



**IMPACT OF MARKETING MIX ON CUSTOMER
SATISFACTION: A CASE STUDY OF MYANMAR NEW HOPE
FARMS CO., LTD IN MYANMAR**

**BACHALOR OF BUSINESS ADMINISTRATION
(BBA)**

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A Thesis Presented
by
KYAW LINN HTUN

Submitted to the Swiss School of Business Research
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ABSTRACT

This study, titled Impact of Marketing Mix on Customer Satisfaction: A Case Study of Myanmar New Hope Farms Co., Ltd in Myanmar, examines the role of the marketing mix—Product, Price, Place, and Promotion—on customer satisfaction in the agribusiness sector. Although Myanmar New Hope Farms applies various marketing strategies to attract and retain customers, the actual influence of these elements on satisfaction remains unclear. This study adopts a quantitative approach using structured questionnaires distributed to 150 customers in Bago and Mawlamyine regions. Descriptive statistics and multiple regression analysis were employed to assess customer perceptions and identify significant relationships. The research is limited to four elements of the marketing mix and excludes broader geographic coverage and additional factors like service quality or brand image. The findings reveal that Product, Price, and Place significantly influence customer satisfaction, while Promotion does not show a statistically strong effect. Based on the results, practical recommendations include enhancing product innovation, offering more flexible pricing, improving distribution efficiency, and revitalizing promotional strategies. These insights provide a foundation for Myanmar New Hope Farms and similar agribusinesses to align marketing efforts with customer expectations for sustained competitiveness.

Keywords: Marketing Mix, Customer Satisfaction, Agribusiness, Product, Price, Place, Promotion

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CHAPTER I

INTRODUCTION

Agriculture is a critical sector in Myanmar, contributing significantly to employment, food security, and rural economic development. As market demands evolve and competition intensifies, companies operating in this sector must prioritize customer satisfaction to maintain their position and foster long-term growth. One of the most widely accepted frameworks for achieving this is the marketing mix, commonly known as the 4Ps—Product, Price, Promotion, and Place (Kotler & Keller, 2016). This framework enables businesses to strategically design and implement marketing efforts that meet consumer needs and enhance satisfaction.

Myanmar New Hope Farms Co., Ltd. is a leading agribusiness company specializing in livestock and poultry production, with operations centered in Bago and extending across regions such as Mawlamyine. Backed by the New Hope Group, a well-established multinational agribusiness enterprise, the company has built a strong reputation for quality products and supportive services. However, in today's competitive landscape, relying solely on product excellence is no longer sufficient. The integration of all elements of the marketing mix is essential to build customer trust, strengthen loyalty, and sustain satisfaction. This study investigates how the four core components of the marketing mix—Product, Price, Promotion, and Place—influence customer satisfaction at Myanmar New Hope Farms Co., Ltd. Understanding the relationship between these elements and customer satisfaction is essential for improving marketing strategies and responding effectively to changing customer expectations. By focusing on customer perceptions and experiences, this research aims to provide practical insights that can help Myanmar New Hope Farms enhance its competitiveness and meet market demands more effectively.

1.1 Background information of the Study

Myanmar's agricultural sector remains a fundamental pillar of the national economy, employing over 60% of the population and contributing significantly to food security and rural development. In recent years, the government's push for modernization, foreign investment, and agricultural innovation has led to increased

competition and growth opportunities in the agribusiness industry (Armstrong, Adam, Denize, & Kotler, 2014). Amid this changing landscape, companies are expected to improve the quality of their products and services while enhancing customer satisfaction to remain competitive.

Myanmar New Hope Farms Co., Ltd., a subsidiary of China's New Hope Group, is a key player in the country's livestock and poultry production sector. Since entering the Myanmar market in the early 2000s, the company has expanded its operations in regions such as Bago and Mawlamyine, offering high-quality livestock feed, technical support, and modern farming solutions. Despite its growth and reputation, the company must continuously assess and refine its marketing efforts to retain its customer base and respond effectively to evolving market demands. With farmers and business customers becoming more quality-conscious and informed, Myanmar New Hope Farms needs to understand how its marketing strategies impact customer satisfaction. Marketing mix strategies are essential tools used by businesses to meet customer needs and achieve market success. The marketing mix, often referred to as the 4Ps—Product, Price, Promotion, and Place—enables companies to design effective marketing campaigns and deliver value to customers (Boroumandfar, Aabedi, Feizi, & Aghdam, 2021). For agricultural firms like Myanmar New Hope Farms, optimizing these four elements is crucial for building customer trust, increasing satisfaction, and gaining a competitive edge in a highly commoditized market.

This study aims to examine the impact of the 4Ps of the marketing mix on customer satisfaction with Myanmar New Hope Farms Co., Ltd. It will evaluate how the company's product quality, pricing strategies, promotional efforts, and distribution channels influence the perceptions and satisfaction levels of its customers. The findings of this research will provide valuable insights for Myanmar New Hope Farms to enhance its marketing practices and customer engagement strategies.

Moreover, this study contributes to the academic and practical understanding of how marketing mix strategies affect customer satisfaction in Myanmar's agricultural sector. The research outcomes will benefit not only Myanmar New Hope Farms but also other agribusinesses aiming to strengthen their market positioning and deliver better value to their customers in emerging economies like Myanmar.

1.2 Problem Statement of the Study

Myanmar New Hope Farms Co., Ltd. is one of the leading agribusiness firms in Myanmar, specializing in livestock and poultry production. The company has applied various marketing strategies to attract and retain customers, including offering high-quality animal feed, setting competitive prices, distributing products through multiple channels, and conducting promotional campaigns to raise awareness and drive sales (Baines, 2017). While these efforts aim to enhance customer satisfaction and loyalty, the actual impact of such marketing mix strategies on customer satisfaction remains unclear and under-researched.

The primary research problem is to examine the extent to which the elements of the marketing mix—Product, Price, Promotion, and Place, influence customer satisfaction at Myanmar New Hope Farms. Understanding this relationship is vital, as customer satisfaction plays a crucial role in customer retention, repeat purchases, and long-term business success. If marketing efforts are not aligned with customer expectations and preferences, the company risks losing market share to competitors, especially in a growing and competitive agricultural sector. This research is significant because it will help Myanmar New Hope Farms identify the strengths and weaknesses of its current marketing strategies and offer practical recommendations for improvement. By gaining insights into how each component of the marketing mix affects customer satisfaction, the company can better tailor its offerings to meet the evolving needs of its target market. Furthermore, the study will contribute to the broader academic literature on marketing mix strategies and customer satisfaction within the context of agribusiness in emerging markets. It will provide useful guidance for other agricultural companies in Myanmar and similar developing countries seeking to enhance their customer-centric strategies and remain competitive in an increasingly dynamic marketplace.

1.3 Objective of the Study

The main aim of this research is to explore the significance of marketing mix in providing customer satisfaction in Myanmar New Hope Farms.

The specific objectives of this research are:

1. To analyze the effect of the marketing mix 4ps on customer satisfaction towards Myanmar New Hope Farms.
2. To explore the most influencing Marketing Mix element on customer satisfaction on Myanmar New Hope Farms.

1.4 Research Questions of the Study

1. What are the effect of marketing mix 4ps and customer satisfaction towards Myanmar New Hope Farms?
2. Which factor is the most influencing on customer satisfaction on Myanmar New Hope Farms?

1.5 Scope and Limitation of the Study

To find out the objectives of the research study, this study only focuses on the marketing mix and customer satisfaction of customers of Myanmar New Hope Farms located in Bago and Mawlamyine regions. These customers include farmers, dealers, and sub-dealers who regularly purchase the company's livestock feed and poultry products. This study focuses on factors of customer satisfaction such as products, place, price and promotions. In this study, descriptive research and analytical research are employed. Five-point Likert Scale measurement is mainly used to find out the agreeable level of respondents to achieve the above objectives of the study. The survey is made during the month of June by simple random sampling method. Survey questions are taken from customers of Myanmar New Hope Farms.

1.6 Organization of the Study

This study is organized into five chapters. Chapter I introduces the study with background, problem statement, objectives, questions, scope, and structure. Chapter II reviews literature on marketing mix and customer satisfaction, including the conceptual framework. Chapter III outlines the research methodology, including design, sampling, and data collection. Chapter IV presents data analysis and findings. Chapter V concludes with key findings, discussions, recommendations, and suggestions for future research related to Myanmar New Hope Farms.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction and Importance of the Subject Area

The agricultural sector is a critical pillar of Myanmar's economy, supporting the livelihoods of the majority of the population and contributing significantly to national food security and economic development. According to the Ministry of Agriculture, Livestock and Irrigation, agriculture contributes nearly one-third of the country's GDP and employs about 70% of the labor force. Within this sector, agribusinesses such as Myanmar New Hope Farms Co., Ltd. play a central role in enhancing livestock productivity and promoting sustainable farming practices. As competition grows and consumer expectations shift, understanding how marketing efforts affect customer satisfaction has become essential for business sustainability.

With the emergence of modern farming techniques, the dynamics of the agricultural market in Myanmar have shifted from being solely production-oriented to being increasingly consumer-centric. Marketing strategies in the agricultural industry have evolved beyond simply offering quality products. Today, they encompass pricing strategies, promotional effectiveness, and distribution efficiency. Moreover, technological advancements and the penetration of mobile communications have also reshaped how agribusinesses engage with farmers and dealers. The traditional marketing mix—product, price, place, and promotion—has become a vital framework for businesses seeking to differentiate themselves and improve customer loyalty (Syafi'i et al., 2023).

For Myanmar New Hope Farms, aligning marketing practices with customer preferences is necessary to maintain a competitive advantage and to build long-term relationships with farmers, dealers, and end-users. The integration of customer feedback mechanisms, market intelligence, and data analytics has become essential for tailoring marketing strategies that respond to the unique needs of rural and peri-urban customers. This shift emphasizes the need for research that examines not just what businesses offer, but how these offerings are perceived and experienced by customers.

This study, titled *"Impact of Marketing Mix on Customer Satisfaction"*, is highly relevant in the context of Myanmar's evolving agricultural landscape. The findings are expected to guide Myanmar New Hope Farms in optimizing its marketing strategies to better serve its customers and enhance overall satisfaction. In addition, the research has the potential to identify gaps between customer expectations and current service delivery, offering insights for strategic refinement.

Moreover, this research contributes to the academic discourse on the relationship between marketing mix and customer satisfaction within the agribusiness context of developing countries. The agricultural sector in developing economies often faces challenges such as weak infrastructure, price volatility, and limited access to markets. Hence, effective marketing strategies become essential not only for profitability but also for supporting rural development and food security. By reviewing existing literature and analyzing empirical data, this study aims to provide practical insights for both practitioners and policymakers working to improve customer-centered strategies in the agricultural sector.

2.2 Theoretical Concepts and Principles

2.2.1 Nature and Characteristics of Marketing Mix

The marketing mix is one of the foundational concepts in marketing theory, first introduced by E. Jerome McCarthy in 1960. It comprises four key components: Product, Price, Place, and Promotion—commonly known as the 4Ps. These elements serve as the core building blocks for designing marketing strategies that effectively meet consumer needs and generate customer satisfaction (Novela & Hansopaheluwaka, 2018). The 4Ps framework is not static but flexible, allowing organizations to adapt each component according to market trends, customer behaviors, and technological advancements.

Over the years, the marketing mix has evolved to remain relevant in modern markets, including those in developing economies. It is not only a tactical tool for executing marketing plans but also a strategic lens through which customer needs are identified and addressed. When these elements are correctly balanced, businesses can better position themselves in the market and influence buying behavior.

In the context of agribusiness, such as Myanmar New Hope Farms Co., Ltd., the marketing mix plays a crucial role in influencing customer decisions, building trust, and maintaining long-term business relationships. Unlike other industries, agribusiness often deals with perishable products, cyclical demand, and weather-related risks. Therefore, a responsive and customer-focused marketing mix is essential to minimize losses and maximize customer satisfaction.

In agribusiness, customer expectations are often shaped by seasonality, price sensitivity, and reliability of supply. These conditions make marketing decisions more complex and necessitate regular assessment of customer feedback and market performance. Hence, tailoring each marketing mix element to meet these expectations is key to sustaining customer loyalty and competitive positioning.

Each element of the marketing mix has distinct characteristics that contribute to shaping the customer experience. Product refers to the physical offerings and services that meet the needs of farmers and agricultural clients, including the quality, variety, and performance of livestock feed and poultry. Product innovation in agriculture—such as developing disease-resistant poultry or feed enriched with essential nutrients—can serve as a key differentiator and value enhancer. These features not only attract new customers but also retain existing ones by fulfilling specific agricultural requirements.

Price reflects the perceived value and affordability of these offerings, often affecting purchasing behavior. Pricing strategies must balance affordability with profitability, particularly in rural areas where income levels vary significantly. For example, value-based pricing can be applied to segments that perceive New Hope Farms' premium products as superior in quality, while penetration pricing may help tap into underserved farming communities.

Place involves the distribution and accessibility of products, ensuring timely delivery to various regional markets like Bago and Mawlamyine. Distribution efficiency is vital in minimizing spoilage, reducing transportation costs, and ensuring customer satisfaction. Firms must consider logistical partnerships, regional stocking points, and even mobile delivery units to reach remote farming areas. In Myanmar,

where infrastructure gaps still exist, these logistical decisions are critical for service reliability.

Promotion covers all communication activities that raise awareness and influence customer perceptions, including advertising, trade shows, and customer education. In agribusiness, promotional activities may also include demonstration trials and farmer training sessions to build product credibility. These educational events help farmers understand product benefits, which increases usage accuracy and satisfaction. Modern promotional tools, such as mobile messaging services or short radio advertisements in local dialects, are effective in reaching rural consumers with limited internet access.

By aligning these four elements with customer expectations, companies can create a cohesive and competitive marketing strategy. The synergy among the 4Ps ensures that customers receive not only a quality product but also a complete and satisfactory purchasing experience. Furthermore, aligning the marketing mix with customer priorities fosters trust and perceived value, both of which are essential in building brand equity.

Moreover, integration of customer relationship management (CRM) systems allows businesses to track preferences and adapt offerings more responsively. By using CRM tools, Myanmar New Hope Farms can segment customers based on needs and behavior, provide personalized communication, and address complaints efficiently. Data gathered through CRM systems can also inform future marketing strategies by identifying high-performing products, seasonal buying trends, and regional differences in product preference.

In summary, the marketing mix serves as a strategic guide that enables Myanmar New Hope Farms to respond to competitive pressures, align with customer expectations, and continuously enhance its value proposition in the agricultural sector. A carefully managed marketing mix not only strengthens market presence but also ensures resilience in the face of shifting economic and environmental challenges.

2.2.2 Marketing Mix and Customer Satisfaction

The link between the marketing mix and customer satisfaction has been widely studied in both consumer and industrial markets. Customer satisfaction is defined as a customer's overall evaluation of the performance of a product or service in relation to expectations (Zeithaml et al., 2017). It is an emotional and cognitive response, shaped by direct experiences with a brand's offerings. When the marketing mix is effectively implemented, it contributes to higher levels of satisfaction, which in turn promotes customer loyalty, repeat business, and positive word-of-mouth.

In the context of Myanmar New Hope Farms, understanding how each component of the marketing mix contributes to customer satisfaction is essential for long-term success. For example, the perceived quality of animal feed (Product) directly influences customer trust and purchasing continuity. When farmers observe improvements in livestock health and productivity, their likelihood of repurchase and recommendation increases. This highlights the importance of not only delivering a quality product but also communicating its benefits clearly.

Fair pricing (Price) can enhance customer value perceptions, especially in an economy facing inflationary pressures and unstable incomes. Transparent and competitive pricing, possibly coupled with loyalty rewards or volume discounts, can strengthen buyer confidence and drive long-term relationships.

Efficient delivery systems (Place) improve convenience and reduce dissatisfaction. Any delays or disruptions in distribution can result in lost business or reputational damage. For rural farmers, reliability in delivery schedules is particularly valued, as delays can impact critical stages of farming operations.

Effective communication and promotional strategies (Promotion) help educate customers and create stronger emotional connections with the brand. For instance, providing educational content on livestock care through local radio or mobile apps can improve product engagement and perceived value. Promotional efforts that involve feedback loops such as post-purchase surveys can also reinforce customers' sense of involvement and appreciation.

This study adopts the 4Ps model to analyze how marketing decisions at Myanmar New Hope Farms affect customer satisfaction and loyalty in the agricultural industry. The theoretical framework supporting this study emphasizes that a well-balanced marketing mix is central to achieving customer satisfaction. Each element plays an interdependent role in shaping the overall customer experience, and even small misalignments can lead to dissatisfaction.

The interaction among the 4Ps creates a holistic customer experience that not only meets but exceeds expectations. A well-integrated marketing strategy ensures consistency across product design, pricing, accessibility, and brand communication. This alignment increases perceived value, satisfaction, and ultimately, customer retention.

Insights from this framework will guide the analysis and offer strategic recommendations for Myanmar New Hope Farms to improve its marketing efforts and respond to dynamic market conditions. By identifying which elements of the marketing mix have the strongest influence on customer satisfaction, this study can help prioritize resource allocation and decision-making for maximum impact. Furthermore, the findings will contribute to the broader understanding of marketing effectiveness in the agribusiness sector of emerging economies like Myanmar

2.3 Variables of the Study

2.3.1 Marketing Management

Marketing management oversees the resources that give the company new strengths and attract more people. It includes attracting new customers by making use of a company's marketing methods. Regular research is necessary for strategic marketing managers to choose the right methods for advertising and promoting their goods and services. This is especially important in the dynamic agricultural sector, where customer preferences, market trends, and competitors evolve rapidly. Marketing management enables businesses to craft and adjust strategies that not only resonate with customers but also ensure profitability and sustainability in changing environments.

Branding is also recognized as a strategy for marketing. Still, there are certain differences between them. While branding focuses on building a distinct identity and emotional connection with customers, marketing management encompasses a broader range of activities, including product development, pricing strategies, and channel selection. It covers making plans for the company's marketing for years to come. Long-term marketing plans typically involve market segmentation, positioning, and continuous monitoring of customer satisfaction levels to guide improvements.

At this point, companies observe the latest trends in the market and use marketing techniques that correspond with those trends to stay ahead of the competition (Armstrong et al., 2014). For instance, businesses increasingly rely on digital marketing tools and data analytics to tailor their communication and improve customer engagement. In a nutshell, marketing management means studying the market and what the business is equipped for. It involves a systematic approach to understanding market forces and internal capabilities. Then, the company relies on its assets to benefit from the recent trend. This includes mobilizing financial resources, skilled personnel, and technological tools to implement effective marketing plans. When marketing management is done effectively, it leads to higher levels of customer satisfaction and loyalty, which are crucial for long-term success in any industry, including agriculture (Aung, 2017).

2.3.2 Marketing Mix

When delivering a product to customers, businesses need to decide on a group of customers, plan their strategy, and overcome different problems. Effective marketing mix decisions begin with a thorough understanding of the target market's characteristics and needs (Al-Qarni & Alsharqi, 2020). A variety of factors may improve or reduce how a business conducts its marketing activities. These include internal factors such as resources and competencies, and external factors like competitor actions, customer behavior, and regulatory frameworks. In dynamic markets like agribusiness, adapting quickly to shifts in supply and demand is also vital for maintaining customer satisfaction (Armstrong, Adam, Denize, & Kotler, 2014).

Specific parts of the ecosystem can be managed, yet others should be left as they are. For example, while a firm can control its advertising efforts and product

development, it must respond adaptively to legal changes or sudden shifts in consumer sentiment. Additionally, environmental and economic factors such as fuel prices, climate variability, and inflation can indirectly affect how the marketing mix performs, especially in agriculture-based businesses.

What marketers use in their strategy depends on the marketing mix. The process deals with things that are not under the business's direct control. Efforts in marketing are determined by competitors, society and culture, government policies, legal matters, and new technology. Therefore, a business must remain agile and responsive. Businesses that continuously evaluate and refine their marketing mix are more likely to remain relevant and competitive.

Thus, the organization should construct a marketing mix designed for the present marketing environment (Kotabe & Helsen, 2022). The more closely the mix matches customer expectations and environmental conditions, the more effective it will be. (Kotler P. et al., Marketing, 2017) states that the marketing mix draws the attention of a company's target buyers. This means that marketing mix variables must be carefully synchronized to communicate value and build customer trust. A mismatch in one area, such as pricing or delivery, can negatively affect perceptions even if other elements perform well.

Together with people, process, and physical evidence, the 4Ps include the four elements product, place, price, and promotion forming the original and core structure of the marketing mix. These components must work harmoniously to produce the desired customer response. Integrated marketing communication and operational alignment across departments are necessary to deliver consistent value across the customer journey.

Marketers try to set up their marketing mix so that their products are sold to both intermediaries and consumers. This dual approach ensures broader market coverage and facilitates brand growth. It also allows companies to manage inventory flow, adapt packaging sizes, and offer flexible pricing schemes across customer segments.

Once it was introduced, marketers relied on the marketing mix to manage and set up their strategies properly. In contemporary marketing, the 4Ps are often extended to 7Ps for service industries, yet in product-based agribusiness like Myanmar New Hope Farms, the traditional 4Ps still form the strategic backbone. Despite its simplicity, the 4Ps model continues to serve as a practical and powerful framework for aligning organizational capabilities with market demands, especially in resource-constrained and developing country contexts

2.3.2.1 Product

Isa (2017) explained that anything in the market available to satisfy a need or want, such as goods, services, people, places, ideas, experiences, and similar things, is a product. A product is made up of quality, different features, design, name, and sizes. These characteristics define the product's appeal and usability in the eyes of the consumer. In agricultural markets, customers often evaluate a product based on its effectiveness, shelf life, and adaptability to local farming practices. When you consider a product, its quality is most important, as it guides how the company will compete. In the agricultural sector, the durability and nutritional value of livestock feed, for instance, are primary indicators of product quality.

Some products you hold and others you receive without being able to touch them. For example, consultation services or mobile applications for livestock health advice are intangible but still classified under the product category. These intangible components can complement tangible products and improve the overall service experience. It could be introduced to fulfill the requirements of attention, acquisition, and consumption in markets by addressing the needs or wants of consumers (Baines, 2017). The product offered to consumers is the first thing a company focuses on in the 4Ps marketing model. It sets the foundation for customer value creation. Product innovation and continuous development are vital in ensuring that offerings remain relevant to evolving customer demands.

Firms often depend on products to send messages to their customers, including signals of reliability, innovation, and care. When a product consistently delivers expected results, such as enhancing livestock health or increasing farm productivity, it builds credibility and strengthens brand image.

This means that a tangible product is a real object that does not depend on marketing to exist. However, without strategic marketing, its full value may not be communicated effectively. Companies must therefore link product attributes to the specific benefits desired by their target market. Therefore, all products go through three stages as their sales increase, remain steady, and then decrease. This is referred to as the product life cycle, which includes introduction, growth, maturity, and decline. Strategic adjustments in packaging, formulation, or usage guidelines can help extend a product's life cycle.

These products may have related items such as branding, packaging, warranties, guarantees and support, among others (Kotler P. et al., Marketing, 2017). These value-added features enhance customer satisfaction and foster brand loyalty. For instance, Myanmar New Hope Farms can include usage instructions or after-sales support services to improve customer experience and differentiate from competitors.

Hasan (2020) explains that ensuring product quality leads to satisfied customers and gives an organization a competitive edge. High-quality products also reduce complaints and build a positive brand image. This is particularly important in agribusiness, where poor product performance can result in significant financial losses for farmers. According to Md. Redwanuzzaman & Khan (2021), brand loyalty can create a strong reputation for a business. When you buy the brand, you are encouraged to contribute to its quality by giving helpful feedback. This feedback loop helps firms improve their offerings continuously. Incorporating customer suggestions into product refinement also fosters a sense of inclusion and strengthens customer engagement.

Helping a company succeed, marketers improve the product, reduce the price if required, and use advertising to boost the brand, customer loyalty, and satisfaction. Ultimately, the product remains a central element of the marketing mix, acting as the foundation upon which all other marketing decisions are built.

2.3.2.2 Price

When someone gives goods or services, they receive the price in exchange. Deciding on a price is crucial in marketing since it impacts customers' purchasing decisions. It is also a signal of product value and market positioning. Among the four

‘Ps’, price is the only one that generates revenue, as the others are all costs: product, place, and promotion. Hence, it must be set strategically to ensure profitability without alienating customers.

People’s expectations of how much they will pay determine what can be accomplished by selling the company’s product in the future. Pricing decisions must, therefore, balance cost coverage with perceived value. It was about balancing the goals of companies with the satisfaction of their customers. Customers receive information, and it gains meaning from the price (Kotler K., 2017). For example, a high price may suggest premium quality, while a low price may indicate value or affordability.

Kotabe & Helsen (2022) indicate that the retailer’s income comes from setting correct prices. The experts noted that deciding on a price is often a crucial factor in what companies or organizations give to customers in return. The price is the marketing factor that can be adjusted most quickly. This flexibility allows companies to respond promptly to changes in demand, costs, or competitor pricing. Adjusting marketing strategy is not as difficult as altering the key characteristics of a product or the ways it is sold or advertised.

The price reflects the worth or utility a buyer is prepared to sacrifice to purchase a product or service. Customers equate price with value, so pricing must align with product performance and service quality (Aityan, 2022). Setting a price considers demand, cost, rivals’ price, and many other aspects. An organization or company should make sure that its price selection process is secure. In addition to market analysis, companies must ensure internal cost structures are well understood.

The management should determine the company’s pricing objectives before choosing the price to charge (Yelkur, 2000). These objectives may include market penetration, sales maximization, or survival. It means that many companies aim to maximize the price they can get from customers. However, some may prioritize customer base expansion or competitive positioning over short-term profits.

A price set in an organization can vary depending on the company’s marketing and business goals, along with other major factors (Yelkur, 2000). It mentions that

there are businesses that aim for different objectives besides achieving maximum profits. A business can establish a specific price to assist its survival, generate good profits, increase the number of sales, stay ahead by providing top products, and ensure a good skimming rate (Ngatimun et al., 2022). Using “Price” allows companies to attract both current and future customers.

Pricing is having an impact on how successful a business’s relationships with customers are. Well-justified pricing builds trust and loyalty. An organization will consider the cost in different ways. To draw attention from consumers, a company might try to reduce its prices, while also boosting its reputation in the market (Kotler P. et al., Marketing, 2017). Businesses ought to find a middle ground between boosting profits and providing quality service to customers. Incorrect pricing can cause the financial state of the business to drop when it comes to getting new customers. Therefore, pricing must be viewed not only as a financial decision but as a key marketing tool in shaping brand perception.

2.3.3.3 Place

Place refers to the distribution channels and physical or digital points through which products and services are made available to consumers. In marketing, this element is crucial because it ensures that the product reaches the customer in the right quantity, at the right time, and in the most convenient location (Sudiarditha & Saidani, 2019). In rural and agricultural contexts like Myanmar, place decisions involve strategic logistics, partnerships with local distributors, and efficient transportation systems to overcome infrastructure limitations.

Although price was mistakenly repeated in the heading above, it is important to clarify that place is distinct from price and focuses on how products are delivered to customers rather than the monetary exchange involved. A well-designed distribution network helps minimize delays, reduces operational costs, and enhances customer satisfaction by ensuring product availability (Azizah, Takwim, & Herniawati, 2022).

In agribusiness, especially for Myanmar New Hope Farms, having reliable channels to deliver livestock feed and other agricultural products to areas such as

Bago, Mandalay, and Mawlamyine is essential. Poor road networks or limited storage facilities can significantly disrupt supply chains, leading to customer dissatisfaction. Therefore, distribution channels must be adapted to the geographical and socio-economic realities of the market (Liu, 2017). For example, engaging local agents or dealers familiar with rural farming communities can help improve accessibility and trust among customers.

Furthermore, the rise of e-commerce and mobile technology is reshaping distribution strategies even in developing countries. Digital platforms offer opportunities for agribusinesses to directly connect with farmers, offer delivery tracking, and streamline order processing (Hasan, 2020). This adds convenience and transparency, contributing positively to the brand's image.

By aligning their place strategies with local needs and technological opportunities, businesses can enhance customer satisfaction and loyalty. Efficient distribution not only ensures product availability but also builds credibility and reliability, key factors for long-term customer relationships (Aityan, 2022).

2.3.3.4 Promotion

Many firms use promotion to inform customers about their products or services. It serves as the voice of the company, providing information, shaping perceptions, and persuading customers to take action. As per (Naibaho & Fauzi, 2020), the key purposes of promotions are to attract new customers, retain current customers, inspire loyal customers to buy the company's items, and to help the company grow by supporting additional marketing initiatives and persuading everyone to use the product line.

Promotion describes an effort that aims to quickly boost sales by notifying customers about available products or services in the market (Baidun, Prananta, & Harahap, 2022). It plays a pivotal role in building brand awareness and stimulating demand. Promotion is not limited to advertisements but includes public relations, sales promotions, trade fairs, direct marketing, and digital communication strategies.

According to scholars, Armstrong et al. (2014), sharing information about a product or service can be done by using various types of communication. They stated that companies use different strategies to advertise their products to customers. For a company's marketing strategy, promotion is extremely important. Through consistent messaging and emotional appeal, promotional efforts help to differentiate products from competitors.

Exchanging information is referred to as marketing communication or promotion. Since there is a lot of competition today, businesses must highlight every unique quality of their products or services. For example, Myanmar New Hope Farms might use farm demonstrations or social media videos to explain the nutritional benefits of their livestock feed. These promotional tools not only inform but also build trust among farmers, especially when accompanied by endorsements from local agricultural experts.

Promoting a product involves spreading information, trying to influence people, and refreshing their memory (Aityan, 2022). With these tactics, companies or organizations help customers understand what their business offers. Promotional strategies must be tailored to the target audience. In rural agricultural markets, traditional promotion methods such as community events or radio announcements may be more effective than online campaigns.

The purpose of promotion is to tell people about the company's products and why its prices are set as they are. It also builds the perceived value of the product and encourages trial and repeat purchases. It has a major impact on how a company does business, inside the country and abroad, due to what customers expect and how satisfied they are.

Based on Patrick et al. (2020), organizations view advertising their products as a way to maintain a better position against competitors today. Effective promotion builds customer recall and enhances the company's competitive advantage. In today's business world, digital media, the internet, online forums, and networks play key roles in advertising companies (Aung, 2017). Baines (2017) points out that today's forms of advertising are not the same as those we used to see. Digital content, influencer

marketing, and interactive media are now essential tools in contemporary promotional efforts.

For Myanmar New Hope Farms, integrating both traditional and digital promotion methods will enable them to reach a broader audience and reinforce brand visibility. Through regular promotional updates, informative campaigns, and customer feedback loops, firms can maintain strong customer relationships and enhance satisfaction.

2.4 Customer Satisfaction

It is obvious that attracting satisfied customers leads to making more profit and helps a company survive in the long term. Satisfied customers are not only likely to return but also to act as brand advocates, sharing positive experiences with peers and through social media (Dahlan, Dahlan, Sahara , & Mochammad, 2023). The key issue for the business is that its customers are unhappy and do not come back or buy from it again. This also means the business will struggle to attract new customers through recommendations from people who dislike them.

In the past few years, people in the industry have become very interested in customer satisfaction, realizing that customers provide the main profit to most companies everywhere. How satisfied customers are is up to their own judgment. It is a perception-based construct shaped by product quality, service delivery, pricing fairness, convenience, and communication (Jasin & Firmansyah, 2023).

In the end, customers' happiness with a service is not the same for every company which leads to lower profits for the business (Kotler P. et al., Marketing, 2017). Customer satisfaction is influenced not only by the performance of the core product but also by the overall experience, including pre-sales and after-sales support. For example, in agribusiness, if a farmer receives timely delivery of quality feed and clear guidance on usage, they are more likely to be satisfied and loyal.

Nowadays, both practitioners and academics consider customer satisfaction significant, since customers help generate the majority of an organization's earnings (Aung, 2017). Numerous studies suggest that high levels of customer satisfaction are

linked to greater customer retention, higher profitability, and sustainable competitive advantage. Satisfied customers are also more likely to provide constructive feedback, which can be used to further improve business operations and product offerings.

Consequently, individuals may have different opinions about the service, depending on what happens to them. The subjective nature of satisfaction means that businesses must be attentive to personalized needs and expectations. Essentially, the joy felt by a customer result from the link between cognitive and affective characteristics. The cognitive component reflects rational evaluations (e.g., product quality and value), while the affective component encompasses emotional reactions (e.g., feeling respected or valued as a customer).

To improve satisfaction, companies must develop systems to capture and respond to customer feedback promptly. This can include surveys, social media listening, and complaint resolution mechanisms. In the case of Myanmar New Hope Farms, understanding farmers' concerns, such as product effectiveness or delivery delays, and addressing them proactively can significantly improve satisfaction levels.

Ultimately, customer satisfaction is not a one-time outcome but a continuous process that requires commitment across all departments in a business. It must be embedded in the organizational culture and treated as a strategic priority to drive long-term success.

2.5 Empirical Research Studies

Empirical research plays a fundamental role in understanding the practical application of theoretical concepts. Numerous studies have been conducted globally to evaluate the effect of the marketing mix on customer satisfaction across various industries (Armstrong, Adam, Denize, & Kotler, 2014). These studies provide valuable benchmarks and highlight how different components of the 4Ps contribute to customer experiences in specific contexts. The findings from these investigations also guide organizations in optimizing marketing strategies for improved customer satisfaction and competitive advantage.

Isa (2017) investigated how the 4Ps marketing mix affects customer satisfaction in retail banks within Northeast Nigeria. The survey collected data from 405 individuals using structured questionnaires, which were then analyzed with correlation and regression techniques. The study adopted the extended 7Ps framework product, price, place, promotion, people, process, and physical evidence as independent variables, while customer satisfaction served as the dependent variable. The researchers discovered that customer satisfaction mainly depended on product, process, and physical evidence, with process emerging as the most influential factor. This suggests that operational excellence, service delivery procedures, and the tangibility of the customer environment have a profound impact on satisfaction levels in service-driven sectors. Interestingly, elements such as price, promotion, place, and people showed a weaker association with satisfaction in this banking context. The results supply retail banks with a strategic understanding to upgrade their marketing efforts by focusing on those aspects that significantly shape customer experiences.

In contrast, Saidani & Sudiarditha (2019) identified the impact of marketing mix on customer loyalty in Malaysia's food and beverage sector, using customer satisfaction as a mediating factor. The study used a sample of 300 clients and applied path analysis along with the Sobel test to understand the indirect effects of the marketing mix. It revealed that customer satisfaction was significantly influenced by the product, how it was promoted, its accessibility (place), and its price, with price being the most influential determinant. This research emphasizes the importance of affordability and perceived value in customer satisfaction, particularly in price-sensitive industries such as F&B. The findings underscore those improvements in pricing strategy and promotional activities can drive higher satisfaction, which in turn strengthens customer loyalty. The mediating role of satisfaction between the marketing mix and loyalty further illustrates the importance of crafting marketing strategies that not only attract customers but also retain them.

Similarly, Faris & Thaer (2016) conducted a study titled "The Effects of Marketing Mix on Customer Satisfaction: A Tourism Industry Case Study in Malaysia." This study aimed to analyze the impact of the marketing mix on customer satisfaction in the tourism sector. A quantitative survey was distributed to 123 tourism firms, and data were analyzed using SPSS software. The results revealed that all

seven elements of the marketing mix product, price, place, promotion, people, process, and physical evidence positively influenced customer satisfaction. The findings suggest that in experience-based industries like tourism, every component of the marketing strategy must be finely tuned to meet and exceed customer expectations. A high-quality service offering combined with effective communication and strategic pricing was found to be instrumental in enhancing visitor satisfaction. These insights are applicable to service extensions in agriculture, such as agro-tourism or direct farm sales, where customer experience matters as much as the product.

Sarifudin et al. (2023) conducted a research project titled “The Influence of The Marketing Mix on Customer Satisfaction at Yamaha Thamrin Brothers Panorama in Bengkulu City.” The study focused on the automotive retail sector and employed regression analysis to examine the individual and combined effects of product, price, place, and promotion on customer satisfaction. The study concluded that all four variables significantly influence customer satisfaction, validating the relevance of the marketing mix in strategic decision-making. Although the context was automotive services, the emphasis on a comprehensive marketing mix suggests its versatility across industries. Moreover, this research highlighted the need for professional service organizations to integrate every component of the marketing mix into their customer engagement strategies. It reinforces the idea that customer satisfaction is not derived from a single element but from the synergy of all marketing functions.

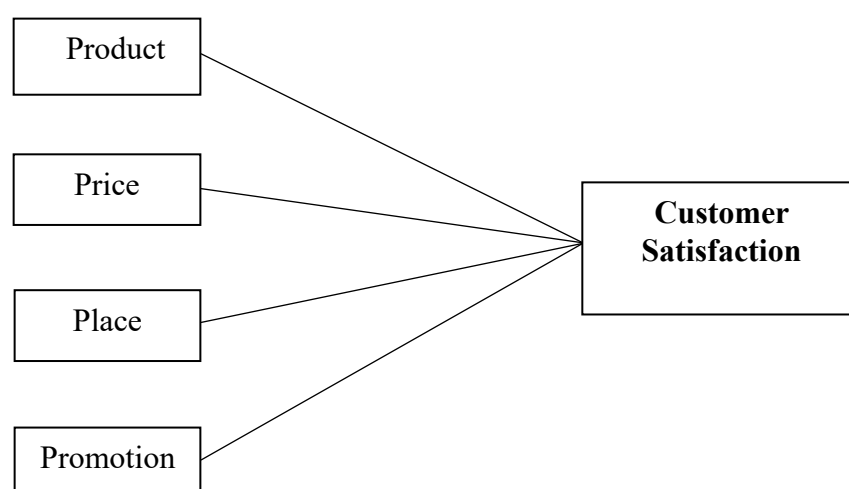
In another relevant study, Boroumandfar et al. (2021) delved into the automotive sector by examining the customers of Tabriz Iran Khodro Company. Their aim was to assess the marketing mix’s effect on customer satisfaction using descriptive correlation and multiple regression analysis. The study confirmed a significant positive correlation between customer satisfaction and the 4Ps: place, promotion, product, and price. It found that the strategic location of dealerships, the availability of towing and roadside assistance, extended warranty periods, and flexible pricing strategies were all pivotal in enhancing customer satisfaction. This study illustrates the holistic nature of customer satisfaction, showing that operational, promotional, and pricing policies collectively contribute to positive outcomes. These findings are particularly valuable for Myanmar New Hope Farms, which must

consider similar factors in ensuring product availability, affordability, and effective customer outreach in the agriculture sector.

Drawing insights from these empirical studies, it becomes evident that the effectiveness of the marketing mix in driving customer satisfaction varies depending on the industry, customer demographics, and the cultural and economic context (Kotabe & Helsen, 2022). Some studies emphasize the product and price, while others underscore the significance of process or place. For instance, in the agriculture and agribusiness context of Myanmar, where product quality, delivery timeliness, and fair pricing are critical, a balanced marketing mix tailored to customer needs can greatly enhance satisfaction. These studies also highlight the importance of contextualizing marketing strategies to local market conditions.

The common thread among all these studies is that customer satisfaction is a multidimensional construct influenced by a range of marketing activities. Effective use of the 4Ps (or extended 7Ps where applicable) enables firms to create a value proposition that resonates with customers and fosters long-term loyalty. By building on this empirical foundation, the present study on Myanmar New Hope Farms seeks to explore the specific marketing mix elements that most significantly affect customer satisfaction in Myanmar's agribusiness environment. This will not only contribute to academic literature but also offer actionable recommendations for practitioners operating in similar emerging markets.

2.6 Conceptual Framework



Source: Own Compilation based on previous studies

The conceptual framework for this study focuses on the relationship between marketing mix strategies and customer satisfaction. As illustrated in the figure above, the independent variables in this study are the four core components of the marketing mix: Product, Price, Place, and Promotion. The dependent variable is Customer Satisfaction, which serves as a crucial measure of the effectiveness of a company's marketing efforts. This framework is grounded in marketing theory and supported by previous empirical studies, which consistently show that strategic alignment of marketing mix elements can significantly enhance customer perceptions and experiences. By identifying the specific elements that influence satisfaction, the framework helps pinpoint where improvements or innovations are needed most. The conceptual framework will provide a theoretical basis for the study, guiding the selection and operationalization of variables and offering a systematic structure for analyzing the causal relationships between them. It will also inform the development of survey instruments, data interpretation, and hypothesis testing. By examining the impact of marketing mix strategies on customer satisfaction, the study aims to provide insights that can be used **by** Myanmar New Hope Farms Co., Ltd., and similar agribusiness providers in Myanmar to improve their marketing strategies and strengthen customer loyalty. The framework will also be valuable for policymakers and marketers looking to implement evidence-based approaches in the agricultural sector of developing economies.

CHAPTER III

METHODOLOGY

3.1 Research Methods

Research methods refer to the systematic techniques and procedures employed by researchers to investigate a particular topic or phenomenon (Aityan, 2022). These methods encompass a wide range of strategies and tools used to collect, analyze, and interpret data. They can be broadly categorized into qualitative and quantitative approaches. Qualitative methods delve into understanding human behaviors, emotions, and motivations through methods like interviews and observations. Quantitative methods, on the other hand, use numerical data to identify patterns, relationships, or trends, and often employ statistical analyses. The choice of research method depends on the research question, objectives, available resources, and the nature of the data required. In any study, applying the appropriate research method ensures accuracy, reliability, and validity of the results. As the analytical method of the study, this study uses descriptive statistics and correlation analysis. This study will employ quantitative research approaches as it is to investigate the marketing mix and customer satisfaction. For data collection, structured questionnaires will be used and the primary data will be collected with a simple random sampling method from the customers of Myanmar New Hope Farms in April.

3.2 Research Design

Research design is a targeted blueprint for conducting a research study (Aityan, 2022). It encompasses the clear goals derived from the research questions, determination, and statements for the general research method or approach adopted for the project. The research design provides an overall framework for data collection and analysis, ensuring that the research objectives are met efficiently and effectively. It essentially outlines the strategy for approaching the research, detailing the type of data to be collected and the techniques to be used for data collection (Emma Bell, 2022). This study employs descriptive research design to generate data about the current conditions of customer satisfaction among customers of Myanmar New Hope Farms. It uses quantitative studies to triangulate the data instruments that could insure the validity and reliability of the research.

In this study, a simple random sampling approach has been chosen. The initial step involves constructing a robust sampling frame from which participants can be drawn. Instruments used in collecting required information for the study are google survey form 150 Questionnaires are distributed among customers of Myanmar New Hope Farms.

3.3 Data Collection Method

This study utilizes both primary and secondary data to achieve its research objectives. The primary data are collected directly from customers of Myanmar New Hope Farms using a structured questionnaire distributed via Google Forms. These responses provide first-hand insights into consumer behavior. Secondary data are gathered from various sources such as previous research papers, academic books, journal articles, and reliable internet websites to support the theoretical framework. The study also reviews literature on marketing and consumer behavior to enhance contextual understanding. The data collected through Google Forms are organized and prepared for analysis using digital tools.

3.4 Ethical Consideration

Ethical research standards are closely followed to ensure the rights, confidentiality and health of everyone involved are protected. Before data was collected, every participant was made aware of the study's purpose, how it would be conducted and that taking part was entirely voluntary. People were not required to join the meetings, as they could participate or leave whenever they wanted with no consequences. All participants were told that taking part in the study would in no way influence their connections with Myanmar New Hope Farms Co., Ltd. Their personal information such as their name and contact details, was only gathered for research and kept confidential. Only the researcher worked with this data; no information that could reveal who the individuals were was ever shared in any output. The data were safely stored, used only within the university and will not be shared outside the institution. We always ensured that the research followed rules on informed consent, privacy and data protection. The aim of the findings is to help better understand what makes customers satisfied and how Myanmar New Hope Farms market their products. When participants ask for it, the study team can provide a summary of the results. The

principle of voluntary participation has been respected throughout this study. No individual was coerced or pressured into participating in this research. Each participant had the freedom to answer the survey questions in their own way and at their own pace. Thus, the ethics of research have been maintained with utmost importance during this study. This commitment to ethical research guarantees that the information gathered is reliable and the welfare of the participants is protected.

CHAPTER IV

ANALYSIS AND RESULTS

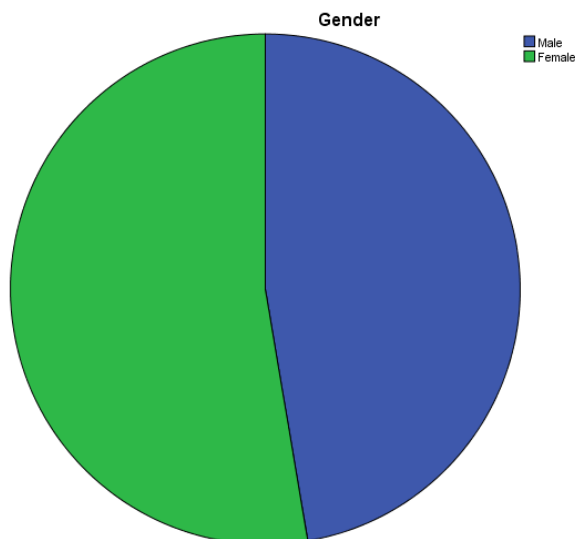
In this chapter, the analysis of the study is explained. It comprises four sections. In this first section, the demographic profile and the characteristics of the respondents are presented. The second part of the chapter describes the respondents' perception on the marketing factors product, price, place, promotion, and customer satisfaction with. The last part is the analysis on the relationship between marketing factors and customer satisfaction.

4.1 Description of Population and Sample

4.1.1 Gender of Respondents

The table below presents the gender distribution of respondents who participated in the study.

Figure (4.1) Gender of Respondents



Source: Survey Data (2025)

Table (4.1) Gender of Respondents

Gender	No. of Respondents	Percentage
Male	71	47.3%
Female	79	52.7%
Total	150	100.0%

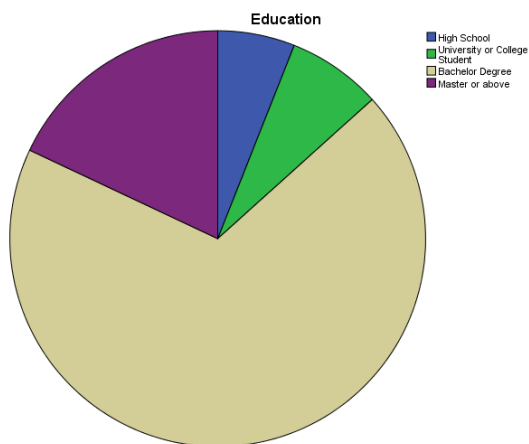
Source: Survey Data (2025)

As shown in Table (4.1), out of 150 respondents, 79 (52.7%) are female and 71 (47.3%) are male. Therefore, the study reveals that female respondents are slightly more represented than male respondents in this research.

4.1.2 Education Level of Respondents

Respondents are asked about their education level and their responses are stated in the following Table (4.2).

Figure (4.2) Education Level of Respondents



Source: Survey Data (2025)

Table (4.2) Education Level of Respondents

Education Level	No. of Respondents	Percentage
High School	9	6.0%
University or College Student	11	7.3%
Bachelor Degree	103	68.7%
Master or Above	27	18.0%
Total	150	100.0%

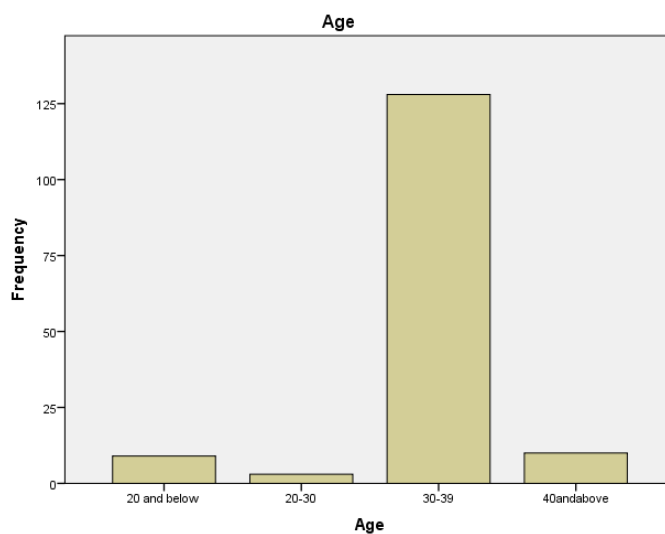
Source: Survey Data (2025)

According to Table (4.2), the majority of respondents (68.7%) hold a Bachelor Degree, followed by 18.0% who have a Master's degree or above. Only a small number have completed only high school (6.0%). Thus, most participants in this study are well-educated, which adds to the reliability of their responses.

4.1.3 Age of Respondents

Respondents are asked about their age and their responses are stated in the following Table (4.3).

Figure (4.3) Age of Respondents



Source: Survey Data (2025)

Table (4.3) Age of Respondents

Age Group	No. of Respondents	Percentage
20 and below	9	6.0%
20–30	3	2.0%
30–39	128	85.3%
40 and above	10	6.7%
Total	150	100.0%

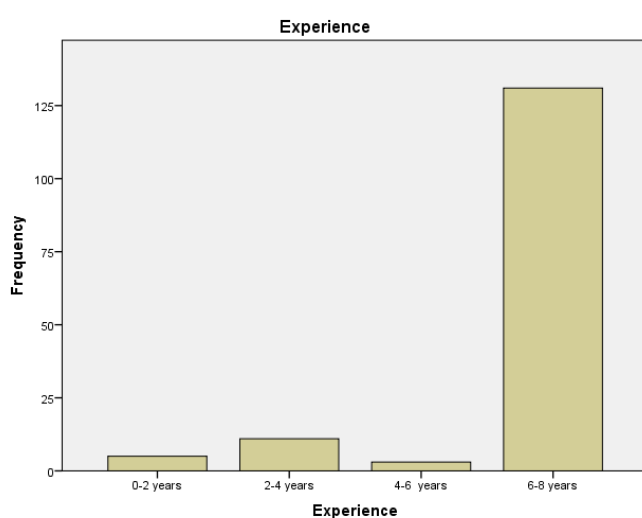
Source: Survey Data (2025)

As shown in Table (4.3), the vast majority of respondents (85.3%) are between 30 and 39 years old. The smallest group is between 20 and 30 years, with only 2.0%. Therefore, the majority of participants in this study are mature adults likely to have relevant experience in the agricultural field.

4.1.4 Experience in Years

This table 4.4 presents the number of years the respondents have been involved with Myanmar New Hope Farms.

Figure (4.4) Experience of Respondents



Source: Survey Data (2025)

Table (4.4) Experience of Respondents

Experience	No. of Respondents	Percentage
0–2 years	5	3.3%
2–4 years	11	7.3%
4–6 years	3	2.0%
6–8 years	131	87.3%
Total	150	100.0%

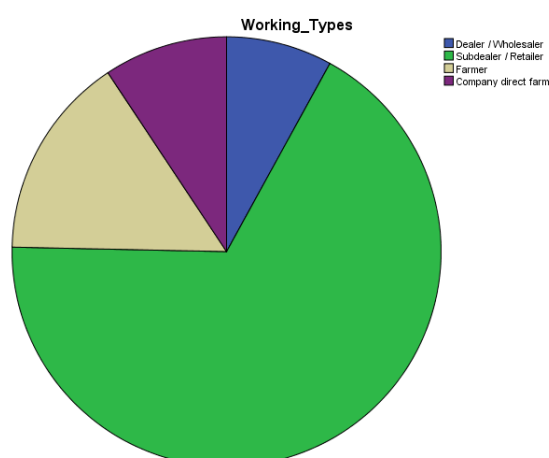
Source: Survey Data (2025)

Table (4.4) shows that most respondents (87.3%) have more than six years of experience with Myanmar New Hope Farms. This indicates that most participants are familiar with the company’s products and services, making their feedback highly credible.

4.1.5 Working Type of Respondents

The respondents were classified based on their working relationship with Myanmar New Hope Farms.

Figure (4.5) Working Type of Respondents



Source: Survey Data (2025)

Table (4.5) Working Type of Respondents

Working Type	No. of Respondents	Percentage
Dealer / Wholesaler	12	8.0%
Sub dealer / Retailer	101	67.3%
Farmer	23	15.3%
Company Direct Farm	14	9.3%
Total	150	100.0%

Source: Survey Data (2025)

As seen in Table (4.5), the majority of respondents are subdealers or retailers (67.3%), followed by farmers (15.3%). Dealers and company-operated farm representatives make up the remaining percentage. This distribution reflects the diverse customer base of Myanmar New Hope Farms.

4.2 Statistical Analysis and Interpretation of Results

In this section, the Customer's Perceptions on marketing Factors are identified. First, marketing mix is measured under seven factors: products, price, place, promotion, with factors for each group.

4.2.1 Product

Each question statement was asked to assess the attitudes of customers toward the product. The following customer perceptions about products can be seen in Table (4.6). The analysis of perceptions includes calculation of the mean and standard deviation.

Table (4.6) Descriptive Analysis on Product

Sr. No.	Statements	Mean	Std. Deviation
1	The quality of the products meets my expectations.	3.62	0.833
2	The variety of products meets my needs.	3.44	0.839
3	Products are of high quality compared to other brands.	3.31	0.898
4	Product features satisfy my requirements.	4.08	0.608
5	Generally satisfied with product performance.	3.23	0.855
	Overall Mean	3.54	0.810

Source: Survey Data (2025)

According to Table (4.6), the statement “Product features satisfy my requirements” received the highest mean (4.08), indicating strong agreement from customers regarding the functionality and relevance of the features. On the other hand, “Generally satisfied with product performance” scored the lowest mean (3.23), suggesting relatively lower satisfaction with overall performance consistency. The overall mean of 3.54 reflects a favorable perception of the products offered by Myanmar New Hope Farms, although there remains potential for improvement in performance and variety.

4.2.2 Price

Each question statement was asked to assess the attitudes of customers toward the price. The following customer perceptions about price are presented in Table (4.7).

Table (4.7) Descriptive Analysis on Price

Sr. No.	Statements	Mean	Std. Deviation
1	Prices are affordable compared to other brands.	3.78	0.654
2	Products provide good value for money.	3.29	0.886
3	Pricing is reasonable for the quality provided.	3.67	0.671

4	Satisfied with overall pricing.	3.79	0.651
5	Price is important in purchase decision.	2.90	1.028
	Overall Mean	3.49	0.780

Source: Survey Data (2025)

From Table (4.7), the statement “Satisfied with overall pricing” scored the highest mean of 3.79, reflecting strong agreement with general pricing satisfaction. In contrast, “Price is important in purchase decision” received the lowest mean (2.90), suggesting that while customers find the prices acceptable, pricing alone may not be the most influential factor in their purchasing behavior. The overall mean of 3.49 shows moderate satisfaction with the company’s pricing strategy.

4.2.3 Place

Each question statement was asked to assess the attitudes of customers toward place (distribution). The following customer perceptions are shown in Table (4.8).

Table (4.8) Descriptive Analysis on Place

Sr. No.	Statements	Mean	Std. Deviation
1	Convenient access in the market.	4.20	0.518
2	Consistent availability at usual shopping places.	4.08	0.773
3	Easy to find at typical locations.	4.23	0.533
4	Satisfied with delivery options.	4.03	0.670
5	Distribution channels are convenient.	4.01	0.634
	Overall Mean	4.11	0.630

Source: Survey Data (2025)

As seen in Table (4.8), the statement “Easy to find at typical locations” earned the highest mean score of 4.23, indicating excellent customer satisfaction with product visibility. All responses show a high level of agreement, with even the lowest scoring item—“Distribution channels are convenient”—receiving a strong mean of 4.01. This analysis suggests that Myanmar New Hope Farms’ logistics and distribution practices are among the most positively perceived marketing elements by customers.

4.2.4 Promotion

Each question statement was asked to assess the attitudes of customers toward promotion. The following customer perceptions about promotion are shown in Table (4.9).

Table (4.9) Descriptive Analysis on Promotion

Sr. No.	Statements	Mean	Std. Deviation
1	Satisfied with promotional offers.	3.20	0.827
2	Advertising communicates product benefits effectively.	3.22	0.842
3	Promotional messages are clear and relevant.	3.30	0.801
4	Promotional campaigns influence purchases.	3.19	0.903
5	Communicates well about new promotions.	2.93	0.924
	Overall Mean	3.17	0.86

Source: Survey Data (2025)

According to Table (4.9), the statement “Promotional messages are clear and relevant” received the highest mean (3.30), suggesting moderate customer agreement. Meanwhile, “Communicates well about new promotions” scored the lowest mean (2.93), highlighting a potential area for improvement in direct customer engagement. The overall mean of 3.17 suggests that while customers have a neutral to slightly positive view of the company’s promotional efforts, there is room for enhancing creativity and communication consistency.

4.2.5 Customer Satisfaction

Each question statement was asked to assess the attitudes of customers toward overall satisfaction. The following perceptions are shown in Table (4.10).

Table (4.10) Descriptive Analysis on Customer Satisfaction

Sr. No.	Statements	Mean	Std. Deviation
1	Overall, satisfied with products.	3.54	0.748
2	Satisfied with customer service and staff professionalism.	3.47	0.766
3	Satisfaction led to repeat purchase.	3.65	0.734
4	Would recommend products to friends.	3.93	0.575
5	Likely to continue purchasing in the future.	3.23	0.845
	Overall Mean	3.56	0.73

Source: Survey Data (2025)

As illustrated in Table (4.10), the highest scoring statement is “Would recommend products to friends” with a mean of 3.93, which strongly indicates customer advocacy and brand loyalty. On the other hand, “Likely to continue purchasing in the future” scored the lowest mean of 3.23, pointing to potential uncertainty about long-term retention. The overall mean of 3.56 suggests that customers are generally satisfied with Myanmar New Hope Farms, though continuous improvements could help solidify long-term loyalty.

4.3 Analysis of the Relationship of Marketing Mix Factors Toward Customer Satisfaction of Myanmar New Hope Farms Co., Ltd.

This section presents the results of the multiple regression analysis conducted to examine the relationship between the four components of the marketing mix (Product, Price, Place, and Promotion) and customer satisfaction.

Table (4.11) Model Summary of the Relationship of Marketing Factors Toward Customer Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.566	.349

a. Predictors: (Constant), Price, Place, Promotion, Product

Source: Survey Data (2025)

According to the results in Table (4.11), the coefficient of multiple correlation (R) is 0.760, indicating a strong relationship of 76.0% between the marketing mix variables and customer satisfaction. The coefficient of determination (R^2) is 0.577, meaning that approximately 57.7% of the variation in customer satisfaction is explained by the variation in Product, Price, Place, and Promotion.

Table (4.12) ANOVA Table for the Relationship of Marketing Factors Toward Customer Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.135	4	6.034	49.547	.000 ^b
	Residual	17.658	145	.122		
	Total	41.793	149			

a. Dependent Variable: CS

b. Predictors: (Constant), Price, Place, Promotion, Product

Source: Survey Data (2025)

As shown in Table (4.12), the regression model is statistically significant at $p < 0.01$, with $F(4,145) = 49.547$. This confirms that the marketing mix factors jointly have a significant effect on customer satisfaction.

Table (4.13) Regression Coefficients for the Relationship of Marketing Factors Toward Customer Satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.599	.248		2.410	.017
Promotion	.093	.058	.110	1.597	.112
Place	.244	.054	.258	4.481	.000
Product	.306	.055	.398	5.528	.000
Price	.199	.055	.238	3.659	.000

a. Dependent Variable: Customer Satisfaction

Source: Survey Data (2025)

According to Table (4.13), the most significant predictors of customer satisfaction are **Product** ($\beta = 0.398$, $p = 0.000$), **Place** ($\beta = 0.258$, $p = 0.000$), and **Price** ($\beta = 0.238$, $p = 0.000$). The **Promotion** variable, however, is not statistically significant ($p = 0.112$), indicating it does not have a strong direct effect on customer satisfaction in this context. Thus, the regression analysis confirms that **Product**, **Price**, and **Place** are significant predictors of customer satisfaction for Myanmar New Hope Farms Co., Ltd., while **Promotion** does not significantly influence customer satisfaction in this study. The findings suggest that the company should focus on maintaining product quality, fair pricing, and effective distribution to enhance customer satisfaction. Promotional strategies may need to be re-evaluated or tailored more effectively to influence customer engagement.

CHAPTER V

CONCLUSION

This study explores the effect of marketing mix factors on customer satisfaction of Myanmar Net telecommunication service in Myanmar. Based on the findings of the previous chapter, the current chapter describes finding and discussions, and then, it follows by suggestions and recommendations, and it also includes limitations and needs for further researches.

5.1 Findings and Discussions

This study aimed to examine the impact of the marketing mix on customer satisfaction at Myanmar New Hope Farms Co., Ltd. The survey results provide valuable insights into customer demographics, perceptions of the four Ps of marketing, and overall satisfaction levels. The demographic profile reveals that a majority of respondents were female (52.7%), and the dominant age group was 30–39 years (85.3%), indicating that the surveyed individuals are in their prime working age and likely to have purchasing power. A significant proportion of respondents (68.7%) possessed a bachelor's degree, and most had over six years of experience with the company (87.3%), highlighting their familiarity and prolonged interaction with Myanmar New Hope Farms. Moreover, 67.3% of respondents were subdealers or retailers, reflecting the company's strong engagement with business-to-business (B2B) clients.

Regarding the product component, customer responses showed generally favorable perceptions. The highest-rated statement, "Product features satisfy my requirements," received a mean score of 4.08, reflecting strong satisfaction with the utility of product features. However, the lowest score (3.23) was observed for "Generally satisfied with product performance," suggesting some inconsistency or unmet expectations in usage outcomes. The overall mean of 3.54 indicates that customers view the product offerings positively but expect further innovation and reliability. For the price component, the highest agreement (mean = 3.79) was noted for overall satisfaction with pricing, implying that customers consider the prices aligned with the value received. Conversely, the statement "Price is important in

purchase decision” had the lowest mean score (2.90), suggesting that price may not be the sole determining factor in customer decisions. The overall mean of 3.49 suggests moderate satisfaction with the pricing strategy and potential for refinement in offering more flexible or tiered pricing. The place component received the most positive responses among all four Ps. The ease of locating Myanmar New Hope Farms products at typical retail outlets received the highest mean score (4.23), and the overall mean of 4.11 indicates high customer satisfaction with accessibility and distribution. These findings confirm the effectiveness of the company’s logistics, warehousing, and delivery channels, marking place as a core strength in its marketing strategy. Regarding promotion, customer perceptions were less favorable compared to other components. Although the clarity and relevance of promotional messages received the highest mean score (3.30), the lowest score (2.93) was for communication about new promotions, suggesting a gap in outreach and engagement. The overall mean of 3.17 points to a moderate level of agreement, with clear room for enhancing the creativity, timing, and delivery of promotional activities. In terms of customer satisfaction, the highest mean score was for “Would recommend products to friends” (3.93), indicating strong word-of-mouth potential and customer loyalty. However, “Likely to continue purchasing in the future” scored the lowest (3.23), reflecting possible concerns about long-term engagement. The overall satisfaction mean of 3.56 suggests that while most customers are content with the current offerings, consistent improvements are essential to reinforce continued loyalty.

The multiple regression analysis further confirmed that product ($\beta = 0.398$, $p = 0.000$), place ($\beta = 0.258$, $p = 0.000$), and price ($\beta = 0.238$, $p = 0.000$) have a statistically significant and positive effect on customer satisfaction. However, promotion ($p = 0.112$) was not found to be significant, indicating that in its current form, it does not strongly influence customer satisfaction. Thus, Myanmar New Hope Farms should maintain its focus on improving product quality, enhancing the efficiency of its distribution network, and delivering consistent value through pricing. Promotional strategies, although not currently impactful, should be restructured to better capture customer interest and drive engagement. This approach will strengthen overall customer satisfaction and position the company competitively in the agricultural sector.

5.2 Conclusion and Practical Recommendations

The purpose of this study was to assess the impact of the marketing mix on customer satisfaction at Myanmar New Hope Farms Co., Ltd., focusing on the four key variables: product, price, place, and promotion. Based on the findings from descriptive and inferential statistical analysis, this section presents key conclusions and actionable recommendations aimed at strengthening customer satisfaction and business performance.

The analysis revealed that product, price, and place significantly influence customer satisfaction, while promotion demonstrated a weaker statistical relationship. These results emphasize the need for Myanmar New Hope Farms to sustain excellence in its core marketing operations while identifying areas requiring strategic enhancement. Product was found to be the most influential factor ($\beta = 0.398$), with customers particularly appreciating the hygiene and features of the livestock products. However, relatively low satisfaction was expressed toward innovation and performance consistency. To address this, the company should adopt a customer-driven product development approach by regularly collecting feedback and launching new or improved livestock feed formulations. Consistent quality control practices should also be enforced to maintain product reliability and reinforce the brand image.

Regarding price, the overall mean (3.49) reflected moderate satisfaction. While customers recognized fair pricing aligned with product quality, limited flexibility in payment options was noted. To improve perceived value, Myanmar New Hope Farms should consider introducing tiered pricing models, volume-based incentives, or customized payment plans for long-term clients. Benchmarking against competitors can also help in refining the pricing strategy to ensure market competitiveness. Place emerged as a strength of the company, with high scores for accessibility and efficient distribution (overall mean = 4.11). Customers found the products consistently available in familiar outlets and appreciated the convenience of delivery options. To enhance this further, the company should expand its distribution reach to rural and underserved markets and invest in digital tracking or mobile-based delivery coordination systems to ensure seamless product availability. Promotion, although part of the marketing mix, received the lowest mean (3.17) and was not statistically significant in the regression model ($p = 0.112$). Customers showed moderate agreement with the clarity and relevance of promotional messages but found

the communication of new promotions insufficient. Therefore, the company should revamp its promotional strategies by embracing interactive digital campaigns, social media storytelling, and seasonal loyalty programs. Involving customers in referral or testimonial-based promotions can also drive engagement and increase trust.

To ensure long-term customer satisfaction and loyalty, Myanmar New Hope Farms should implement a holistic marketing review process. This includes ongoing performance measurement of the marketing mix, feedback loops with key stakeholders, and agile responsiveness to customer needs. Thus, by reinforcing its strengths in product quality, fair pricing, and efficient distribution—and innovating in its promotional outreach—Myanmar New Hope Farms can significantly improve customer satisfaction and maintain a sustainable competitive position within Myanmar's growing agribusiness sector.

5.3 Limitations

The study, "Impact of Marketing Mix on Customer Satisfaction: A Case Study of Myanmar New Hope Farms Co., Ltd in Myanmar," has a few limitations that should be acknowledged. Firstly, although marketing mix theory encompasses a wide range of strategic elements, this research is limited to only four components—Product, Price, Place, and Promotion. Other important factors such as people, process, and physical evidence were not included in the scope of this study. Secondly, the research is geographically limited to customers operating in specific regions where Myanmar New Hope Farms is active, particularly Bago and nearby areas. As such, the experiences, behaviors, and satisfaction levels of customers from other regions of Myanmar were not captured, which may limit the generalizability of the findings to the entire customer base nationwide.

Thirdly, due to time and resource constraints, the study was conducted over a relatively short period and may not account for long-term shifts in customer attitudes or seasonal marketing impacts. Customer satisfaction and perceptions can evolve over time, and the results reflect only a snapshot during the survey period. Lastly, the study relies on data collected from a sample size of 150 respondents. While the sample offers useful insights, it may not fully represent the views of all customer types, such as large-scale commercial farms or newly onboarded customers. Hence, the results

should be interpreted cautiously, considering these limitations, and future research could address these gaps for broader applicability and deeper understanding.

5.4 Needs for Further Researches

The study focused on the marketing-activities to predict customer satisfaction and not leading to customer loyalty. Thus, it can make more research lead to customer loyalty. This is the first limitation of the study. Therefore, it might be other factors that can influence on customer satisfaction and customer loyalty, such as corporate image and service quality. Also, the study was done with a telecommunication company so that it is also necessary to do research with different companies in order to compare the results of these companies. Moreover, the study focused on telecommunication company's customers so that it is also needed to do research in other various industries in order to predict the impact of service marketing mix activities on customer satisfaction and to examine the relationship between customer satisfaction and customer loyalty for the whole industry.

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Appendix:

The impact of marketing mix on customer satisfaction . A Case Study of Myanmar New Hope Farms Com.,Ltd, Bago, Myanmar

Questionnaire

Dear my friends/guests, I'm a BBA student at SWISS SCHOOL OF BUSINESS RESEARCH (SSBR) . The objective of this questionnaire is to understand " The impact of marketing mix on customer satisfaction . A Case Study of Myanmar New Hope Farms Com.,Ltd, Bago, Myanmar ". I would be very pleased and thankful if you could help to answer my survey questions for thesis.

Please read each statement carefully and indicate your level of agreement by choosing the most appropriate number from the scale below.

All the information you provide will be kept confidential and used only for academic research only . Thank you for your efforts & cooperation in my research.

Part (I) Demographic Information

Description : Please mark (✓) in the provided box.

1. Gender

- ☐ Male
- ☐ Female
- ☐

2. Age

- ☐ Under 20
- ☐ 20-30
- ☐ 30-40
- ☐ 40 and above

3. Working types

- ☐ Dealer / Wholesaler
- ☐ Subdealer / Retailer
- ☐ Farmer
- ☐ Company direct farm

4. Education

- ☐ Basic Education
- ☐ Graduated
- ☐ Others(Please specify)

5. Work Experience (Feed selling and buying)

- ☐ 0-2 years
- ☐ 2-4 years
- ☐ 4-6 years
- ☐ 6-8 years
- ☐ 8-10 years and above

Part (II) Marketing Mix Information

In part (II), Pls kindly respond to the questions provided. Evaluate the following statements by selecting the most suitable box for each question. Your ratings are crucial in understanding the effects being studied.

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

A. Product (Quality, Variety, and Features)

Sr.	Statement	1	2	3	4	5
1.	The quality of the products offered by Myanmar New Hope Farms meets my expectations.					
2.	The variety of products offered by Myanmar New Hope Farms is sufficient to meet my needs.					
3.	The products offered by Myanmar New Hope Farms are of high quality compared to other brands in the market.					
4.	The product features offered by Myanmar New Hope Farms satisfy my requirements.					

Sr.	Statement	1	2	3	4	5
5.	I am generally satisfied with the performance of the products I purchase from Myanmar New Hope Farms.					

B . Price (Affordability, Value for Money)

Sr.	Statement	1	2	3	4	5
1.	The prices of products from Myanmar New Hope Farms are affordable compared to other brands.					
2.	I believe that the products from Myanmar New Hope Farms provide good value for money.					
3.	The pricing of products offered by Myanmar New Hope Farms is reasonable for the quality provided.					
4.	I am satisfied with the overall pricing of products from Myanmar New Hope Farms.					
5.	The price of products from Myanmar New Hope Farms is an important factor in my purchase decision.					

C. Place (Distribution Channels, Availability)

Sr.	Statement	1	2	3	4	5
1.	I find it convenient to access Myanmar New Hope Farms products in the market.					
2.	The availability of Myanmar New Hope Farms products is consistent at the places where I usually shop.					
3.	Myanmar New Hope Farms products are easy to find at the locations where I typically buy them.					
4.	I am satisfied with the delivery options available for purchasing Myanmar New Hope Farms products.					
5.	The distribution channels of Myanmar New Hope Farms (e.g., warehouse, online channels) are convenient for me.					

D. Promotion (Advertising, Discounts, Communication)

Sr.	Statement	1	2	3	4	5
1.	I am satisfied with the promotional offers (e.g., discounts, special offers) provided by Myanmar New Hope Farms.					
2.	The advertising of Myanmar New Hope Farms effectively communicates the benefits of their products.					
3.	I find the promotional messages of Myanmar New Hope Farms to be clear and relevant.					
4.	The promotional campaigns (e.g., discounts, ads) from Myanmar New Hope Farms influence my purchasing decisions.					
5.	Myanmar New Hope Farms communicates well with customers regarding new promotions or products.					

E. Overall Customer Satisfaction

Sr.	Statement	1	2	3	4	5
1.	Overall, I am satisfied with the products offered by Myanmar New Hope Farms.					
2.	I am generally satisfied with customer service and the professionalism of staff from Myanmar New Hope Farms.					
3.	My satisfaction with Myanmar New Hope Farms products has led me to become a repeat customer.					
4.	I would recommend Myanmar New Hope Farms products to my friends.					
5.	I am likely to continue purchasing products from Myanmar New Hope Farms in the future.					

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.566	.349

a. Predictors: (Constant), Price, Place, Promotion, Product

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.135	4	6.034	49.547	.000 ^b
	Residual	17.658	145	.122		
	Total	41.793	149			

a. Dependent Variable: CS

b. Predictors: (Constant), Price, Place, Promotion, Product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.599	.248		2.410	.017
	Promotion	.093	.058	.110	1.597	.112
	Place	.244	.054	.258	4.481	.000
	Product	.306	.055	.398	5.528	.000
	Price	.199	.055	.238	3.659	.000

a. Dependent Variable: CS