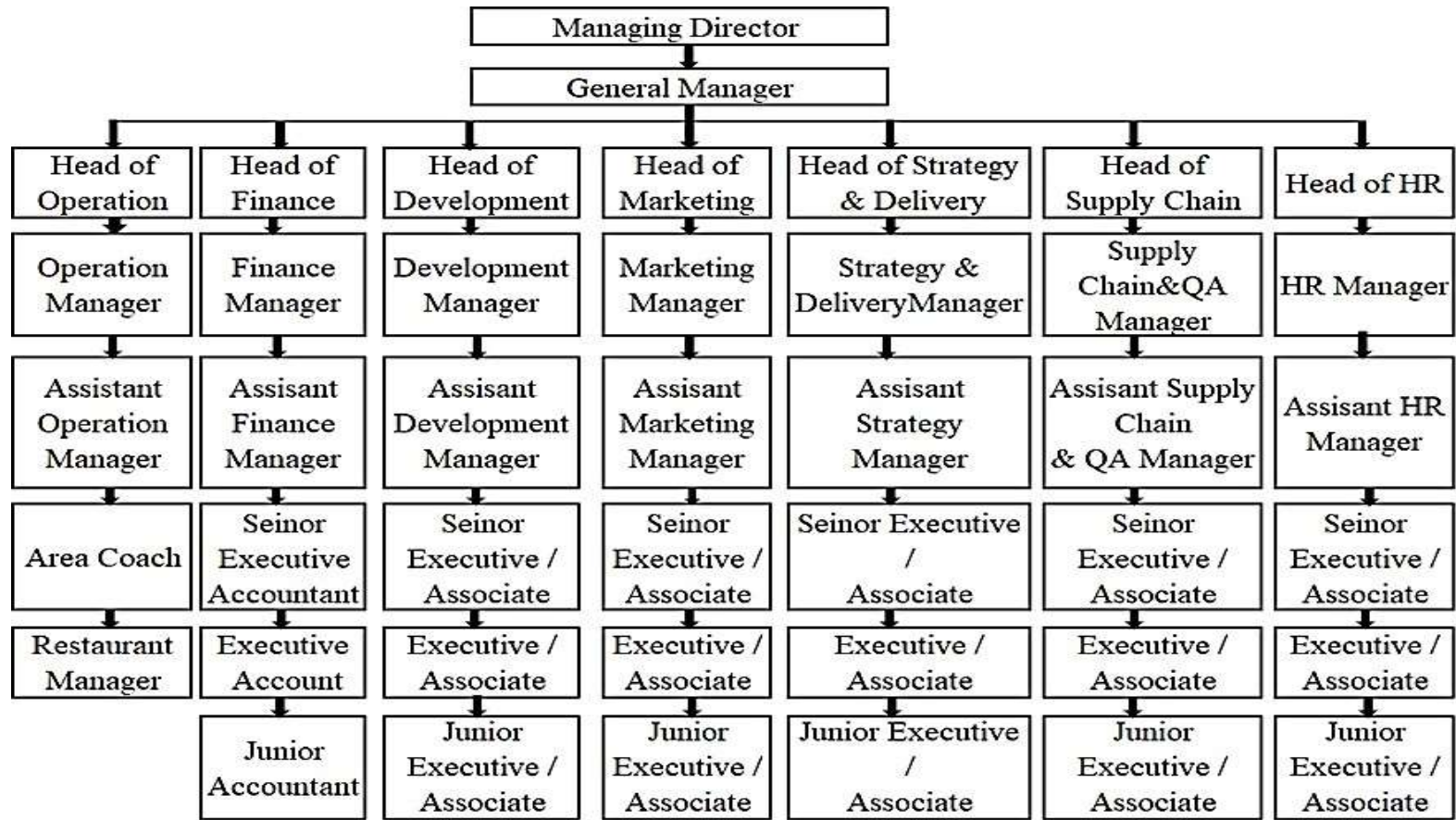
In Myanmar, KFC operates a total of 36 fast food outlets, distributed as follows: 27 in Yangon, 3 in Mandalay, and one each in Naypyitaw, Bago, Monywa, Taunggyi, with an additional two located along the highway.

3.2 Organization Structure of KFC Myanmar

The organizational structure of Summit Brands Group Co., Ltd (KFC Myanmar) is shown in Figure (3.1)

According to Figure (3.1), there are seven departments in Summit Brands Group Co., Ltd (KFC Myanmar). The operations department at KFC manages the day-to-day activities of food preparation and service, ensuring that quality and efficiency standards are met across all locations. Additionally, the finance department oversees budgeting, financial reporting, and investment strategies to ensure KFC's financial health and regulatory compliance. Furthermore, the development department focuses on creating new menu items, enhancing existing products, and expanding KFC's market presence through innovation and research. Moreover, the marketing department is responsible for promoting KFC's brand and products through advertising, market research, and customer engagement strategies to drive sales and brand loyalty. Also, the strategy and delivery department plans long-term business goals, oversees the implementation of strategic initiatives, and ensures projects align with KFC's overall objectives. Furthermore, the supply chain department manages the procurement, storage, and distribution of ingredients and supplies, ensuring timely and efficient delivery to KFC locations. Lastly, the human resources department handles recruitment, training, employee relations, and ensures a positive work environment that complies with labor laws and supports staff development.

Figure (3.1) Organization Structure of Summit Brands Group Co., Ltd (KFC Myanmar)



Source: Summit Brands Group Co., Ltd (KFC Myanmar) (2023)

3.3 Marketing Mix of KFC

An overview of KFC Myanmar's marketing mix is given in this section. The purpose of this study is to examine the marketing mix, also referred to as the 7Ps. The seven essential components that make up the service marketing mix are frequently called the "7 P's" such as Product, pricing, place, promotion, people, process and physical evidence are components. A successful business must give each marketing component the weight it deserves when participating in marketing mix activities.

3.3.1 Product

The main dish at KFC is bone-in chicken pieces that have been pressure-fried and seasoned with 11 herbs and spices from Colonel Harland Sanders' Original Recipe. KFC's menu has been expanded to include chicken burgers, sandwiches, nuggets, popcorn chicken, and a variety of finger foods in addition to its well-known chicken on the bone. In Myanmar, the most well-liked options are rice boxes, popcorn chicken, hot and spicy chicken, and potato fries. KFC Myanmar has a deep awareness of local cuisine tastes by skillfully incorporating local ingredients and flavors while preserving its globally known favorites. This fusion of global and regional flavors highlights KFC's versatility and inventiveness.

Area coaches oversee sales, quality standards and control, audit purposes, and retail upkeep directly under the management of the store managers. KFC divides its offerings in Myanmar into seven primary categories: limited-time meals, snacks, beverages, rice meals, shared meals, combo meals, and chicken meals.

Table (3.1) List of Products

| No | Type of Meal |
|----|--------------------|
| 1 | Limited-time meals |
| 2 | Snacks |
| 3 | Beverages |
| 4 | Rice meals |
| 5 | Shared meals |
| 6 | Combo meals |
| 7 | Chicken meals |

Source: KFC Myanmar, 2023

3.3.2 Price

KFC employs a strategic pricing approach to cater to a diverse consumer base, ensuring affordability while maintaining quality. The brand offers a variety of price points to accommodate different budget levels, making it accessible to a wide range of customers. For instance, KFC provides value meals that include popular items such as the Zinger burger and fries at a cost-effective rate, appealing to cost-conscious consumers without compromising on taste or satisfaction.

KFC also actively engages in promotional pricing strategies, such as limited-time discounts, combo deals, and family meal packages. These promotions not only attract price-sensitive customers but also encourage higher purchase volumes and repeat visits. For example, KFC's "Bucket Deals" offer large portions at discounted rates, making it an attractive option for families and groups. Additionally, KFC occasionally introduces seasonal discounts and special offers, providing customers with more affordable alternatives to regular pricing.

In addition to value meals and promotions, KFC implements a tiered pricing strategy to cater to varying consumer preferences and spending capabilities. Premium menu items, such as the bucket and other specialty burgers, are priced higher to reflect their unique ingredients and preparation methods. This tiered approach allows KFC to maximize its market reach, offering something for every customer, from budget-friendly options to premium experiences. Through these varied pricing strategies, KFC ensures it remains competitive in the fast-food industry while enhancing customer satisfaction and loyalty.

3.3.3 Place

KFC strategically positions its outlets to ensure maximum accessibility and convenience for customers. In outside of Yangon regions, KFC s are typically located in central, high-traffic areas that attract significant footfall. For instance, KFC outlets are often situated near major shopping centers, business districts, and busy thoroughfares, ensuring that customers can easily reach their favorite meals. The convenience of these locations is further enhanced by well-maintained and ample parking facilities, providing a seamless experience for customers who drive. Additionally, these locations are often near public transportation hubs, making them easily accessible to customers relying on buses or trains.

KFC also emphasizes creating a welcoming and efficient dining environment. There designed with comfortable seating arrangements and modern amenities to cater to the diverse needs of their customers. Moreover, KFC locations are equipped with security services, ensuring a safe and secure environment for all patrons. This attention to detail in location and facilities emphasizes KFC's commitment to providing a superior customer experience.

To further enhance accessibility, KFC fast food has expanded its distribution channels beyond physical locations. The brand offers a robust delivery service through partnerships with various food delivery platforms (GRAB, FOOD PANDA, PICK UP), allowing customers to enjoy their meals without leaving their homes.

3.3.4 Promotion

KFC employs a variety of promotional strategies to enhance its brand visibility and attract customers. A prominent platform for KFC's direct marketing efforts is social media, with Facebook playing a significant role in connecting directly with customers. KFC also implements innovative promotional strategies to engage customers and attract new ones. One such strategy is inviting customers to participate in taste testing events for new menu introductions. These events allow customers to sample upcoming menu items before they are officially launched, creating excitement and anticipation among KFC enthusiasts. By involving customers in the taste testing process, KFC not only gathers valuable feedback but also generates buzz and word-of-mouth promotion as participants share their experiences with friends and family.

In April 2024, KFC organized a garlic chicken buffet competition, showcasing its high-quality chicken dishes infused with garlic flavors. The event catered to food enthusiasts and sought to enhance KFC's brand recognition and market presence by highlighting its culinary expertise and commitment to innovation in the competitive food industry. Furthermore, KFC has partnered with Pocket, a digital lifestyle platform aimed at enhancing customer loyalty. Consumers can earn Pocket coins with each KFC purchase, which can later be exchanged for KFC products once enough coins are accumulated. Additionally, customers can enjoy complimentary chicken during specific promotional campaigns.

KFC Myanmar is currently offering several attractive promotions as part of their 9th-anniversary celebration. The "Feast with Friends" deal offers 4 pieces of crispy

chicken, 2 fries, and 2 drinks for MMK 15,500, available at most locations from June 3 to June 28 on weekdays. The "Weekday Savings" includes two bundle options every Monday to Friday: 2 pieces of chicken and a 12oz drink for MMK 6,500, or 1 Zinger or Colonel Burger and a 12oz drink for MMK 7,500, excluding airport and Lashio locations. Additionally, a new "Kid's Bundle" featuring 1 popcorn chicken, 1 fries, and 1 iced Milo was launched nationwide on June 6, 2024. For further details, visit the KFC Myanmar promotions page.

These promotional initiatives not only differentiate KFC from its competitors but also create memorable experiences for customers. By continuously innovating and engaging with its customer base through events like taste testing and buffet competitions, KFC strengthens its brand image and fosters customer loyalty in the highly competitive fast-food industry. This direct touch approach ensures that customers are kept up-to-date with the latest promotions and encourages repeat visits.

KFC also utilizes traditional marketing strategies to reach a broader audience. This includes distributing flyers and brochures in high-traffic areas and employing billboard advertisements to increase brand recognition. Additionally, word-of-mouth marketing is encouraged by providing exceptional service and product quality, which in turn prompts satisfied customers to recommend KFC to others. KFC frequently promotes its meal deals and special offers through these channels, ensuring wide dissemination of its promotional messages.

Furthermore, KFC leverages special events and limited-time offers to boost sales and create a sense of urgency among customers. These promotional activities often include discounts, combo deals, and seasonal specials, aimed at enticing customers to make a purchase. Through a combination of direct and indirect marketing strategies, KFC effectively promotes its products and maintains a strong presence in the competitive fast-food market.

3.3.5 People

KFC places significant emphasis on its workforce as part of its marketing mix strategy. The company carefully selects and trains employees who play crucial roles in customer service and brand representation. KFC employs rigorous recruitment processes to identify individuals who not only possess the requisite skills but also align with the company's values and customer service ethos. Through meticulous interviews and assessments, KFC ensures that its staff, from front-line employees to management,

embody the brand's commitment to quality service and customer satisfaction.

Moreover, KFC invests in continuous training and development programs to enhance the skills and capabilities of its employees. This initiative ensures that staff members are equipped with the knowledge to deliver excellent customer experiences consistently. By fostering a supportive and growth-oriented work environment, KFC promotes employee engagement and satisfaction, which directly impacts customer interactions and overall brand perception.

In addition to customer-facing roles, KFC also prioritizes the recruitment of skilled professionals across various departments such as operations, supply chain management, and marketing. These professionals contribute to the strategic development and execution of KFC's marketing initiatives, ensuring alignment with market trends and consumer preferences. By maintaining a dedicated and well-trained workforce, KFC strengthens its competitive edge in the fast-food industry and reinforces its position as a preferred choice for customers seeking quality food and service.

3.3.6 Process

KFC prioritizes efficiency and customer satisfaction through a well-structured operational process that spans from customer arrival to order fulfillment and beyond. The process begins with welcoming customers warmly and assisting them in selecting from a variety of menu options. Customer service representatives guide patrons through the available choices, ensuring clarity and satisfaction in their decision-making process. Upon placing an order, KFC's operational staff swiftly prepares and serves meals while maintaining stringent quality standards and adhering to food safety protocols.

In the backend, KFC employs streamlined procedures for inventory management, ensuring ingredients are stocked efficiently to meet demand without compromising on freshness. This meticulous approach supports KFC's commitment to delivering consistent quality across its global network. Additionally, KFC integrates technology into its operations, leveraging digital platforms for online ordering, payment processing, and customer feedback. This technological integration enhances service efficiency and provides customers with convenient options to interact with the brand.

Furthermore, KFC emphasizes continuous improvement in its operational processes through regular training programs for staff members. These programs equip

employees with the skills and knowledge necessary to maintain operational excellence and uphold KFC's brand reputation. By focusing on efficient processes, technological innovation, and employee training, KFC ensures that each customer receives a seamless and enjoyable dining experience, reinforcing its position as a leader in the fast-food industry.

3.3.7 Physical Evidence

KFC places paramount importance on ensuring the provision of high-quality ingredients and operational resources across its global chain of KFC fast food outlets. Each KFC outlet is equipped with state-of-the-art kitchen facilities and modern cooking equipment to maintain consistent food quality and operational efficiency. This commitment emphasizes KFC's dedication to delivering a superior dining experience to its customers.

Furthermore, KFC emphasizes the importance of a welcoming and hygienic physical environment in KFC fast food outlet. The layout, decor, and cleanliness standards are meticulously maintained to create a comfortable atmosphere for patrons. This attention to detail enhances the overall dining experience and contributes to customer satisfaction.

In addition to physical facilities, KFC maintains a strong visual identity through standardized branding elements such as signage, logos, and employee uniforms. These visual cues not only reinforce brand recognition but also foster a sense of reliability and consistency across all KFC locations worldwide.

Overall, KFC's approach to physical evidence in its marketing mix includes providing excellent operational tools, keeping the dining area clean and welcoming, and maintaining a consistent look with their logos and uniforms. By focusing on these elements, KFC aims to uphold its reputation as a leading global fast-food chain that consistently delivers high-quality food and a pleasant dining experience to its diverse customer base.

CHAPTER IV

ANALYSIS ON THE EFFECT OF MARKETING MIX ON CONSUMER PURCHASE DECISION TOWARDS KFC FAST FOOD

This chapter investigates how marketing mix on consumer purchase decision towards KFC fast food (Parami Outlet). It includes a research design, demographic profile of respondents, reliability analysis, research on data, and findings from survey questionnaires. Additionally, it presents the results of multiple regression analysis to determine the impact of these marketing mixes on consumer purchase decision.

4.1 Research Design

The study aimed to examine the effect of the marketing mix on consumer purchase decisions towards KFC fast food (Parami Outlet). Both primary and secondary data were applied in the research. Secondary data were collected from multiple sources, including relevant textbooks, journals, articles, reports, internet websites, and research papers from previous studies. For primary data, the sampling method involved a systematic simple random sampling method, specifically targeting consumers who visited the KFC fast food at Parami Road, Hlaing Township in Yangon.

The target population of KFC fast food in this study is unknown, hence the Cronbach formula is being used to determine the sample size. To determine the sample size, the study employs the Cronbach formula as follows:

$$\begin{aligned}n &= z^2 * P * (1-P) / e^2 \\n &= (1.96)^2 * (0.05) * (1-0.5) / (0.5)^2 \\&= 385\end{aligned}$$

Where; n = sample size

P = estimated proportion of the population (0.5)

z = z-score (1.96)

e = margin of error (5%)

For data analysis, descriptive analysis and analytical analysis are applied where descriptive analysis covers frequencies, mean and standard deviation and the linear regression model is utilized for analytical analysis to analyze the effect of marketing mix on consumer purchase decision towards KFC fast food.

4.2 Demographic Profile of Respondents

In this section, the demographic profile of respondents is discussed. Table (4.1) depicts a detailed observation of demographic characteristics including gender, age, marital status, education level, working experience, monthly income, and occupation.

Table (4.1) Demographic Profile of Respondents

| Sr. No. | Particular | No. of Respondents | Percentage (%) |
|----------------|---------------------------|---------------------------|-----------------------|
| | Total | 398 | 100 |
| 1. | Gender | | |
| | Male | 135 | 34 |
| | Female | 263 | 66 |
| 2. | Age (Years) | | |
| | 18 – 25 | 131 | 33 |
| | 26-35 | 139 | 35 |
| | 36-45 | 44 | 11 |
| | 46 – 55 | 48 | 12 |
| | Above 55 | 36 | 9 |
| 3. | Marital Status | | |
| | Single | 267 | 67 |
| | Married | 131 | 33 |
| 4. | Education Level | | |
| | High School | 48 | 12 |
| | Undergraduate | 139 | 35 |
| | Graduate | 127 | 32 |
| | Master's | 56 | 14 |
| | Doctorate | 28 | 7 |
| 5. | Working Experience | | |
| | No Experience | 103 | 26 |
| | 1-10 years | 171 | 43 |
| | 11-20 years | 84 | 21 |
| | 21-30 years | 24 | 6 |
| | 31 years and above | 16 | 4 |

| Sr. No. | Particular | No. of Respondents | Percentage (%) |
|----------------|---|---------------------------|-----------------------|
| 6. | Monthly Income (MMK) | | |
| | Below 300,000 | 16 | 13 |
| | 300,001 – 500,000 | 135 | 34 |
| | 500,001 ~ 800,000 | 111 | 28 |
| | 800,001 ~ 1,000,000 | 60 | 15 |
| | 1,000,001 ~ 1,500,000 | 40 | 10 |
| | Above 1,500,000 | 36 | 9 |
| 7. | Occupation | | |
| | Company Employee | 135 | 34 |
| | Self-Employed | 60 | 15 |
| | Government Employee | 68 | 17 |
| | Student | 91 | 23 |
| | Housewife | 8 | 2 |
| | Retired | 16 | 4 |
| | Other | 20 | 5 |
| 8. | Frequency of Visits to KFC Fast Food | | |
| | Daily | 20 | 5 |
| | Weekly | 183 | 46 |
| | Monthly | 131 | 33 |
| | Less than once a month | 64 | 16 |
| 9. | Frequency of Purchased Per Month | | |
| | 1-5 times | 183 | 46 |
| | 6-10 times | 135 | 34 |
| | 11-15 times | 52 | 13 |
| | Above 15 times | 28 | 7 |

Source: Survey Data (2024)

According to Table (4.1), 398 respondents participated in the survey, accounting for 100.0% of the sample size. Firstly, in terms of gender distribution, there are 135 male respondents, accounting for 34% of the total, while female respondents are 263,

constituting 66% of the sample.

Secondly, the age distribution of the respondents indicated that the majority fell within the age range of 26-35 years, with 139 respondents, followed by those aged 18-25 years with 131 respondents. The data also showed a representation of various age groups with percentages detailed in the table. Marital status analysis revealed that 267 respondents were single, comprising 67% of the total, while 131 were married. Additionally, there were others under different marital statuses, each with corresponding percentages.

Furthermore, the educational background of the respondents varied, with categories ranging from High School to Doctorate level. The majority of respondents had an Undergraduate degree, while a smaller percentage held Doctorate degrees. In terms of working experience, the survey displayed responses from individuals with diverse professional backgrounds. The data indicated varying levels of work experience, with the highest number falling within the 1-10 years category.

Moreover, the income distribution of respondents showed that the largest group earned monthly incomes between 300,001 – 500,000 MMK, followed by the 500,001 ~ 800,000 MMK. The occupation diversity was evident among respondents, including Company Employees, Self-Employed individuals, Government Employees, Students, Housewives, and Retirees, among others. 5% of respondents express that they visit KFC daily while 46% claim that they visit the establishment weekly. People who visit their monthly account for 33% and those who visit less than once a month reach 16%. It shows that most of them visit the place at least on a monthly occurrence.

Lastly, the frequency of purchase, 46% of them purchase 1 to 5 times a month and 34% of them Purchase 6 to 10 times a month. Only 13% purchase 11 to 15 times monthly and 7% claim to purchase more than 15 times a month.

4.3 Reliability Analysis

According to Cronbach (1951), the consistency and accuracy of the measurement scales are verified using a reliability test. Cronbach's alpha reliability test is used to ensure reliability. Alpha values between 0.60 and 0.80 are generally regarded as acceptable and good, whereas values close to 1.0 indicate great internal consistency reliability. Alpha values below 0.60 are considered to be poor. Table (4.2) shows the reliabilities (alpha values) of the variables.

Table (4.2) Reliability Analysis of the Variables

| Sr. No. | Particulars | No. of Items | Cronbach's Alpha | Internal Consistency |
|----------------|----------------------------|---------------------|-------------------------|-----------------------------|
| 1. | Product | 5 | 0.788 | Acceptable |
| 2. | Price | 5 | 0.712 | Acceptable |
| 3. | Place | 5 | 0.769 | Acceptable |
| 4. | Promotion | 5 | 0.778 | Acceptable |
| 5. | People | 5 | 0.631 | Acceptable |
| 6. | Process | 5 | 0.759 | Acceptable |
| 7. | Physical Evidence | 5 | 0.853 | Good |
| 8. | Consumer Purchase Decision | 10 | 0.789 | Acceptable |

Source: Survey Data (2024)

According to the Table (4.2), the Cronbach's alpha values of all variables are between 0.6 and 0.8 which indicates that the internal consistencies for the questionnaires are good and acceptable. It is satisfactory for each variable, indicating that the scale items on the questionnaires are considered to be reliable for the study. As a result, it is possible to assume that the internal consistency of the measure used in this study explains why it can be expected that the results of the various constructs is the same in different contexts and the reason that the data is considered valid and reliable.

The product variable, consisting of five items, has a Cronbach's Alpha value of 0.788. Although this value is slightly below the generally accepted threshold of 0.788, it indicates acceptable internal consistency. This suggests that the items measuring product are relatively consistent in capturing the construct. The price variable, also with five items, demonstrates a higher Cronbach's Alpha value of 0.712. This value

falls within the acceptable range, indicating acceptable internal consistency. It suggests that the items used to measure price reliably assess the construct. The place variable has a Cronbach's Alpha of 0.769, indicating acceptable internal consistency as well. The items used to measure place are consistent in capturing the essence of the construct, making it a reliable variable in the study.

For the promotion variable, Cronbach's Alpha is 0.778. It is considered acceptable. It indicates that the items measuring promotion have moderate reliability. The people variable has a Cronbach's Alpha value of 0.631. This value suggests acceptable reliability, indicating that the items used to measure people are fairly consistent. The process variable, with five items, demonstrates an acceptable Cronbach's Alpha value of 0.759. It showcases acceptable internal consistency, suggesting that the items effectively capture the construct of process.

For physical evidence variable, it has a Cronbach's Alpha of 0.853. This value indicates good internal consistency, showing that the items used to measure physical evidence are reliable and consistent. Lastly, a consumer purchase decision scale shows excellent reliability with a Cronbach's alpha of 0.789. This indicates good internal consistency, meaning the items are reliable in measuring consumer purchase decisions.

In summary, the reliability test results show varying levels of internal consistency across the eight variables. The reliability analysis shows that most of the scales used in the study have acceptable to good internal consistency, ensuring that the measurement instruments are reliable for assessing the respective variables.

4.4 Perception of the Marketing Mix and Consumer Purchase Decision KFC Fast Food

The perceptions of marketing mix elements such as Product, Price, Place, Promotion, People, Process, and Physical evidence are measured in this section for their impact on consumer purchase decisions. Each element of the marketing mix contributes to shaping customer perceptions and influencing consumer purchase decisions.

The analysis is carried out by distributing structured questionnaires with five-point Likert scales to 398 respondents. The responses are interpreted in line with Best (1977) as shown in Table (4.3).

Table (4.3) Mean Rating Scale

| No. | Score Range Mean | Rating |
|-----|------------------|-----------|
| 1 | 1.00 -1.80 | Very Low |
| 2 | 1.81 -2.60 | Low |
| 3 | 2.61-3.40 | Neutral |
| 4 | 3.41- 4.20 | High |
| 5 | 4.21-5.00 | Very High |

Source: Best (1977)

The mean score provides an overall measure of the respondents' collective sentiment or opinion on the set of items. Scores of 1.00 to 1.80 indicate very low measurement. 1.81 to 2.60 represents low measurement, 2.61 to 3.40 shows neutral measurement level, 3.41 to 4.20 means high level of measurement and lastly, 4.31 to 5.00 means very high measurement level.

4.4.1 Product

Structured surveys are used to find out entertainment practices at KFC Fast Food. Based on the findings, the study presents the mean, overall mean, and standard deviation for the entertainment practices.

Table (4.4) Respondent Perception on Product

| No. | Description | Mean | Std. Deviation |
|-----|---|-------------|----------------|
| 1 | Having a strong brand name, positive image, and attractive packaging. | 3.65 | 0.77 |
| 2 | Offering a diverse selection of chicken menu items. | 3.64 | 0.83 |
| 3 | Being delicious, fresh, and coming in well-designed packaging. | 3.96 | 0.72 |
| 4 | Providing consistently delicious meals, prepared with fresh ingredients. | 3.55 | 0.82 |
| 5 | Ensuring meal options that are suitable for individuals with any religious dietary restrictions | 3.56 | 0.78 |
| | Overall Mean | 3.67 | |

Source: Survey Data (2024)

Based in Table (4.4), mean values (including overall mean) between 3.41 and 4.20 for product are high levels and values between 4.20 to 5.00 are very high levels. The data reveals that the highest mean value is 3.96 level, reflecting those respondents agree KFC prides itself on offering delicious and freshly prepared meals, which are integral to its fast food service. The lowest mean value is 3.55 level reflecting those respondents find the services of KFC to fulfill the necessity of them. It can be due to the fact that KFC often runs out of stock based on the number of customers on certain days. Based on the results, products of KFC are very satisfactory for the consumers. The high mean values across different product aspects emphasize the brand's success in providing quality food for its consumers, which is essential for consumer purchase decision.

4.4.2 Price

Structured surveys are used to find out the price of KFC. Based on the findings, the study presents the mean, overall mean and standard deviation for the price.

Table (4.5) Respondent Perception on Price

| No. | Description | Mean | Std. Deviation |
|---------------------|---|-------------|----------------|
| 1 | Providing KFC fast food reasonable and comfortable pricing with target consumer. | 3.90 | 0.76 |
| 2 | Offering good value based pricing of KFC fast food's meal. | 3.93 | 0.72 |
| 3 | Ensuring KFC fast food prices are suitable for the product quality. | 3.64 | 0.83 |
| 4 | Having different pricing by the KFC fast food's chicken portion. | 3.96 | 0.72 |
| 5 | Offering competitive pricing that aligns well with the food menu options, KFC remains a popular choice. | 3.52 | 0.82 |
| Overall Mean | | 3.79 | |

Source: Survey Data (2024)

Based in Table (4.5), price of KFC in Yangon demonstrated high levels of effectiveness. The highest mean value is 3.96 level where respondents agree that KFC

offers prices that reflect product quantity, meaning respondents perceive products of KFC have sufficient serving size. The lowest mean value is 3.52 level for the competitiveness of the product prices. This is due to rising commodity prices which also affects the pricing of KFC. The overall mean value of 3.79 level indicates that respondents rated the price of KFC relatively high on the mean rating scale, highlighting the importance of offering products that justify their price in terms of quality and quantity.

4.4.3 Place

Structured questionnaires are used to find out the aspect of place element at KFC fast food. The mean, overall mean and standard deviation for the place aspect is shown based on the findings.

Table (4.6) Respondent Perception on Place

| No. | Description | Mean | Std. Deviation |
|---------------------|---|-------------|----------------|
| 1 | Accessing KFC fast food places easily for consumer purchase decisions. | 3.93 | 0.76 |
| 2 | Being available through a variety of channels, KFC fast food ensures accessibility. | 3.95 | 0.70 |
| 3 | Accessing KFC fast food locations for placing orders and easy self-pickup at the counter is convenient. | 3.80 | 0.73 |
| 4 | Maintaining an effective distribution system, KFC fast food ensures timely service. | 3.62 | 0.84 |
| 5 | Providing sufficient car parking space, KFC fast food places cater to customer needs. | 3.54 | 0.81 |
| Overall Mean | | 3.77 | |

Source: Survey Data (2024)

Based in Table (4.6), the highest mean value of 3.95 level reveals that respondents feel that the location and distribution channel of KFC is convenient to purchase and indicated the importance of place and distribution for a consumer.

Consumers perceive the location of KFC as providing convenience, which is reflected in their responses. The lowest mean value of 3.54 level indicates agreement among respondents regarding the adequacy of car parking space. Given that KFC fast food outlets are typically situated alongside roads, parking spaces can be limited. Overall, with an average mean value of 3.77 level, it is apparent that KFC's location strategy significantly influences consumer purchase decisions.

4.4.4 Promotion

Structured questionnaires are used to find out the aspect of promotion elements of KFC (Parami Outlet). The mean, average mean, and standard deviation for the promotion practices are shown based on the findings.

Table (4.7) Respondent Perception on Promotion

| No. | Description | Mean | Std. Deviation |
|-----|---|-------------|----------------|
| 1 | Having cash back and discount at KFC fast food. | 3.66 | 0.81 |
| 2 | Having buy more get more promotions at KFC fast food. | 3.96 | 0.72 |
| 3 | Having seasonal and special day promotions at KFC fast food. | 3.87 | 0.71 |
| 4 | Having daily different promotions on both weekdays and weekends at KFC fast food. | 3.70 | 0.73 |
| 5 | Having regular communicating promotions and discounts through social media channels at KFC fast food. | 3.75 | 0.78 |
| | Overall Mean | 3.78 | |

Source: Survey Data (2024)

Table (4.7) presents specific ratings for the elements of promotion. As indicated by the mean value of 3.78 level, it shows that respondents generally agree with the promotion statements. The highest mean value is 3.96 level where respondents agree that they purchase more of the products if there are promotion for buy more get more promotion, indicating this is the most attractive promotion scheme. The lowest mean score is 3.66 level, where people agree that they buy more due to price discounts. This

can be due to the little difference between normal prices and discounted prices. Moreover, as price is already high enough, the price discount might not have much consideration in consumer purchase decision.

4.4.5 People

Structured questionnaires are used to find out the aspect of people element of KFC (Parami Outlet) in Yangon. The mean, the overall mean, standard deviation for the related are shown based on the findings.

Table (4.8) Respondent Perception on People

| No. | Description | Mean | Std. Deviation |
|---------------------|--|-------------|----------------|
| 1 | Being proactive in addressing customer concerns and queries. | 3.90 | 0.76 |
| 2 | Demonstrating a clear understanding of customer needs and preferences. | 3.64 | 0.83 |
| 3 | Handling customer complaints promptly and effectively. | 3.96 | 0.72 |
| 4 | Being well-trained in providing excellent customer service. | 3.66 | 0.80 |
| 5 | Greeting customers with a smile, creating a welcoming atmosphere. | 3.54 | 0.84 |
| Overall Mean | | 3.74 | |

Source: Survey Data (2024)

Based in Table (4.8), with the overall mean value of 3.74 level, respondents agree with the statements of people element. The highest mean value is 3.96 level where respondents agree that staff at KFC are able to handle complaints along with inquiries swiftly, showing staff are competent at their services. The lowest mean value is 3.54 level where respondents feel that the staff are qualified to provide services. This can be due to in cases when the staff is still new to the job. KFC can invest in more effective training programs.

4.4.6 Process

Structured questionnaires are used to find out the aspect of the aspect of process element of KFC. The mean, overall mean, and standard deviation for the brand equity is shown based on the findings.

Table (4.9) Respondent Perception on Process

| No. | Description | Mean | Std. Deviation |
|-----|---|------|----------------|
| 1 | Ensuring that orders preparation and served promptly. | 3.58 | 0.80 |
| 2 | Minimizing waiting times for consumers and processing orders quickly. | 3.64 | 0.83 |
| 3 | Placing an order at KFC smoothly and efficiently. | 3.96 | 0.72 |
| 4 | Maintaining accurate orders with no mistakes with reliable. | 3.60 | 0.81 |
| 5 | Taking orders efficiently and streamlining the process. | 3.55 | 0.78 |
| | Overall Mean | | 3.7 |

Source: Survey Data (2024)

Based on Table (4.9), most respondents highly agree with the statements regarding process aspect of KFC (Parami outlet). The aggregate mean score of 3.7 level across a spectrum of attributes highlights the process aspect's effectiveness at KFC. The highest mean value is 3.96 level where respondents agree that KFC's products are placed order without much delay, showcasing the robustness of KFC's process efficiency and effectiveness. The lowest mean value is 3.55 level where respondents perceive they can order easily. As meals are already set, it is difficult to receive customized orders.

4.4.7 Physical Evidence

Structured questionnaires are used to find out the aspect of physical evidence of KFC in Yangon. The mean, overall mean and standard deviation for the purchase intention is shown based on the findings.

Table (4.10) Respondent Perception on Physical Evidence

| No. | Description | Mean | Std. Deviation |
|-----|---|------|----------------|
| 1 | Contributing positively to the dining experience through KFC's physical environment. | 3.91 | 0.82 |
| 2 | Providing comfortable seating arrangements suitable for dining alone or in groups. | 4.30 | 0.72 |
| 3 | Designing the menu to be clear, visually appealing, and easy to read. | 4.13 | 0.74 |
| 4 | Maintaining and ensuring the availability of facilities such as washing areas and tissue boxes. | 4.09 | 0.76 |
| 5 | Consistently updating decorations to maintain a modern and inviting atmosphere. | 3.83 | 0.81 |
| | Overall Mean | | 4.1 |

Source: Survey Data (2024)

Based on Table (4.10), most respondents highly agree with the statements regarding physical evidence of KFC (Parami outlet) in Yangon. The highest mean value recorded was 4.30 level, signifying respondents' agreement that KFC provides comfortable seating arrangements suitable for dining alone or in groups. Conversely, the lowest mean value of 3.83 level suggests that there is room for improvement in consistently updating decorations to maintain a modern and inviting atmosphere. Despite this, customers typically enjoy comfortable seating arrangements and well-designed menus at KFC (Parami outlet). There remains an opportunity for enhancing the overall atmosphere through more consistent updates to decorations, as indicated by the result.

4.4.8 Consumer Purchase Decision

Structured questionnaires are used to find out the aspect of consumer purchase decision of KFC (Parami outlet) in Yangon. The mean, overall mean and standard deviation for the purchase intention is shown based on the findings.

Table (4.11) Respondent Perception on Consumer Purchase Decisions

| No. | Description | Mean | Std. Deviation |
|------------|---|-------------|-----------------------|
| 1 | Making consumer purchase decision of the consistent quality and taste stability of KFC fast food. | 3.99 | 0.72 |
| 2 | Providing consumer purchase decision of the attractive packaging of KFC fast food. | 4.07 | 0.68 |
| 3 | Effecting consumer purchase decision of competitive pricing of KFC fast food. | 3.88 | 0.73 |
| 4 | Having the influence consumer purchase decision of the fresh and appearance of KFC fast food. | 3.65 | 0.79 |
| 5 | Having an effective promotional offers and advertisements of KFC fast food on consumer decision-making. | 3.64 | 0.83 |
| 6 | Having positive recommendations and feedback of KFC fast food on consumer purchase decision. | 3.96 | 0.72 |
| 7 | Making the consumer purchase decision of the role of visible cleanliness and appearance of KFC fast food. | 3.98 | 0.69 |
| 8 | Having the consumer purchase decision to effects of discounts and special deals offered of KFC fast food. | 3.84 | 0.72 |
| 9 | Having the consumer purchase decision to food quality and service of KFC fast food. | 3.65 | 0.84 |
| 10 | Making consumer purchase decision of convenient location and accessibility of KFC fast food. | 3.61 | 0.83 |
| | Overall Mean | 3.83 | |

Source: Survey Data (2024)

According to Table (4.11), the majority of respondents expressed strong agreement with statements regarding consumer purchase decisions at the KFC Parami outlet in Yangon. The highest mean value recorded was 4.07, indicating respondents' agreement that their decision to purchase KFC fast food is influenced by factors such as food quality, taste, and attractive packaging. Conversely, the lowest mean value of 3.61 suggests that the convenience of location and accessibility of KFC fast food could be improved. FC continues to employ effective promotional campaigns that leverage good customer feedback and ensures consistent implementation of these strategies across all locations to enhance consumer purchase decisions.

4.4.9 Overall Mean and Standard Deviation of Variables

The value of overall mean and standard deviation of variables are used to measure the customer perception towards marketing mix elements of KFC fast food in Yangon.

Table (4.12) Overall Mean and Standard Deviation of Variables

| Factors | Overall Mean |
|----------------------------|---------------------|
| Product | 3.67 |
| Price | 3.79 |
| Place | 3.77 |
| Promotion | 3.78 |
| People | 3.74 |
| Process | 3.70 |
| Physical Evidence | 4.10 |
| Consumer Purchase Decision | 3.83 |
| Overall mean | 3.80 |

Source: SPSS Output Data 2024

According to table (4.12), overall mean value of product, price, place, promotion, people, process, physical evidence and consumer purchase decision are presented. The overall mean value of all variables is 3.80 which is fall between 3.41 and 4.20. Therefore, respondents have high perception on marketing mix elements and consumer purchase decision of KFC fast food.

4.5 Analysis of the Effect of Marketing Mix Elements on Consumer Purchase Decision

The Effect of marketing mix elements on consumer purchase decision of KFC fast food can be seen in Table (4.13).

Table (4.13) Effect of Marketing Mix Elements on Consumer Purchase Decisions

| Dependent Variable | Unstandardized Coefficient | | Beta | t | Sig | VIF |
|-------------------------|----------------------------|----------------|------|--------|------|-------|
| | B | Standard Error | | | | |
| Constant | -0.312 | .128 | | -2.444 | .015 | |
| Product | .065* | .036 | .062 | 1.788 | .075 | 2.637 |
| Price | .259*** | .051 | .259 | 5.110 | .000 | 5.582 |
| Place | .104*** | .036 | .113 | 2.876 | .004 | 3.354 |
| Promotion | .209*** | .048 | .183 | 4.326 | .000 | 3.885 |
| People | .136*** | .036 | .131 | 3.796 | .000 | 2.601 |
| Process | .266*** | .040 | .257 | 6.660 | .000 | 3.238 |
| Physical Evidence | .063** | .026 | .054 | 2.446 | .015 | 1.059 |
| R ² | 0.840 | | | | | |
| Adjusted R ² | 0.828 | | | | | |
| F Value | 68.235*** | | | | | |

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

According to Table (4.13), it is found that the value of F is 68.235. In this study, the multi-collinearity problem does not exist because the values of VIF are less than 10. It can be assumed that the model of the study is fit. R square value is 0.840 and adjusted R-squared is 0.828 which indicates that all marketing mix variables could explain 82.8% of the variations in consumer purchase decision.

Multiple regression analysis revealed that product, price, place, promotion, people, process and physical evidence have positive and significant effect on consumer purchase decision.

Price, promotion, people, and process have the strongest positive and significant effects on consumer purchase decision of KFC. This implies that physical evidence has a positive and statistically significant effect on consumer purchase decision at a 1% significant level. Since the coefficient for feel is 0.259, 0.209, 0.136, and 0.266, the amount of consumer purchase decision would increase by 0.259, 0.209, 0.136, and 0.266 times for every unit change in feel when all other variables are constant.

According to the regression results, place has the second largest positive and statistically significant effect on consumer purchase decision. It shows that the degree of consumer purchase decision would increase by 0.104 times for every unit change in place when all other variables are constant. Therefore, place is one of the important factors to increase consumer purchase decision.

Furthermore, product and physical evidence have the least statistically significant and positive effect on consumer purchase decision. The coefficient for product and physical evidence are 0.065 and 0.063 and shows that the amount of consumer purchase decision would increase by 0.065 and 0.063 times for every unit change in place when all other variables are constant. This implies that place has a positive and statistically significant effect on consumer purchase decision at a 5% significant level. As an overview, according to the regression analysis, marketing mix elements have a statistically significant effect on consumer purchase decision.

CHAPTER V

CONCLUSION

This chapter discusses the findings on the analysis of marketing mix on consumer purchase decision towards KFC fast food (Parami outlet) in Yangon. Recommendations based on findings of the study as well as the need for future research are also presented.

5.1 Findings and Discussions

This chapter summarizes the key findings of the study, which aimed to identify the marketing mix employed by KFC fast food and analyze its effect on consumer purchase decisions at the Parami outlet. The analysis revealed significant insights related to the conceptual framework of marketing mix elements: product, price, place, promotion, people, process, and physical evidence and their influence on consumer purchase decisions.

The demographic profile of respondents indicated that KFC's primary consumers are predominantly female, aged 26 to 35 years, driven by culture and economic factors favoring fast-food dining. This age group frequents KFC due to its affordability and convenience, aligning with their lifestyle preferences. The majority of respondents are single, suggesting that personal preferences rather than family considerations drive dining choices. Educational levels range from undergraduate to master's degree holders, demonstrating KFC's broad appeal across various educational backgrounds. Professionally, many respondents hold corporate roles with moderate incomes around 800,000 MMK monthly, indicating KFC's pricing resonates well within this demographic. These insights highlight KFC's popularity and consistent patronage among a diverse demographic base.

Descriptive analysis indicated that respondents perceive KFC as having a high level of marketing activities, particularly in terms of physical evidence. Multiple regression analysis revealed that all seven elements of the marketing mix such as product, price, place, promotion, process, people, and physical evidence statistically significantly influence consumer purchase decisions to varying degrees. The element of process emerged as the most significant, reflecting KFC's streamlined operations and effective customer service, bolstered by technological enhancements. Promotion was

the second most influential factor, driven by KFC's use of social media and strategic promotional events. The importance of people was highlighted by KFC's investment in training and hiring skilled professionals. Place, physical evidence, and product also had positive and statistically significant impacts, with location and operational quality being key factors.

Additionally, the study found that the strategic use of promotions, including taste-testing events and collaborations with platforms like Pocket digital application, improving consumer purchasing decisions. The findings also indicated that the physical evidence, such as modern equipment, layout, and cleanliness of the outlets, plays a crucial role in shaping consumer perceptions and satisfaction. These elements, combined with competitive pricing and diverse product offerings like Bucket Deal, Family Feast and Combo Deals, cater to the varied preferences of KFC's customer base, further solidifying its market position.

The study highlights the importance of an effective marketing mix strategy in influencing consumer purchase decisions. By focusing on enhancing process efficiency, promotional activities, and customer service, KFC can effectively meet consumer expectations and drive purchase behavior. The findings need for KFC to continue investing in all aspects of the marketing mix to sustain its competitive advantage and ensure long-term success in the fast-food industry. The insights gained from this study provide valuable guidance for KFC and similar businesses to refine their marketing strategies and better cater to their target demographics.

5.2 Suggestions and Recommendations

This chapter summarizes the key findings of the study to identify the marketing mix conducted by KFC fast food and to analyze the effect of marketing mix on consumer purchase decision of KFC fast food.

For product, KFC Yangon should keep innovating and expanding its menu while maintaining high quality. Introducing new flavors and meal combinations that cater to local tastes can attract more customers. Regularly researching consumer preferences will help in creating appealing products. Making product information easily accessible through digital platforms or in-store menus can also enhance the customer experience. Regarding price, KFC should ensure its prices remain affordable while offering good value. Flexible pricing options, like meal bundles or value deals, can attract price-sensitive customers. Regularly reviewing prices in response to economic

changes or competitors' actions can keep KFC competitive. Clear communication about the value and quality of the food can strengthen the perception of affordability.

For place, KFC should focus on making its locations more convenient and accessible. Expanding into growing suburban or residential areas can meet the demand for quick-service dining. Improving parking facilities, signage, and partnering with transportation services can enhance accessibility. Using data to choose store locations based on foot traffic and consumer demographics can improve effectiveness. For promotions, KFC Yangon should create ads that connect with local culture by using local languages and themes from Myanmar's festivals. Engaging with social media and local influencers can help reach more people. Introducing loyalty programs with rewards for frequent visits and offering seasonal or limited-time deals can excite customers. Additionally, KFC should participate in community events and support local causes to build a positive image.

For people, KFC needs to focus on excellent customer service by training staff to be friendly and efficient. Recognizing and rewarding good employees can boost morale. Hiring local workers who understand the culture can improve customer interactions. Gathering feedback from both customers and employees can help improve service, and offering ongoing training for staff can keep them motivated and skilled.

In terms of process, KFC should streamline its operations to improve service speed and customer satisfaction. Investing in technology like mobile ordering apps or self-service kiosks can reduce wait times. Training staff thoroughly to ensure consistent and responsive service is crucial. Monitoring customer feedback and performance metrics can help refine processes and maintain high service standards.

For physical evidence, KFC should maintain strict cleanliness standards and regularly update its decor to create a welcoming environment. Regular maintenance and renovations can keep facilities looking fresh and modern. Enhancing digital interfaces and interactive displays can provide engaging information about KFC's history, menu items, and promotions, improving the overall customer experience.

5.3 Need for Further Studies

For future research of KFC fast food, it is important to explore the individual elements of the marketing mix to gain deeper insights into consumer purchase behavior at KFC fast food outlets. Extended studies should be conducted to evaluate the impact of changes in promotional strategies, technological enhancements, and operational

processes on consumer loyalty and brand perception over time. Additionally, examining the relationship between demographic factors and each element of the marketing mix could provide a better understanding of targeted marketing strategies' effectiveness. Using advanced statistical and qualitative methods, future studies can identify emerging trends and preferences to help KFC tailor its marketing initiatives more effectively. Furthermore, expanding research to include comparative analysis between KFC and its competitors can yield valuable insights, enabling KFC to benchmark its performance and identify best practices and areas for improvement. Investigating consumer behavior across different geographical regions and cultural contexts can uncover region-specific preferences and challenges.

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APPENDIX I

**THE EFFECT OF MARKETING MIX ON CONSUMER
PURCHASE DECISION TOWARDS KFC FAST FOOD**

Dear respondent,

I am a student of Master of Marketing Management Programme at Yangon University of Economics. For the completion of master program. I am researching “**The Effect of Marketing Mix on Consumer Purchase Decision Towards KFC Fast Food**”. It will be used for academic purposes only. Confidentiality and anonymity are guaranteed. Your response is highly appreciated. Thank you for your precious time and participation. Thank you for spending your valuable time to fill in this questionnaire.

Section (A) Demographic Factors of Respondents

1. Gender:

- Male Female

2. Age:

- 18 to 25 Years 26 to 35 Years
 36 to 45 Years 46 to 55 Years
 Above 56 Years

3. Marital Status:

- Single Married

4. Education Level:

- High school Undergraduate
 Graduate Master's
 Doctorate

5. Working Experience:

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> No Experience | <input type="checkbox"/> 1-10 years |
| <input type="checkbox"/> 11-20 years | <input type="checkbox"/> 21-30 years |
| <input type="checkbox"/> 31 years and above | |

6. Monthly Income (MMK):

- | | |
|--|--|
| <input type="checkbox"/> Below 300,000 | <input type="checkbox"/> 300,001 ~ 500,000 |
| <input type="checkbox"/> 500,001 ~ 800,000 | <input type="checkbox"/> 800,001 ~ 1,000,000 |
| <input type="checkbox"/> 1,000,001 ~ 1,500,000 | <input type="checkbox"/> Above 1,500,000 |

7. Occupation:

- | | |
|--|--|
| <input type="checkbox"/> Company Employee | <input type="checkbox"/> Self-Employed |
| <input type="checkbox"/> Government Employee | <input type="checkbox"/> Student |
| <input type="checkbox"/> Housewife | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Other | |

8. Frequency of Visits to KFC Fast Food

- | | |
|----------------------------------|---|
| <input type="checkbox"/> Daily | <input type="checkbox"/> Weekly |
| <input type="checkbox"/> Monthly | <input type="checkbox"/> Less than once a month |

9. Frequency of Purchased Per Month

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> 1-5 times | <input type="checkbox"/> 6-10 times |
| <input type="checkbox"/> 11-15 times | <input type="checkbox"/> Above 15 times |

Section (B)

The Effect of Marketing Mix on KFC Fast Food

Please indicate the levels of agreement on each of the following statements by making a (✓) mark in the appropriate box.

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

Product

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | KFC fast food has a strong brand name, positive image, and attractive packaging | | | | | |
| 2. | KFC fast food offers a diverse selection of chicken menu. | | | | | |
| 3. | KFC fast food are delicious, fresh, and come in well-designed packaging. | | | | | |
| 4. | KFC fast food provides consistently delicious and prepared with fresh ingredients. | | | | | |
| 5. | KFC fast food meal options suitable for individuals with any religious dietary restrictions. | | | | | |

Price

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | KFC fast food's price are reasonable and comfortable with target consumer. | | | | | |
| 2. | KFC fast food offers value based on KFC fast food pricing. | | | | | |
| 3. | KFC fast food prices to be fair in relation to the quality. | | | | | |
| 4. | KFC fast food prices as vary depend on the chicken portion. | | | | | |
| 5. | KFC offers competitive pricing that aligns well with the food menu options. | | | | | |

Place

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | KFC fast food place is easily accessible for consumer purchase decision. | | | | | |
| 2. | KFC fast food is available through a variety of channels. | | | | | |
| 3. | KFC fast food locations are accessible for placing orders and easy for self pickup at counter. | | | | | |
| 4. | KFC fast food locations have an effective distribution system. | | | | | |
| 5. | KFC fast food place have a sufficient car parking space. | | | | | |

Promotion

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | KFC fast food offer price discount and cash back promotion. | | | | | |
| 2. | KFC fast food offer BOGO promotion and limited time promotion. | | | | | |
| 3. | KFC fast food has seasonal and special day promotion. | | | | | |
| 4. | KFC fast food offers promotions on weekdays as well as weekends. | | | | | |
| 5. | KFC regularly communicates promotion and discounts through social media channels. | | | | | |

People

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | KFC staff are proactive in considering customer concerns and queries. | | | | | |
| 2. | KFC staff demonstrate a clear understanding of customer needs and preferences. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 3. | KFC staff handle customer complaints promptly and effectively. | | | | | |
| 4. | KFC staff to be well-trained in providing excellent customer service. | | | | | |
| 5. | KFC staff greet customers with a smile, creating a welcoming atmosphere. | | | | | |

Process

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | KFC process ensures that orders are prepared and served promptly. | | | | | |
| 2. | KFC ensures minimal waiting times for consumers and processes orders quickly. | | | | | |
| 3. | The process of placing an order at KFC is smooth and efficient. | | | | | |
| 4. | KFC process consistently maintains accurate order with no mistakes. | | | | | |
| 5. | KFC process of taking orders is efficient and streamlined. | | | | | |

Physical Evidence

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | KFC's physical environment contributes positively to the dining experience. | | | | | |
| 2. | The seating arrangements at KFC are comfortable and suitable for dining alone. | | | | | |
| 3. | The KFC menu is clear, easy to read, and visually appealing. | | | | | |
| 4. | The facilities at KFC, such as washing areas and tissue boxes, are provided. | | | | | |
| 5. | KFC consistently updates its decorations to maintain a modern and inviting atmosphere. | | | | | |

Section (C)

Consumer Purchase Decision Towards KFC Fast Food

Please indicate the levels of agreement on each of the following statements by making a (✓) mark in the appropriate box.

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

Consumer Purchase Decision

| No. | Factors | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | The consistent quality and taste stability of KFC products were decisive factors in my purchase. | | | | | |
| 2. | The attractive and practical packaging of KFC's meals caught my attention. | | | | | |
| 3. | Competitive pricing compared to other fast-food options made KFC an appealing choice for me. | | | | | |
| 4. | The fresh and appetizing appearance of KFC's menu items influenced my decision. | | | | | |
| 5. | Effective promotional offers and advertisements from KFC encouraged me to try their products. | | | | | |
| 6. | Positive recommendations from friends and family significantly influenced my decision to buy from KFC. | | | | | |
| 7. | The visible cleanliness and organization of KFC outlets reassured me about the food quality. | | | | | |
| 8. | Discounts and special deals offered by KFC played a role in my decision-making process. | | | | | |
| 9. | Online reviews praising KFC's food quality and service impacted my decision to purchase. | | | | | |
| 10. | The convenient location and accessibility of KFC outlets influenced my choice for fast food. | | | | | |

APPENDIX II

Analysis on the Effect of Marketing Mix on Consumer Purchase Decision

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .916 ^a | .840 | .828 | .18341 | .840 | 68.951 | 7 | 390 | .000 | 2.141 |

a. Predictors: (Constant), PEM, PDM, PRM, PLM, PCM, PRCM, PPM

b. Dependent Variable: CPDM

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 16.237 | 7 | 2.320 | 68.235 | .000 ^b |
| | Residual | 13.26 | 390 | .034 | | |
| | Total | 29.497 | 397 | | | |

a. Dependent Variable: CPDM

b. Predictors: (Constant), PEM, PDM, PRM, PLM, PCM, PRCM, PPM

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF |
|-------|------------|-----------------------------|------------|---------------------------|--------|-------|-------|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | -0.312 | 0.128 | | -2.444 | 0.015 | |
| | PDM | 0.065 | 0.036 | 0.062 | 1.788 | 0.075 | 2.637 |
| | PCM | 0.259 | 0.051 | 0.259 | 5.11 | 0 | 5.582 |
| | PLM | 0.104 | 0.036 | 0.113 | 2.876 | 0.004 | 3.354 |
| | PRM | 0.209 | 0.048 | 0.183 | 4.326 | 0 | 3.885 |
| | PPM | 0.136 | 0.036 | 0.131 | 3.796 | 0 | 2.601 |
| | PRCM | 0.266 | 0.04 | 0.257 | 6.66 | 0 | 3.238 |
| | PEM | 0.063 | 0.026 | 0.054 | 2.446 | 0.015 | 1.059 |

a. Dependent Variable: CPDM

Reliability

Product

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .788 | 5 |

Price

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .712 | 5 |

Place

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .769 | 5 |

Promotion

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .778 | 5 |

People**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .631 | 5 |

Process**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .759 | 5 |

Physical Evidence**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .853 | 5 |

Consumer Purchase Decision**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .789 | 10 |