



**IMPACT OF MARKETING FACTOR ON CUSTOMER
SATISFACTION OF HONDA DREAM MOTORCYCLE IN
KAYIN STATE, MYANMAR**

**BACHALOR OF BUSINESS ADMINISTRATION
(BBA)**

**NAW THAY HAY HTOO
SSBR/2023/BBA301294**

JUNE 2025



**IMPACT OF MARKETING FACTOR ON CUSTOMER
SATISFACTION OF HONDA DREAM MOTORCYCLE IN
KAYIN STATE, MYANMAR**

A Thesis Presented
by
NAW THAY HAY HTOO

Submitted to the Swiss School of Business Research
in partial fulfillment
of the requirements for the degree of

BACHALOR OF BUSINESS ADMINISTRATION
(BBA)

JUNE 2025

Copyright by Thay Hay Htoo, 2024

All Rights Reserved

**IMPACT OF MARKETING FACTOR ON CUSTOMER
SATISFACTION OF HONDA DREAM MOTORCYCLE IN
KAYIN STATE, MYANMAR**

A Thesis Presented

by

NAW THAY HAY HTOO

Approved as to style and content by:

Dr. Paing Soe, Chair

President, Centre for Professional Development

Daw Myat Myat Oo, Supervisor

Academic Director, Centre for Professional Development

Dr. Stephen Harrison

Dean

Swiss School of Business Research

ACKNOWLEDGEMENT

Firstly, I would like to express my deepest gratitude to Dr. Paing Soe, President of Center for Professional Development, Dr. Stephen Harrison, Dean of Swiss School of Business Research for acknowledging me to implement this study.

Secondly, I am heartily grateful to my supervisor, Daw Myat Myat Oo, Academic Director, for her patience guidance, advice, immense knowledge, encouragement and advice she has provided throughout my time as her student in preparing to complete this study successfully. Without her insightful comments, regular feedback and for the hard questions, this study would not have come to a conclusion.

Furthermore, I would to extend my appreciation to all of the professors, associate professors, visiting lecturers, tutors and all the staff of Centre for Professional Development who have provided me with any administrative support and strength during academic years.

In addition, I would like to show my gratitude to the customers of Honda Co., Ltd for providing data, enormous help that I need for my paper and sharing their valuable time in interviewing. Without their help, the research would not have carried out.

Finally, I would like to appreciate all the persons who contribute in one way or another to my study to the best of their abilities and my friends of SSBR BBA for their support and sharing their knowledge and experience.

Naw Thay Hay Htoo

SSBR/2023/BBA301294

ABSTRACT

This thesis explores the impacts of marketing factors based on the 4Ps marketing mix model and focusing on customer satisfaction of Honda Dream Motorcycle in Kayin State, Myanmar in Yangon, Myanmar. It has been utilized with both primary and secondary data to achieve the objectives, In order to accomplish this goal, a sample of 180 Honda Dream motorcycle user in kayin state, Myanmar are chosen. This study aims to investigate the relationship between product features, price, distribution intensity, product design, and brand image, and how these elements affect customer satisfaction with the Honda Dream 125 NCX in Kayin State, Myanmar. Addressing this issue is crucial for Honda to enhance customer loyalty, increase market share, and tailor its offerings to meet the preferences and needs of consumers in the region. Non probability methods were used to collect data. The study analyzes the correlations between marketing mix elements (Product, Price, Place, Packaging, People and Process) and customer satisfaction, revealing significant positive relationships. According to the study's analysis, its goal was to assess respondents from Honda Company Limited's perceptions of the marketing factor and how it affected customer satisfaction. In order to accomplish this goal, a sample of 180 Honda Dream motorcycle user in Kayin state, Myanmar are chosen. Following a review of the study's theoretical and conceptually related literature, respondents' perceptions of the marketing factors were shown to be significantly correlated with customer satisfaction. Five-point Likert scale structured questionnaires were used to collect the essential data for the study, which was conducted in order to measure all of the study's variables.

The correlation analysis results reveal that all components of the marketing mix exhibit a robust and positive relationship with customer satisfaction. Moreover, customer satisfaction strongly correlates with loyalty. The outcomes of the multiple regression analysis demonstrate that product, price, and promotional activities exert positive and statistically significant influences on customer satisfaction. Additionally, customer satisfaction significantly and positively impacts the loyalty of customers to Honda Dream Motorcycle in Kayin State, Myanmar.

TABLE OF CONTENTS

Chapter	Particular	Page
	Acknowledgement	i
	Abstract	ii
	Table of Contents	iii
	List of Tables	v
	List of Figures	vi
	Abbreviations	vii
I	Introduction	01
	1.1 Background information of the Study	03
	1.2 Problem Statement of the Study	04
	1.3 Objective of the Study	05
	1.4 Research Questions of the Study	05
	1.5 Scope and Limitation of the Study	06
	1.6 Organization of the Study	06
II	Literature Review	07
	2.1 Introduction and Importance of Subject Area	07
	2.2 Theoretical Concepts and Principles	07
	2.3 Variables of the Study	10
	2.4 Review of Empirical Studies	16
	2.5 Conceptual Framework of the Study	00
III	Methodology	19
	3.1 Research Methods	19
	3.2 Research Design	20
	3.3 Data Collection Method	20
	3.4 Ethical Consideration	20

Chapter	Particular	Page
IV	Analysis and Results	21
	4.1 Reliability Test of the Variables	21
	4.2 Analysis of Customer Perception on Marketing Factor and Customer Satisfaction	22
	4.3 Analysis of the Overall Value of Customer Perception on Marketing Factor	26
	4.4 Customer Satisfaction on Marketing Factor of Honda Dream Motorcycle	27
	4.5 Multiple Regression Analysis of Customer Satisfaction on Marketing Factor	28
V	Conclusion	31
	5.1 Findings and Discussions	31
	5.2 Suggestions and Recommendations	32
	5.4 Suggestions for Further Research	34
	References	
	Appendix	

LIST OF TABLES

Table	Particular	Page
4.1	Reliabilities Analysis	22
4.2.1	Customer Perception on Product Factors	23
4.2.2	Customer Perception on Place Factors	24
4.2.3	Customer Perception on Price Factors	24
4.2.4	Customer Perception on Design Factors	25
4.25	Customer Perception on Brand Image Factors	26
4.3	Analysis of the Overall Values of Customer Perception on Marketing Factor	27
4.4	Analysis of Customer satisfaction on Honda Dream Motorcycle	28
4.5	Multiple Regression Analysis of Customer Satisfaction on Marketing Factor	30

LIST OF FIGURES

Figure	Particular	Page
2.1	Conceptual framework of siripipattanakul eta al	17
2.2	Conceptual framework of the study	18

ABBREVIATION

AVF	Anisotropic Volume Fraction
CSO	Central of Statistical Organization
CV	Coefficient of Variation
QA	Quality Assurance
TQM	Total Quality Management

CHAPTER I

INTRODUCTION

This thesis is structured into five main chapters. The opening chapter sets the foundation by presenting the study's background, its aims, research questions, and the overall scope of the investigation. The second chapter explores the theoretical underpinnings of the study, introducing key concepts, research variables, the conceptual framework, and a summary of relevant empirical studies. Chapter three outlines the research methodology, detailing the research approach, tools used for data collection, and ethical considerations taken into account. Chapter four is dedicated to data analysis, where information obtained from interviews and questionnaires is examined and interpreted. Finally, chapter five concludes the study by summarizing the key findings and offering actionable recommendations for the case company, along with references and appendices.

The success of any business organization is largely dependent on how well it satisfies its customers. When launching a business, customer needs often take precedence over the pursuit of profit. Companies that consistently meet or exceed customer expectations tend to secure a strong and lasting position in the market. In today's competitive environment, businesses recognize that customer satisfaction is not only essential for success but also instrumental in enhancing market value. Customers are individuals who purchase goods and services to fulfill their needs and desires, and their buying decisions are typically influenced by the value they receive for the price paid. Therefore, businesses must ensure that their pricing strategies align with the quality of their products to attract and retain customers.

It is essential for organizations to deliver services that match or exceed the value of the money spent by customers. Doing so strengthens customer loyalty and encourages long-term engagement. Satisfied customers often become advocates for the business, sharing their positive experiences and thereby attracting new clients. Satisfaction, in essence, is a feeling of fulfillment when a customer's expectations are met. However, measuring customer satisfaction can be challenging, as it depends on various factors including product availability, service quality, and individual

preferences. Ensuring customer satisfaction requires a thoughtful approach and consideration of these diverse elements.

In today's dynamic business landscape, competition is intense, and companies must continuously refine their marketing strategies to stay ahead. One key way to capture customer attention is by offering high-quality and appealing products that stand out in the market. Achieving customer satisfaction often leads to customer loyalty, which is crucial for long-term business sustainability. Without customers, no business can thrive. Therefore, enhancing customer satisfaction is vital for expanding the customer base and achieving business goals. Ultimately, the relationship between customers and businesses is central to any company's success.

With the intensifying globalization of markets, competition among industry players has become increasingly fierce. In this highly competitive environment, achieving customer satisfaction and excellence in service stands as one of the most crucial factors for success. In today's business environment, customer satisfaction is a key driver of business success in competitive markets. The customer satisfaction is the vital part and main blood in every organization. Even organizations become realized that they will get long term success only when their customers satisfied. Moreover customer satisfaction are changing day to day. For Honda Co., Ltd in Myanmar, comprehending the relationship between customer satisfaction and its influence on marketing factors is essential for long-term sustainability. With numerous new motorcycle brands entering the local market offering superior quality, it becomes increasingly important to recognize that satisfied customers are more likely to maintain or even increase their consumption of the same product or service.

Satisfaction is a leading indicator of business growth. Satisfied customers buy more, churn less, and bring in new business by referring others (Franklin A. , 2024). The concept of customer satisfaction in customer oriented management is not new, the relationship between customers and corporations has been changing almost daily (TaiPei, 2005) The competition in today's market is the competition of service, which is based on the competition of customer satisfaction (Wang, 2002). Each organization strives to achieve objectives such as increased profitability and expanded market share. Given the competitive nature of Myanmar's motorcycle industry, customer satisfaction and loyalty are critical factors for business success. To remain

competitive, marketers must continually assess and enhance customer satisfaction by addressing customer expectations, perceptions, preferences, and brand awareness.

This thesis explores how marketing factors affect customer satisfaction with the Honda Dream 125 motorcycle in Kayin State, Myanmar. It looks at how these factors influence people's buying choices and their preferences for certain brands. The study shows that marketing plays an important role in customer satisfaction. To better understand this, the research will use both qualitative and quantitative methods.

The data will be collected only from people who use Honda motorcycles in Kayin (Karen) State. No information will be taken from other areas. The study will use convenience sampling to choose 180 Honda motorcycle users who will answer an online survey. The results are expected to provide helpful information for motorcycle showrooms in Kayin State and support their business improvements.

1.1 Background Information of the Study

The word 'satisfaction' is the most appropriate label for the range of attitudes and feelings that customers hold about their experiences with an organization. (Nigel Hill, Greg Roche, Rachel Allen, 2007). Customer satisfaction is a measure of how well a company's products and services meet or exceed customer expectations. It's a key metric for businesses across industries, and can be used to gauge the success of a company's efforts to meet customer needs. (Franklin A. , 2024). Business often measure customer satisfaction with surveys, feedback analytics, and other tools. High customer satisfaction typically leads to customer loyalty, repeat business, and positive word-of-mouth, while low satisfaction can result in complaints, negative reviews, and loss of business. (Franklin A. , 2024). Customer satisfaction is a critical factor that influences the success and longevity of a business. It encompasses the customer's perception of their experience with a company's products or services. High levels of customer satisfaction can lead to numerous positive outcomes, including increased customer loyalty, higher revenue, and a strong competitive advantage. (LinJu)

Honda Motor Co., Ltd. was founded in 1948 by Soichiro Honda and Takeo Fujisawa and has become a leading Japanese multinational corporation renowned for its motorcycles, automobiles, and power equipment. The company is celebrated for its

engineering excellence, innovation, and dedication to quality. Over the years, Honda has established itself as one of the largest and most respected automotive manufacturers globally, offering a diverse range of products that highlight its founding principles of creativity and ingenuity. Among its notable models is the Honda Dream 125 NCX, introduced in the early 2000s as part of the popular Dream series. This motorcycle is designed for urban commuting and leisure riding, emphasizing comfort and practicality, particularly for the Southeast Asian market. The Dream 125 NCX remains a favored choice for riders seeking an affordable and reliable motorcycle for daily use, underscoring Honda's enduring legacy in the motorcycle industry.

Companies in all industries are searching for new sources of competitive advantage since the competition in their marketplace is becoming increasingly intensive (Anca E.Cretu). Honda Co., Ltd. believes that the success of an organization is fundamentally dependent on customer satisfaction. Recognizing its paramount importance, many organizations allocate significant portions of their resources to pursue this objective. The Father of Modern Marketing, Philip Kotler, defines Customer Satisfaction as a 'person's feeling of pleasure or disappointment, which results from comparing a product's perceived performance (or outcome) against their expectations. In this competitive age, customer satisfaction is a key component of a good business. Every business needs customers to make them flourish.

Factors such as product quality, pricing, service excellence, response time, convenience, effective communication, timely delivery, personalized experiences, customer loyalty initiatives, and expressions of appreciation collectively shape customer satisfaction. (Shaharudrn, 2024) A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. 'A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas' (Kotler)

1.2 Problem Statement of the Study

The Honda Dream 125 NCX is a popular motorcycle model in Kayin State, Myanmar, but customer satisfaction levels may vary due to several factors, including

product features, price, distribution intensity, design, and brand image. There is a lack of comprehensive research that examines how these factors influence customer satisfaction in this specific region. Understanding these relationships is critical for Honda to improve its product offerings and market strategies, particularly in a competitive landscape. This study aims to investigate the relationship between product features, price, distribution intensity, product design, and brand image, and how these elements affect customer satisfaction with the Honda Dream 125 NCX in Kayin State, Myanmar. Addressing this issue is crucial for Honda to enhance customer loyalty, increase market share, and tailor its offerings to meet the preferences and needs of consumers in the region.

1.3 Objective of the Study

The main objective of this study is focus on;

- a. To examine the relationship between the products features of the Honda Dream 125 NCX and customer satisfaction in Kayin State, Myanmar.
- b. To assess the influence of price on customer satisfaction with the Honda Dream 125 NCX in Kayin State, Myanmar.
- c. To evaluate the impact of distribution intensity (place) on customer satisfaction with the Honda Dream 125 NCX in Kayin State, Myanmar.
- d. To analyze how the design of the Honda Dream 125 NCX affects customer satisfaction in Myanmar.
- e. To investigate the relationship between brand image and customer satisfaction with the Honda Dream 125 NCX in Kayin State, Myanmar.

1.4 Research Question of the Study

- a. What is the relationship between the product features of the Honda Dream 125 NCX and customer satisfaction in Kayin State, Myanmar?
- b. How does the price of the Honda Dream 125 NCX influence customer satisfaction in Kayin State, Myanmar?
- c. What is the impact of distribution intensity (place) on customer satisfaction with the Honda Dream 125 NCX in Kayin State, Myanmar?
- d. How does the design of the Honda Dream 125 NCX affect customer satisfaction in Myanmar?

- e. What is the relationship between brand image and customer satisfaction with the Honda Dream 125 NCX in Kayin State, Myanmar?

1.5 Scope and Limitation of the Study

It would have been appropriate if the study could cover the Honda Dream motorcycle industry in Myanmar as a whole, however, due to time and financial constraints, the researcher has opted to focus the study on the impact of marketing factor on customer satisfaction towards Honda Dream 125 motorcycle. The data will be collected from customers who are the end user of Honda Dream motorcycle in kayin state, Myanmar. The current study will give an insight customer satisfaction of Honda Dream motorcycle. The study has been restricted only Honda Dream motorcycle's Kayin state customers. The sample size is limited, as the study will target only 180 customers. The conclusion of this research study would be limited and constrained to unique factors associated with Honda Dream motorcycle in kayin state, Myanmar. Consequently, the conclusions drawn from this study may not be applicable to other motorcycle brands.

1.6 Organization of the Study

This study comprises five main chapters. Chapter one is the introduction section. It includes an introduction, the background information of the study, the problem statement of the study with the research objective and research questions, the scope and method of the study, the organization of the study. Chapter two is the literature review, theoretical concepts and principles. This chapter consists of the conceptual framework for the study and relevant literature and importance of subject area, variables of the study and review of the empirical studies. . Chapter three provides a detailed discussion of the study of methodology and the techniques of sample design, the methods and procedure of data collection. Chapter four analyzes the impact of marketing factor on customer satisfaction of (Honda Dream motorcycle) in kayin state. Lastly, Chapter five is a conclusion of the study that containing findings and discussions, suggestions and recommendations and needs for the further research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction and Important of the study

This chapter presents with the theoretical background of marketing factors practices and describes the concepts and definitions of customer satisfaction on Honda Company and previous studies. This chapter also presents the relationship between marketing factors, customer satisfaction, and conceptual framework of the study.

2.2 Theoretical Concepts and Principles

Marketing is an ever-evolving discipline focused on identifying and fulfilling customer needs. It includes various elements that shape how businesses create, advertise, and offer their products or services. These marketing factors may be internal, like company resources and strengths, or external, such as consumer trends, competitive pressures, and market demands. Recognizing these aspects is essential for businesses to build effective strategies that lead to long-term growth. By addressing these factors, companies can improve customer satisfaction, enhance brand loyalty, and remain competitive in their industry. Strategic marketing decisions depend heavily on understanding these key influences.

Marketing factors such as product, price, place, design, and brand image are essential components that directly impact customer satisfaction and business success. Each factor contributes to shaping how customers perceive and interact with a product or service. A well-developed product should meet a specific need or solve a problem. Pricing must reflect the product's value while remaining competitive in the market. Place refers to making the product available at the right time and location for the customer. Design enhances appeal and usability, while brand image builds trust and loyalty. Together, these elements support sustainable growth and customer engagement.

Customer satisfaction is a key objective in all marketing activities, as it reflects how well a product or service fulfills customer expectations. It goes beyond

the product itself, encompassing the overall experience, including service quality, brand trust, and emotional engagement. A commonly accepted explanation for customer satisfaction is the Expectancy-Disconfirmation Theory. This theory states that customers evaluate a product or service by comparing their initial expectations with the actual experience. When the outcome meets or surpasses what they anticipated, satisfaction results. If it falls short, dissatisfaction arises. This concept emphasizes the need for businesses to clearly understand and manage customer expectations while maintaining consistent quality across all touchpoints to build lasting satisfaction and loyalty.

Several factors influence customer satisfaction, including product quality, price fairness, customer service, and brand reputation. Product quality is perhaps the most critical factor, as it directly impacts the customer's perception of value. A high-quality product that meets or exceeds expectations is more likely to result in satisfaction and repeat purchases. Price fairness also plays a significant role, as customers are more satisfied when they feel they are getting good value for their money. Additionally, customer service can make or break the customer experience. Prompt, empathetic, and effective support can turn a negative situation into a positive one, fostering loyalty and trust. Finally, brand reputation and emotional connection contribute to long-term satisfaction by building a sense of trust and belonging.

To enhance customer satisfaction, businesses must adopt strategies that focus on understanding and meeting customer needs. This begins with thorough market research and customer feedback to identify pain points and preferences. Personalization is another powerful strategy, as customers appreciate tailored experiences that make them feel valued. For example, loyalty programs, personalized recommendations, and targeted marketing campaigns can significantly boost satisfaction. Additionally, businesses must prioritize consistent quality and innovation to stay ahead of competitors and adapt to changing customer demands. Resolving complaints promptly and effectively is also crucial, as it demonstrates a commitment to customer care and can turn dissatisfied customers into loyal advocates.

Customer satisfaction Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time

(Fornell, Johnson, Anderson, Cha & Bryant 1996). With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome (Oliver 1999.) At a glance, customer satisfaction is a crucial component of a business strategy as well as customer retention and product repurchase. To maximize the customer satisfaction companies should sell ideas and methods after the completion with all the necessary documents. As for example, customers will buy a car after taking a closer look at it such as how is the engine, what is its model, how many kilometers it has been traveling, and is there any cracks or not. Therefore, they do not feel disappointed after purchasing it. Otherwise, if the company uses only their sell and build method customers might expect that the car is exactly the same as what they see in the pictures or during the exhibition and later on the company might receive complaint if anything is wrong. Customer satisfaction is a barometer that predicts the future customer behavior (Hill, Roche & Allen 2007.) However, the product and its features, functions, reliability, sales activity and customer support are the most important topics required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences (Hague & Hague 2016.) The value of keeping a customer is only one- tenth of winning a new one. Therefore, when the organization wins a customer it should continue to build up a good relationship with the client. Providing the quality of goods and services in the 20th century is not only to satisfy the customers but also to have a safe position. Indeed, this has benefited the customers significantly on consuming qualitative products (Rebekah & Sharyn 2004.) Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) delivering the product, product documentation, etc. Moreover, from profitability and productivity perspectives only activities that produce value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to build trust with the customer so it is easy to get the feedback from the customer. This is how customer oriented product or service could be developed (Hill, Brierley & MacDougall 2003.) Customer satisfaction is dynamic and relative. Only the idea

“customer-centric” can help companies improve satisfaction and keep customer truly, conversely, if competitors improve customer satisfaction, then it may loss corporate customers. While improving customer satisfaction, customer expectations should be noticed. Service quality, product quality and value for money have a direct positive impact on customer satisfaction. Employee satisfaction is equally important before achieving the customer satisfaction. If employees have a positive influence, then they can play a big role to increase customer satisfaction level. Satisfaction is a dynamic, moving target that may evolve overtime, influenced by a variety of factors. Particularly when product usage or the service experience takes place over time, satisfaction may be highly variable depending on which point in the usage or experience cycle one is focusing. (Lovelock, C & Wright, L.2007,86-87.) Customer satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customer’s emotional responses, their attributions natheir perception of equity (Zeithal & Bitner. 2003, 87-89.) Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can make the customer to purchase frequently and to recommend products or services to potential customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers (Tao 2014.) 7

In conclusion, the theoretical concepts and principles of marketing factors and customer satisfaction are deeply interconnected. The marketing mix provides the foundation for delivering value to customers, while customer satisfaction serves as the ultimate measure of success.. Factors such as product quality, price fairness, and customer service play a pivotal role in shaping satisfaction, and strategies like personalization and innovation can further enhance the customer experience. Ultimately, measuring and analyzing satisfaction is key to building long-term relationships and achieving sustainable growth in today’s competitive marketplace.

2.3 Variable of the Study

(i) Product

Product is the first P in the marketing mix and is defined as physical goods or service sold to make a profit for the business (Ellering, 2022). A product refers to a tangible item or intangible service that is offered by a business proprietor for sale to a specific demographic. When developing a product, it is imperative to take into account several factors such as design, quality, packaging, features, after-sales assistance, and customer support. In order to initiate a commercial venture, an organization must initially determine the nature of its product or service offerings. (Prakshi, 2018)The term "product" refers to the items or services being offered for sale, encompassing all of their characteristics, advantages, and benefits that customers can derive from their purchase. When formulating marketing strategies for the product, it is imperative for the corporation to consider the essential attributes and advantages that clients desire or require, encompassing, but not restricted to, aesthetics, durability, maintenance, and supplementary components (Hanlon, 2021)A product refers to any tangible or intangible entity that is designed to attract, acquire, utilize, or consume, and can be effectively promoted in order to fulfill a specific need or desire. A product refers to a category of commodities that are mostly tangible in nature. A product include tangible items, services provided by individuals, geographical locations, organizations, manufacturing processes, ideas, or a mix thereof. The primary constituents of the product can be identified, including but not limited to: product assortment ,product quality, product design, product features and functionalities, brand reputation, packaging, product dimensions, customer service, warranties, and product return policies.

The product serves as the fundamental cornerstone for each company enterprise .When considering a business's product, the objective is to conceptualize the desires and requirements of consumers. The concept of tangibility can encompass both physical products that are sold and intangible offerings, such as services. Organizations that possess the ability to accurately predict the lifecycle of a product might gain a competitive edge by proactively developing new products or services to meet client demands. According to the work of Myat Pann Phyu (2019), it has been found that...Products are10 tangible items that are made available for purchase. Product attributes refer to the distinctive properties of a product that have the potential

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

(ii) Place

In marketing, place is the location where a product or service is sold to customers, as well as the distribution channels used to get it to them. (Ahmad, 2023). Product design as a verb is to create a new product to be sold by a business to its customers. Designing a product is a very broad concept, it is essentially the efficient and effective generation and development of ideas through a design process that leads to new products. (NEWSCHOOL, n.d.).

The inclusion of place is a fundamental element within the marketing mix. Places refer to locations where customers can seek out and explore products or services for the purpose of consumption. The significance of recruiting both clients and qualified people is crucial for the overall success of the organization. Customers should possess the capability to effortlessly locate it, and it should be situated in a strategic area that can effectively allure potential clientele. The reputation of some locations within a city, whether associated with a simplistic lifestyle or not, inevitably influences the development of a company's brand and image. Additionally, the geographical location of the organization plays a significant role in this process. Consequently, it is imperative for any organization to own a physical establishment (Phyu, 2019). Furthermore, as per Kotler's (1997) research, the provision of service encompasses a diverse range of activities undertaken by a firm to effectively ascertain its consumer base and ensure the accessibility of its products. Hence, the selection of a suitable site becomes a critical determinant in company decision-making. Place encompasses a strategic framework for effectively allocating the appropriate product to the appropriate location within the designated timeframe. The selection of a distribution method is contingent upon a range of circumstances. A distributor can be

defined as an individual or entity that engages in the procurement of goods, subsequent storage, and subsequent sale of these goods through a designated distribution channel. According to Sonntag (2017), certain producers have a greater inclination towards selling their products through wholesalers, whereas others prefer to engage in direct sales to retailers and end customers.

(iii) Price

Price is an indicator or value for both consumers and producers (PrincingHUB) According to Armstrong and Kotler, Price is defined by the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service.

One of the key components of the marketing mix is the pricing strategy. Consumers engage in price comparison of a product or service concurrently. It also represents the monetary worth of a commodity. Various factors such as price, manufacturing costs, target market segmentation, market purchasing power, supply and demand, and other relevant direct and indirect variables collectively influence the outcome. Pricing plans are offered in various configurations and dimensions, each of which is intricately connected to a broader organizational strategy. According to Riggs (2008), pricing can serve as a means of differentiation, enabling the enhancement of a product's perception and reputation. The perception of price significantly influences a consumer's inclination to acquire a product. The concept of pricing perception elucidates the informational aspects of a product and imparts significant value to the consumer. Therefore, the consideration of price holds significant weight in the decision-making process of consumers, particularly when it comes to often purchased products. Consequently, pricing has a direct impact on the selection of the store, product, and brand that consumers choose to support. Consumers exhibit a high degree of rationality in their evaluation of the desired advantages derived from their purchases of products or services for which they provide monetary compensation. The determination of prices is contingent upon the equilibrium between supply and demand, and is established with a level of assurance that consumers will be willing to pay these prices (Al-Salamin, 2016). The pricing structure of a product encompasses three distinct characteristics, namely fair price, fixed price, and relative price. The concept of fair price pertains to the modification of

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

(iv) Design

A design is the concept or proposal for an object, process, or system. The word design refers to something that is or has been intentionally created by a thinking agent, and is sometimes used to refer to the inherent nature of something – its design. (C-hesion, 2024). Product design plays a critical role in determining a product's success in the market. A well-designed product not only meets functional requirements but also enhances user experience, appeals aesthetically to consumers, and reflects the brand's identity. In today's competitive marketplace, design can be a key differentiator that influences consumer purchasing decisions. Effective design considers market factors such as target audience preferences, cultural trends, technological advancements, and competitive positioning. By aligning product design with market demands, companies can increase customer satisfaction, build brand loyalty, and improve their market share. Moreover, thoughtful design can contribute to cost efficiency, sustainability, and ease of production, all of which are important for long-term business performance. Ultimately, the integration of strategic design with market insights leads to products that are not only visually appealing but also commercially successful. (Ulrich, K. T., & Eppinger, S. D, 2016).

(v) Brand Image

Brand image is the general impression, perception, and associations any given customer has about a brand. The perception of a brand's image is influenced by a multitude of factors such as their prior experiences with the brand, its products/services,

and how much they personally relate with the brand's identity. (bynder, n.d.) . Brand image is a vital asset for any company limited, as it directly influences how the business is perceived by customers, investors, and competitors. A strong and positive brand image fosters trust, enhances credibility, and creates a sense of value in the minds of consumers, which can lead to increased customer loyalty and repeat business. In competitive markets, brand image acts as a key differentiator, helping a company stand out from similar offerings. Market factors such as customer expectations, cultural preferences, social trends, and competitive pressure significantly impact the development and effectiveness of a brand image. Companies that actively manage their brand reputation in alignment with these market dynamics are better positioned to capture and retain market share. Furthermore, a well-established brand image can support premium pricing, attract high-quality talent, and create resilience during market downturns. Therefore, cultivating a strong brand image is not just a marketing strategy but a fundamental component of long-term business success. (Park, C. W., Jaworski, B. J., & MacInnis, D. J., 1986).

(vi) Customer Satisfaction

Importance of customer satisfaction is extremely important because it is the way of getting feedback from the customers in a way that they can use it to manage and improve their business. Customer satisfaction is the best indicator of how the business looks like in the future. Customer satisfaction helps in doing SWOT analysis that could help them to develop their business in an advance and in a systematic way. Besides this, it will also help in making the right decision to use the appropriate resources while manufacturing the products. Similarly, it maintains the relationship with the existing customers and also creates the possibility to acquire others. (SSRS research 2016.) When products are bought customers expect perfection instead of quantities. There are varieties of products that are similar in the market and sometimes it is difficult to distinguish which one is qualitative and durable. This is the great opportunity for the business organization doing marketing of their products and services to understand what exactly customers are seeking for. Customer satisfaction is a key indicator of the marketplace that evaluates the success of the organization. People have varieties of tastes and choices and therefore, satisfaction also differs from one person to another. It also may vary the expectation of the consumer depending on the option they may have, such as the national and international market (Kotler &

Keller 2006.) A technique for assessing the customer satisfaction should also have to go through the international market procedure to meet the requirement internationally. In the process, granting the satisfaction to the customer in both physical and technological aspects has changed drastically. However, there is still no method of measuring customer satisfaction. But the feedback from the customer can be taken as a crucial tool for measuring customer satisfaction. (European Institute of Publication Administration 2017.) On the other hand, it's cheaper to retain customers than acquire new ones. To make a customer's cost lot of money. Marketing team spends lots of money and time in convincing their excellence. Customer satisfaction is a primary aim of every company. Customer satisfaction ensures the customer wants to return to purchase the 19 service. Satisfied customers are more likely to recommend their friends and families which will help to grow the business. A totally dissatisfied customer decrease revenue, whereas satisfied customer has a positive effect on profitability. (Customer Satisfaction and Customer Loyalty, 2017)

2.4 Review of Empirical Studies

Numerous empirical studies have explored the role and effectiveness of the marketing mix often referred to as the 4Ps (Product, Price, Place, and Promotion)—in shaping consumer behavior and influencing organizational performance. These studies offer valuable insights into how businesses strategically utilize the marketing mix to achieve competitive advantage and customer satisfaction.

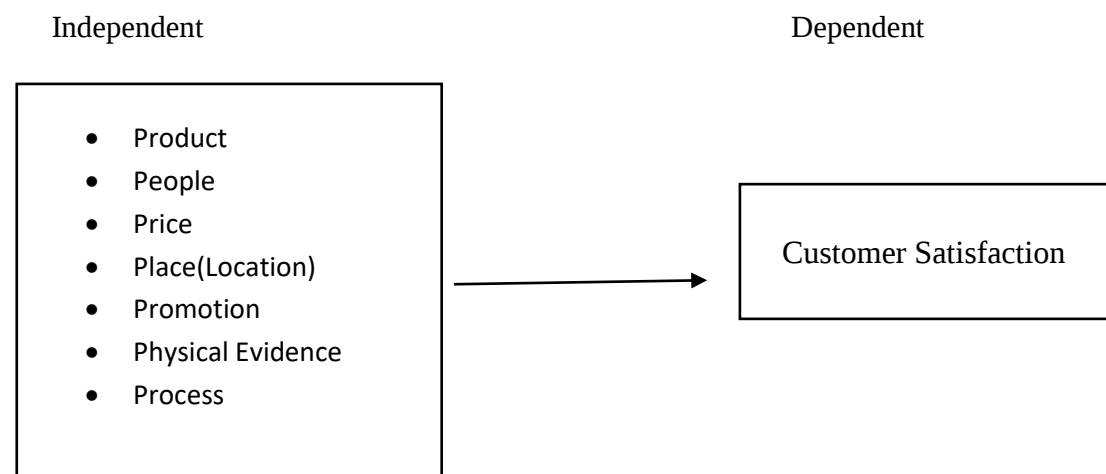
A study by (Kotler,P and Keller, 2016)emphasized the significance of tailoring the product element to meet customer expectations, demonstrating that product quality and innovation are strongly linked to customer loyalty and market share growth. Similarly, research by (Amin ,M,Isa,Z and Fontaine, 2011)examined the impact of pricing strategies on consumer purchase decisions and found that perceived price fairness significantly affects customer retention in competitive markets.

Place or distribution strategies have also received considerable empirical attention. For example, a study by) (Berman and Evans, 2023) showed that effective channel management and logistical efficiency contribute directly to higher customer satisfaction and operational profitability. Furthermore, promotional strategies—both

traditional and digital—have been widely researched. According to a study by Belch and (Berman, 2018), integrated marketing communications, particularly through digital platforms, have become increasingly effective in building brand awareness and consumer engagement.

In addition, studies have indicated the need to extend the traditional marketing mix to include three more Ps—People, Process, and Physical Evidence—especially in the services sector. Zeithaml, Bitner, and Gremler (2017) demonstrated that customer interaction with service personnel, the efficiency of service delivery, and tangible cues (like facilities and branding) play crucial roles in customer satisfaction and loyalty.

Figure (2.1) Conceptual Framework of Siripipatthanakul et al.



Source: Siripipatthanakul, 2021

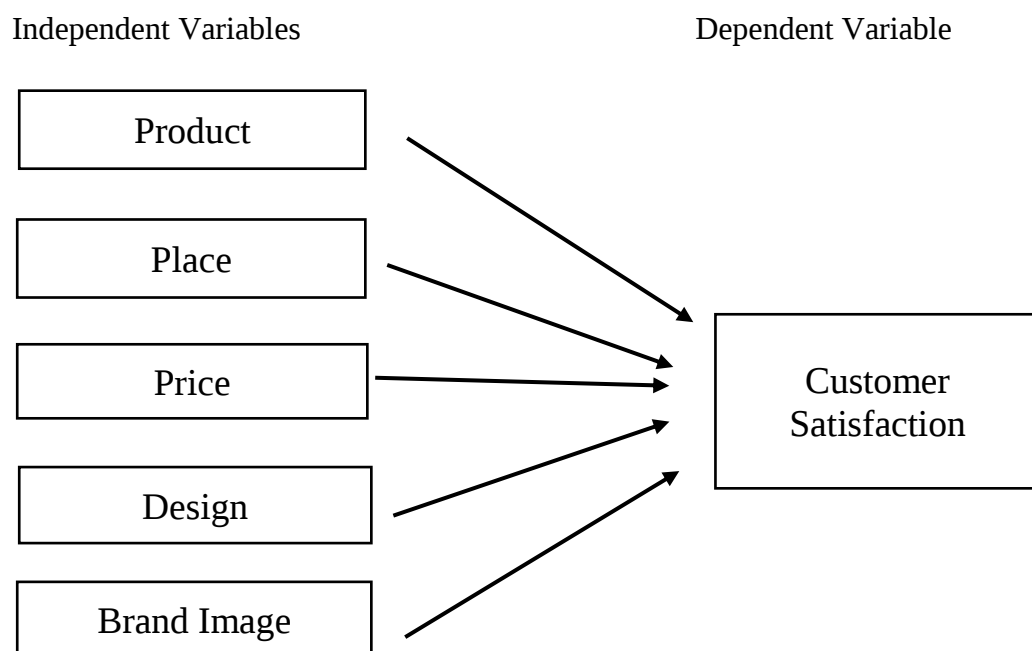
The findings of the study pointed out that process is the most significant predictor, followed by people, price, product (services), physical evidence, and place (location), respectively. Only promotion is not significantly influenced patient satisfaction.

According to the study of (Siripipatthanakul, 2021), The study investigates the service marketing mix (7Ps) affecting patient satisfaction in clinics, Thailand. The service marketing mix includes people, price, place(location), promotion, product (services), process, and physical evidence whereas the outcome variable is patient satisfaction. The link between variables to see the increasing marketing mix practices to respond to patients' needs and expectations were tested.

2.5 Conceptual Framework of the Study

The conceptual framework of this study is based on key dimensions of customer satisfaction theory, which includes product quality, service quality, price fairness as the main independent variables influencing the dependent variable, customer satisfaction. These factors were selected based on a review of relevant literature and their relevance to the motorcycle industry. The framework illustrates the relationship between these variables and how they collectively contribute to customer satisfaction with Honda motorcycles in Kayin State. The model guided the development of the research instrument (questionnaire) and provided a structure for analyzing the data. By using this framework, the study aims to identify which factors have the greatest impact on customer satisfaction and offer insights for improving customer service and loyalty in the context of Honda's operations. This study only focused on the marketing factor (product, place, price, design, brand image). The conceptual framework of the study is shown in the following Figure (2.2).

Figure (2.2) Conceptual framework of the study



Source: Own complication Base on previous study

According to Figure (2.2), this study focused on marketing factor of the Honda Company Co.Ltd and their effects on customer satisfaction. This above framework shows that relationship between independent and dependent variables. Based on the

overall review of related previous researchers and theoretical frameworks, the conceptual model at shown in Figure (2.2) developed. Customer satisfaction is dependent variable, while the marketing factor product, place, price, design and brand image as independent variables. This study presented that marketing factor of Honda Company has positive and significant relationship with customer satisfaction.

CHAPTER III

METHODOLOGY

This chapter mentions the analysis of the research and methodology. This describes the research design and data collection methods. The chapter specifically describes the sample of the study reflecting on the respondents' biographical information, the measurement tool used, the reliability-related questions, the process followed to gather the data, and the statistical methods used to evaluate the data.

This study employed a quantitative research methodology to assess customer satisfaction with Honda Company in Kayin State. . This research design and methodology also shows how the research outcome at the end will be obtained in line with meeting the objective of the study (Sileyew, 2019). Quantitative research is concerned with the facts or responses of participants (Mabaso & Dlamini, 2018).

The research design was descriptive in nature, aiming to gather measurable data that reflect customer perceptions, expectations, and overall satisfaction. Data were collected using a structured questionnaire developed specifically for this study. The questionnaire was distributed both online via Google Forms and in printed format, ensuring accessibility for respondents with varying levels of digital access. The target population consisted of Honda motorcycle users within Kayin State. A non-probability convenience sampling method was used to select participants, focusing on current users who were available and willing to respond. The collected data were then analyzed using statistical tools to identify key factors influencing customer satisfaction and to draw meaningful conclusions relevant to the company's service performance.

3.1 Research Method

The research method adopted for this study is a quantitative approach, aimed at systematically measuring customer satisfaction with Honda motorcycles in Kayin State. A survey-based method was utilized, using a structured questionnaire as the primary data collection tool. This method was chosen for its effectiveness in capturing standardized responses from a large number of participants. The questionnaire was distributed through Google Forms and also delivered in printed form to reach a broader audience, including individuals with limited internet access. The data

collected were numeric in nature, allowing for statistical analysis to identify patterns and relationships related to customer satisfaction levels. This method provided a clear and objective basis for evaluating customer perceptions and drawing conclusions relevant to the research objectives.

3.2 Research Design

This study employed a descriptive research design to examine customer satisfaction with Honda motorcycles in Kayin State. Descriptive research is appropriate for gaining an accurate and detailed understanding of the current status of a phenomenon—in this case, customer satisfaction. The design focused on collecting quantifiable data that reflect customers' experiences, perceptions, and opinions regarding product quality, service, and overall satisfaction. A structured questionnaire was used to ensure consistency in responses, and data were gathered through both online (Google Forms) and offline (printed questionnaires) methods. The research design allowed for the identification of trends and factors influencing customer satisfaction, providing a solid foundation for practical recommendations to Honda Company for service improvement.

3.3 Data Collection Method

To gather relevant data for this study, a combination of digital and physical data collection methods was employed. A structured questionnaire was developed and distributed using Google Forms to reach a broad audience conveniently and efficiently. In addition, printed copies of the questionnaire were directly delivered to Honda Dream motorcycle users to ensure participation from individuals who may have limited access to digital platforms. This dual approach facilitated the collection of comprehensive and diverse responses, enhancing the reliability and representativeness of the data. The collected data will be summarized in SPSS Software 26.

This study utilizes secondary data obtained from a wide range of credible sources, including academic textbooks on marketing, previously published theses, peer-reviewed scholarly journals, and reputable online publications. These sources were carefully selected to ensure the reliability and relevance of the information gathered. To analyze the relationships among the variables under investigation, the study employs multiple regression analysis, a robust statistical method commonly

used to determine the strength and nature of the association between one dependent variable and several independent variables.

3.4 Ethical Consideration

In conducting this research on customer satisfaction with Honda Company in Kayin State, all ethical guidelines were strictly followed to ensure the rights and well-being of participants. Respondents were clearly informed about the purpose of the study, and their participation was entirely voluntary. Before completing the questionnaire, participants were assured of the confidentiality and anonymity of their responses. No personal or sensitive information was collected, and all data were handled with strict privacy. Participants were also informed that they could withdraw from the study at any time without any negative consequences. The data collected were used solely for academic research and securely stored to prevent any misuse. This study complied with the ethical standards set by the academic institution and respected the cultural and social context of the local community in Kayin State.

CHAPTER IV

ANALYSIS AND RESULTS

This study explores the customer perception and satisfaction of Honda Dream motorcycle. To gain the objectives of this study, the data was analyzed by using SPSS. For this purpose, customer perception and satisfaction are measured by the responses from 180 Honda Dream motorcycle users in Kayin State, Myanmar. The main purpose of this chapter is to analyze the impact of marketing factors on customer satisfaction of Honda Company Limited.

The analysis of the collected data revealed significant insights into how marketing factors influence customer satisfaction. Demographic information showed that most respondents were young adults, indicating that the product appeals to a relatively youthful market segment. Descriptive statistics highlighted product quality and brand image as the most highly rated factors, suggesting that customers place strong importance on reliability and brand trust. Correlation and regression analyses confirmed that product quality had the strongest positive relationship with customer satisfaction, followed closely by brand image. In contrast, promotional efforts showed a weaker influence. These findings were supported by qualitative feedback from interviews, where participants emphasized consistent product performance and brand reputation as key reasons for their satisfaction and continued use. Overall, the results indicate that improving product quality and enhancing brand perception are essential strategies for increasing customer satisfaction and loyalty.

4.1 Reliability Test of the Variables

The reliability of the scales used in the questionnaire can be examined by using the Cronbach's alpha reliability test. In this study, customer perception on Honda company Ltd such as product, place, price, design, brand image and customer satisfaction are measured. Each factor includes different number of items and each item is measured on five point Likert scale. A scale consists of more than one item. Only when items within the scale are internally consistent, they can be reliable. Because of Cronbach Alpha value can be interpreted as a correlation coefficient, it ranges in value from 0-1. Cronbach's Alpha value near to zero indicates low reliability while the values close to one indicate high reliability. Cronbach Alpha value is a

measure of internal consistency. If Alpha value is equal or more than 0.7, this variable is accepted as a reliability variable. The summary of the reliability test based on Cronbach Alpha coefficient for the scale items in the study are mentioned in the table 4.1.

Table (4.1) Reliabilities Analysis

Sr.No	Variables	No .of Items	Cronbach's Alpha
1.	Product	7	0.802
2.	Place	7	0.761
3.	Price	7	0.645
4.	Design	7	0.756
5.	Brand Image	7	0.769
6.	Customer Satisfaction	10	0.823

Source Survey Data (2025)

According to the table (4.1) the five factors (product, place, price, design, brand image) were treated as the independent variables, and customer satisfaction was the dependent variable. It is found that, all Cronbach's Alpha values are greater than 0.6. Thus, it can be expected that the scale used in this study are producing highly reliable data.

4.2 Analysis of Customer Perception on Marketing Factor and Customer Satisfaction

This section presents the mean value of the perception towards marketing factor of the respondent concerned with Honda Company Limited. The five point Likert scale questionnaire is used to measure the customer perception level of the following factors. The marketing factor includes product, price, place, design, brand image. The value for the were given as; 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly agree. Thu, the mean value of each statement can range between 1 and 5.

Product

The descriptive analysis of the customer perception on product of Honda Company Limited including means, standard deviation of each statement for product of Honda Company Limited are also mention in table (4.2.1).

Table (4.2.1) Customer Perception on Product Factors

Sr. No	Statement	Mean Value	Std. Deviation
1.	I buy Honda Dream motorcycle products because of the best quality.	3.91	0.492
2.	Honda Dream motorcycle product is a luxury product.	3.95	0.399
3.	Honda Dream motorcycle are durable.	3.98	0.128
4.	Honda Dream seating is comfortable for short and long rides.	3.61	0.713
5.	Honda Dream motorcycle product give unique satisfaction than other	3.58	0.858
6.	Honda motorcycle product is fuel efficient, lightweight and fast.	3.64	0.737
7.	Honda Dream motorcycle are a type of motorcycle that I can't get enough of.	3.76	0.545
	Overall Mean	3.77	

Source Survey Data (2025)

According to table (4.2.1) the overall average means value is 3.85 from the finding. We can see the respondents have positive view on product of Honda Dream motorcycle. Among the product statement, the customer have higher positive perception on the best product quality.

Place

The descriptive analysis of the customer perception on place of Honda Company Limited including means, standard deviation of each statement for place of Honda Company Limited are also mention in table (4.2.1).

Table (4.2.2) Customer Perception on Place Factors

Sr. No	Statement	Mean Value	Std. Deviation
1.	Honda Dream motorcycle showroom are located in easily reachable location.	3.86	0.623
2.	Honda Dream motorcycle spare parts are also available in an easily reachable location.	3.83	0.479
3.	Honda Dream motorcycle repair servicing shop are also in an easily reachable service	3.84	0.482
4.	It is easy to get information about Honda on official website.	3.49	0.815
5.	Honda supply spare part timely to various markets.	3.44	0.827
6.	I only buy motorcycle in the showroom that suit my personality.	3.89	0.442
7.	Customer can easily find new product on Honda official Page.	3.46	0.899
	Overall Mean	3.68	

Source Survey Data(2025)

Seven items were used to measure place factors, as shown in Table (4.2.2). According to table (4.2.2), the overall average means value is 3.68 from the finding. We can see the respondents have positive view on place of Honda Dream motorcycle showroom. Among the place statement, the customer have higher positive perception on the Honda Dream(NCX) motorcycle showroom and spare part and servicing shop are located in easily reachable place.

Price

The descriptive analysis of the customer perception on price of Honda Company Limited including means, standard deviation of each statement for price of Honda Company Limited are also mention in table (4.2.3).

Table (4.2.3) Customer Perception on Price Factor

Sr. No	Statement	Mean	Std. Deviation
1.	The price of Honda Dream (NCX) motorcycle is reflection of its quality.	3.90	0.450
2.	The value of Honda Dream (NCX) products is acceptable as a pricing method.	3.58	0.731
3.	Honda Dream (NCX) price is higher than other competitor.	3.89	0.630
4.	Is the price different from the same Honda motorcycle in urban versus rural areas?	3.57	0.872
5.	Honda Dream (NCX) has the reasonable price to purchase.	3.71	0.705
6.	The price is secondary in my purchase decision	3.70	0.739
7.	Honda Dream has a good price to resell.	3.89	0.642
	Overall Mean	3.74	

Source Survey Data (2025)

According to table (4.2.3) the overall average means value is 3.74 from the finding. We can see that the respondents have positive view on the pricing element of Honda Dream motorcycle. Among the price statement, the customer has higher positive perception and it's mean that there is an acceptable price on the Honda Dream (NCX) motorcycle.

Design

Design factor were measured with seven items. The descriptive analysis of the customer perception on design of Honda Company Limited including means, standard deviation of each statement for design of Honda Company Limited are also mention in table (4.2.4).

Table (4.2.4) Customer Perception on Design Factor

Sr. No	Statement	Mean	Std. Deviation
1.	The product design of Honda Dream(NCX) is very unique	3.80	.522
2.	I buy the products because they put their logo on the product.	3.61	.696
3.	Honda Dream motorcycle Design is my favorite design.	3.76	.745
4.	The color of Honda Dream(NCX) is attractive	3.71	.681
5.	Honda Dream(NCX) design is suitable for all age.	3.93	.491
6.	The design of Honda Dream motorcycle is simple and attractive.	3.86	.718
7.	The design of the Honda Dream make it convenient to ride in urban or rural	3.97	.512
	Overall Mean	3.8	

Source Survey Data (2025)

According to table (4.2.4) the overall average means value is 3.8 from the finding. We can see the respondents have positive view on the design of Honda Dream motorcycle. Among the design statement, the customer have higher positive perception on Honda product design that is simple, attractive and suitable for all age to riding.

Brand Image

Brand image factor were measured with seven items. The descriptive analysis of the customer perception on brand image of Honda Company Limited including means, standard deviation of each statement for brand image of Honda Company Limited are also mention in table (4.2.5).

Table (4.2.5) Customer Perception on Brand Image Factor

Sr. No	Statement	Mean	Std. Deviation
1.	Honda Company Limited has a good brand image.	3.91	.413
2.	I always satisfied and loyalty on Honda Brand.	3.83	.612
3.	Honda integrates innovation and technology into its products.	3.75	.548
4.	Honda's brand image reflect modern advancements and adaptability to trends.	3.75	.558
5.	Do you trust Honda as a dependable and trustworthy brand?	3.69	.735
6.	Honda is the top brand to compare similar motorcycles in terms of performance and comfort.	3.74	.655
7.	Higher quality and durability of the motorcycle promote Honda Dream Brand Image.	3.88	.488
	Overall Mean	3.79	

Source Survey Data (2025)

According to table (4.2.4) the overall average means value is 3.79 from the finding. We can see the respondents have positive view on the brand image of Honda Dream motorcycle. Among the brand image statement, the customer has higher positive perception on Honda Company Limited is a good and trustworthy brand.

Tabel (4.3) Analysis of the Overall Values of Customer Perception on Marketing Factor

Sr. No	Statement	Overall Mean Value
1.	Customer perception on product.	3.77
2.	Customer perception on place.	3.68
3.	Customer perception on price.	3.74
4.	Customer perception on Design.	3.8
5.	Customer perception on brand image.	3.79

Source Survey Data (2025)

According to Table (4.3), generally, the respondent have positive or high perception on all five factors because the mean value of these factors are higher than 3. So, all marketing factor reach the agreement level on customer perception. Among them, design factor has the maximum mean value. This factor contains the main point

to get customer satisfaction. According to the result, customer satisfied on design because Honda Dream motorcycle has the simple , unique and attractive design and its suitable for all age of customer to riding. Among above five factors, place factor has the minimum mean value but it reaches to the agreement level. According to the result, Honda motorcycle service center and showroom and spare part shop should more located in easily reachable place and they should supplies Honda related spare part timely in the various market. . Honda company should launch their new product and update new information needs to be made available to customers the Honda official page.

(4.4) Customer Satisfaction on Marketing Factor of Honda Dream Motorcycle

The customer satisfaction on Honda Dream motorcycle is examined. The five point Likert scale questionnaire is used to measure the customer satisfaction level of the following factors. The value for the were given as; 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree,5= Strongly agree. Thus, the mean value of each statement can range between 1 and 5.

Customer satisfaction factor were measured with ten items. The descriptive analysis of the customer satisfaction on Honda dream motorcycle including means, standard deviation are also mention in table (4.4).

Table (4.4) Analysis of Customer satisfaction on Honda Dream motorcycle

Sr. No	Statement	Mean	Std. Deviation
1.	I satisfied on Honda Dream motorcycle branded.	3.91	.492
2.	I believe Honda Dream motorcycle has the higher quality.	3.95	.399
3.	I feel comfortable using Honda Dream motorcycle.	3.98	.128
4.	There are many brands of motorcycle, but Honda Dream motorcycle have unique features	3.61	.713
5.	I would be willing to buy products related to Honda Dream motorcycle.	3.58	.858
6.	I would give priority to buying Honda Dream motorcycle, if I had to buy motorcycle.	3.64	.737
7.	I would recommend Honda Dream motorcycle to others if I had the opportunity.	3.76	.545
8.	I would prioritize Honda Dream motorcycle when other brands launch the same price.	3.77	.667
9.	I feel excited for Honda Dream new model	3.71	.544
10.	I am satisfied with the over all Honda Dream (NCX) motorcycle.	3.96	.348
	Overall Mean	3.787	

Source Survey Data (2025)

Ten items were used to gauge overall customer satisfaction with the marketing factor, as shown in Table (4.4). The respondents' level of agreement was indicated by the overall mean customer satisfaction value, which was 3.787. Therefore, the customer have positive perception toward and are satisfaction on overall Honda Dream motorcycle. Among the customer satisfaction statement, the item that had the highest mean values, showing customer feel comfortable and satisfied on using Honda Dream motorcycle ,had a level of agreement of 3.98.On the other hand, had a minimal mean value of 3.58 but displayed an agreeable level. The respondents are hence less interested in buying product related Honda Dream motorcycle.

4. 5. Multiple Regression Analysis of Customer Satisfaction on Marketing Mix

Regression analysis have been conducted to meet the research objective of this study. The multivariate regression model is used to analyze the impact of customer perception on customer satisfaction of Honda Dream motorcycle. The results of the regression analysis among each value of customer perception and average value of customer satisfaction are described in the Table (4.5).

In the regression test, the strength of the relationship between the dependent variable and independent variables in the equation is the correlation coefficient, R, and is always a vale between -1 and 1, inclusive. The regression coefficient is the slope of the line of the regression equation. When the regression formula is $Y = a + b_i X_i$; where b_i are the regression coefficient that represents the rate of change of one variable Y as a function of changes in the other X_i values.

The regression test are presented in Table (4.5). The correlation coefficient or coefficient of determination, R value, signifies the correlation between independent variables (average value of customer perception) and dependent variable (average values of customer satisfaction) .The R square value is 0.922 and the adjusted R square value is 0.920. The adjusted R square value indicates the proportional of variance in dependent variable average value of customer satisfaction) that is predicted by 7 perception value(independent variable). In this case , it can be interpreted that 92% of the variation in customer satisfaction is caused by changes in independent variables; Average value of 5 perception on Honda Dream motorcycle, The regression model can be written as;

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$$

Where Y is for average value of customer satisfaction, dependent variable of regression model, a is the regression constant of the equation, X_1 average value of product, X_2 is for average value of place, X_3 is for average value of price, X_4 is for average of design and X_5 is for average of brand image, which are independent variables or predictors, b_1 is the regression coefficient for product, b_2 is the regression coefficient for place, b_3 is the regression coefficient for price, b_4 is the regression coefficient for design and b_5 is the regression coefficient for brand image.

According to Table (4.5) product and price have significant positive relationship with customer satisfaction because their significance values are less than 0.01 and 0.1. However, place, design, and brand image has no significant relationship with customer satisfaction because its significant value is greater than 0.1. Since, $b_1(0.845)$, $b_3(0.054)$, which are regression coefficient of the model and the regression equation is;

$$Y = (0.845) X_1 + (0.054) X_3$$

Table (4.5) Multiple Regression Analysis of Customer Satisfaction on Marketing Factor

Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
(Constant)	0.484	0.132		3.677	0.000		
Product	0.845	0.020	0.949	42.819	0.000	0.913	1.095
Place	0.021	0.018	0.025	1.133	0.259	0.929	1.077
Price	0.054	0.020	0.059	2.669	0.008	0.927	1.079
Design	0.015	0.020	0.016	0.729	0.467	0.892	1.114
Brand Image	0.018	0.021	0.019	0.884	0.378	0.959	1.043
R	0.960						
R ²	0.922						
Adjusted R ²	0.920						
F Value	4.280						
Durbin-Watson	1.631						

Source Survey Data (2025)

Significant at the 0.01 level and significant at the 0.1 level

As regression coefficient of product (0.845) is significant at the significance level of 1%, it implies that customer satisfaction increases by 0.845 units if product increase by one unit. As regression coefficient of price (0.054) is significant at the significance level of 10%, it implies that customer satisfaction increases by 0.054

units if price increase by one unit. However place, design and brand image has no significant relationship with customer satisfaction because their significant values are greater than 0.1.

According to (CFI Team), A rule of thumb is that Durbin Watson test statistic values in the range of 1.5 to 2.5 are relatively normal (Team, 2015). Durbin Watson value is 1.631 which is between 1.5 and 2.5, there is no autocorrelation. All tolerances are more than 0.1 and all VIF values are less than 10. Therefore, there is no multicollinearity between independent variables.

The study's findings demonstrated that Honda Company Limited's product, and price have a significant and favorable association with customer satisfaction. The remaining elements of the marketing factor (place, design and brand image) did not significantly affect Honda Company Limited's customers' pleasure.

CHAPTER V

CONCLUSION

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

5.1 Findings and Discussions

According to the study's analysis, its goal was to assess respondents from Honda Company Limited's perceptions of the marketing factor and how it affected customer satisfaction. In order to accomplish this goal, a sample of 180 Honda Dream motorcycle user in kayin state, Myanmar are chosen. Following a review of the study's theoretical and conceptually related literature, respondents' perceptions of the marketing factors were shown to be significantly correlated with customer satisfaction. Five-point Likert scale structured questionnaires were used to collect the essential data for the study, which was conducted in order to measure all of the study's variables.

Based on the analysis of demographic parameters, it is evident that the majority of respondents are of the male gender. The greatest segment of responders is between the age range of 31 to 40 years old. Therefore, it could be concluded that middle productive age year people were more riding Honda Dream motorcycle. Furthermore, the majority of the participants in the study possess are unmarried employees. Because, in Kayin state, motorcycle are the main of ease transportation and most of employees used it for daily commute.

Regarding with the product factor, customers were most satisfied on the product of Honda Company Limited. Especially, the best quality, luxury and durable product, comfortable, lightweight and fast gave customers unique satisfaction. According to the multiple regressions, the result stated that there was significant relationship between product factor and customer satisfaction.

Regarding with the place factor, customers were most satisfied on the location of Honda Dream motorcycle showroom and services shop which had located at easier reachable place. Although the customers satisfied on these factors, multiple regressions stated that there was no significant relationship between place factor and customer satisfaction.

Regarding with the price factor, customers were most satisfied on Honda Company Limited .Because, most of customers assume that the product quality and pricing is reasonable acceptance. According to the multiple regressions, the result stated that there was significant relationship between product factor and customer satisfaction.

The result of the design factor, customers were most satisfied with the simple and unique design. Honda put (Dream) logo on their motorcycle product is attractive and design suitable for all age gave customers satisfaction. While simple designs are currently favored by most customers, there is a risk that they may be perceived as monotonous or uninspiring over time. Although the customers satisfied on these factors, multiple regressions stated that there was no significant relationship between design factor and customer satisfaction. (Thar, 2022)

Regarding with the brand image factor, customers were most satisfied on Honda Company Limited brand image. Most of customers trust and love Honda brand. According to the multiple regressions, the result stated that there was significant relationship between product factor and customer satisfaction. (Shwe, 2023)

5.2 Suggestions and Recommendations

This study's goals were to investigate Honda Company Limited's marketing factor operations and evaluate consumer satisfaction .To enhance customer satisfaction, Honda should continue to improve the quality, performance, and durability of the Honda Dream motorcycle. As this model is widely used for daily commuting, especially in developing markets, maintaining fuel efficiency, low maintenance costs, and strong engine reliability is critical. Honda should consider integrating basic smart features, such as a digital meter or mobile phone charging port, to add value while keeping the product practical for everyday users.

Accessibility plays a major role in customer satisfaction. Honda should expand its dealership and service center networks, particularly in rural and semi-urban areas where demand for the Honda Dream is high. Mobile service units, improved spare parts availability, and trained local technicians can significantly improve customer trust and satisfaction. Additionally, offering an online platform for booking test rides, service appointments, and viewing product details can enhance the overall buying experience.

Affordability is a major factor for the target market of Honda Dream users. Honda should ensure competitive pricing by controlling production costs while maintaining quality. Offering flexible financing options, such as low down payments and monthly installments, would make the Dream more accessible to low- and middle-income buyers. Special offers for students, delivery drivers, or loyal customers can also help drive sales and brand loyalty.

Although the Honda Dream is known for practicality, its design can still be enhanced to increase customer appeal. Small upgrades such as sportier styling, LED headlights, alloy wheels, and vibrant color choices can make the bike more attractive, especially to younger buyers. Ergonomic improvements—like a more comfortable seat and better suspension can further improve the riding experience, especially for long commutes or rough roads.

Honda should continue to strengthen the Honda Dream's brand image as a reliable, economical, and trustworthy motorcycle. Marketing campaigns should focus on real-life testimonials, community stories, and long-term performance records of the Dream. Sponsorship of local events, road safety programs, and partnerships with rider communities will help Honda maintain a strong emotional connection with its customers. Building this trust and value will ensure long-term satisfaction and brand loyalty.

To enhance customer satisfaction, Honda Company Limited must strategically align its marketing efforts with customer expectations by optimizing product quality, pricing, distribution (place), design aesthetics, and brand image. By delivering reliable, innovative, and value-driven vehicles at competitive prices, while ensuring strong brand appeal and accessibility across markets, Honda can deepen

customer loyalty and attract new buyers. A comprehensive, customer-centric approach across all marketing dimensions will allow the company to stand out in a highly competitive automotive industry.

5.3 Suggestion for Further Study

This study focuses exclusively on the marketing factor and customer satisfaction at Honda Dream motorcycle. To ensure sustained customer satisfaction and market competitiveness, further study is needed to understand evolving consumer preferences, particularly in different geographic and economic segments. Research should focus on how users perceive the Honda Dream in terms of performance, fuel efficiency, comfort, and durability, especially in rural and high-usage environments. Gathering real-world feedback through surveys, interviews, and ride-along studies can help Honda identify specific areas where product enhancements are needed, such as ride comfort, braking systems, or added features like digital meters or mobile charging ports.

Additionally, a comprehensive study is required to evaluate the effectiveness of current marketing, pricing, and distribution strategies for the Honda Dream. Investigating why customers choose (or avoid) the Dream over competitors, and how they experience the purchasing and after-sales process, will provide valuable insights for improving customer satisfaction. Further analysis of brand perception, dealer support quality, and financing accessibility will also support Honda in crafting more targeted and impactful marketing approaches, especially in rapidly growing or underserved markets.

References

- Amin ,M,Isa,Z and Fontaine. (2011). The Role of customer satisfaction in enhancng customer loyalty in Malaysian retail Banking. *Business and Social Science*, 57-66.
- Anca E.Cretu, R. J. (n.d.). *Business brand management*. Retrieved from <https://www.emerald.com/insight/content>
- Berman. (2018). *An integrated marketing communications perspective* (11th ed.).
- Berman and Evans. (2023). Retail Management. In 12th (Ed.).
- Charltons. (n.d.). <https://www.charltonsmyanmar.com/myanmar-economy/hotels-and-tourism-in-myanmar/>. Retrieved from www.charltonsmyanmar.com: <https://www.charltonsmyanmar.com/myanmar-economy/hotels-and-tourism-in-myanmar/>
- C-hesion. (2024, March). DESIGN. *WIKIPEDIA*. Retrieved from <https://en.wikipedia.org/wiki/Design>
- Customer Satisfaction and Customer Loyalty*. (2017).
- Ellering, N. (2022, December 15). What is the Marketing Mix. *CoSchedule*. Retrieved from CoSchedule: <https://coschedule.com/marketing/marketing-mix>
- Franklin, A. (2024, Jul 23). *Zendesk*. Retrieved from <https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/>
- Franklin, A. (2024, July). *Zendesk Blog*. Retrieved from <https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/>
- Franklin, A. (2024, July). *Zendesk Blog*. Retrieved from <https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/>
- Hanlon. (2021). The essential guide to marketing principles and strategies. Retrieved from <https://www.smartinsights.com/>
- Khanal, J. (2018, November 30). Influence of affective, cognitive and behavioral intention on customer attitude towards coffee shops in Norway:Comparative study of local and international branded coffee shop. *Master Thesis*.
- Kotler, P. (n.d.). *SPRINGER NATURE*. Retrieved from <https://link.springer.com/>

- Kotler,P and Keller. (2016).
- McNamee. (2020). The role of branding in modern marketing.
- NEWSCHOOL. (n.d.). Retrieved from <https://newschoolarch.edu/>
- Nigel Hill,Greg Roche,Rachel Allen. (2007). In *Customer Satisfaction*. Retrieved from https://www.google.com.mm/books/edition/Customer_Satisfaction/
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 135-145.
- Prakshi. (2018). Customer satisfaction and brand loyalty: A study of marketing strategies. New Delhi.
- PrincingHUB. (n.d.). Retrieved from <https://www.pricinghub.net/>
- San, A. N. (2019). Consumer Attitude and buying behavior of ABC convenience stores in Yangon . (*Doctoral dissertation,MERAL Portal*).
- Sandhe, A. (2019). The Effect of Consumer Attitude On Purchasing Intention for organic products. *International Journal of Reserarch-Granthaalayah*, 7(2), 1-9.
- Shaharudrn. (2024, Apr 17). Simpu. (<https://www.simpu.co/post/factors-that-influence-customer-satisfaction>).
- Shein, E. T. (2020). Factors Influencing Online Buying Behavior Of Men's Skincare Products in Myanmar. (*Dectoral dissertation ,MERAl Portal*).
- Shwe, T. (2023, August). THE EFFECT OF MARKETING MIX ACTIVITIES ON.
- Siripipatthanakul. (2021). In *The impact of marketing mix on consumer buying decision, A study in Thai retail businesses* (pp. 45-55). Retrieved from <https://doi.org/10.xxxx/jmmr.2021.XXX>
- TaiPei. (2005, Oct). customer statisfaction. Retrieved from <https://www.apo-tokyo.org/wp-content/uploads/2014/07/pjrep-0023.pdf>
- Team, C. (2015). *Durbin Watson Statistics*. Retrieved from <https://corporatefinanceinstitute.com/resources/data-science/durbin-watson-statistic/>
- Thar, M. (2022). *THE EFFECTS OF MARKETING MIX ON CUSTOMER SATISFACTION OF ROYAL JOB EMPLOYMENT SERVICE COMPANY LIMITED*.
- Ulrich, K. T., & Eppinger, S. D. (2016). *Product Design and Development* (6 ed.).
- UNWTO. (2020). <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>. Retrieved from www.unwto.org/tourism-and-covid-19-economic-impacts

unprecedented-economic-impacts: <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>

WENQING, S. (2024). *Effect on Marketing Mix and Brand Image on Customer' Purchase Retension.*

Yelkur. (2000). Customer satisfaction and the services marketing mix. *Journal of Professional Services Marketing*, 105-115.

Zaw, L. S. (2022). Consumer Attitude and Their Buying Behavior Towards Suzuki Automobile (Doctoral dissertation,MERAL Portal).

Zhang, B., Zhang, Y., & Zhou, P. (2021). Consumer attitude towards sustainability of fast fashion products in the UK. *Sustainability*, 13(4), 1646.

QUESTIONNAIRE

Impact of marketing factor on customer satisfaction of Honda Dream motorcycle in Kayin State, Myanmar

Dear My Honorable Guests, I am BBA student at SWISS SCHOOL OF BUSIESS RESEARCH (SSBR). I would be very pleased and thankful if you could help to answer my survey questions for thesis. The purpose of this questionnaire is “**Impact of marketing factor on customer satisfaction of Honda Dream motorcycle in Kayin State, Myanmar**”. Your cooperation is greatly appreciated .All the information you provide will be kept confidential and used only for academic research only and is anonymous, never open to the public, so please feel free to fill out the questionnaire. Your response is important. Thank you for your time and I sincerely would like to thank you in advance for your contribution to fill this questionnaire.

Part (I) Demographic Characteristics

1. Gender

- ☐ Male
- ☐ Female
- ☐ Other

2. Age (Years)

- ☐ Under 20
- ☐ 21 – 30
- ☐ 31 – 40
- ☐ Over 40

3. Marital status

- ☐ Single
- ☐ Married
- ☐ Other

4. Occupation

- ☐ Student
- ☐ Employee
- ☐ Own business
- ☐ Other

Part (II) Marketing Factor

Please check the degree that best describe you're agree or disagree with the statements in the following, Please tick (✓) one of the boxes that best fit your level of agreement with each statement; (1 = Strongly Disagree , 2 = Disagree , 3 = Neutral , 4 = Agree , 5 = Strongly Agree)

1.Product

Sr. No	Particulars	1	2	3	4	5
1	I buy Honda Dream motorcycle products because of the best quality.					
2	Honda Dream motorcycle product is a luxury product.					
3	Honda Dream motorcycle are durable.					
4	Honda Dream seating is comfortable for short and long rides.					
5	Honda Dream motorcycle product give unique satisfaction than other					
6	Honda motorcycle product is fuel efficient, lightweight and fast.					
7	Honda Dream motorcycle are a type of motorcycle that I can't get enough of.					

2.Place

Sr. No	Particulars	1	2	3	4	5
1	Honda Dream motorcycle showroom is located in easily reachable location.					
2	Honda Dream motorcycle spare parts are also available in an easily reachable location.					
3	Honda Dream motorcycle repair servicing shop are also in an easily reachable service					
4	It is easy to get information about Honda on official website.					
5	Honda supply spare part timely to various markets.					
6	I only buy motorcycle in the showroom that suit my personality.					
7	Customer can easily find new product on Honda official Page.					

3.Price

Sr. No	Particulars	1	2	3	4	5
1	The price of Honda Dream (NCX) motorcycle is reflection of its quality.					
2	The value of Honda Dream (NCX) products is acceptable as a pricing method.					
3	Honda Dream (NCX) price is higher than other competitor.					
4	Is the price different from the same Honda motorcycle in urban versus rural areas?					
5	Honda Dream (NCX) has the reasonable price to purchase.					
6	The price is secondary in my purchase decision					
7	Honda Dream has a good price to resell.					

4.Design

Sr. No	Particulars	1	2	3	4	5
1	The product design of Honda Dream (NCX) is very unique					
2	I buy the products because they put their logo on the product.					
3	Honda Dream motorcycle Design is my favorite design.					
4	The color of Honda Dream (NCX) is attractive compared to other brands.					
5	Honda Dream (NCX) design is suitable for all age.					
6	The design of Honda Dream motorcycle is simple and attractive.					
7	The design of the Honda Dream make it convenient to ride in urban or rural					

5. Brand Image

Sr. No	Particulars	1	2	3	4	5
1	Honda Company Limited has a good brand image.					
2	I always satisfied and loyalty on Honda Brand					
3	Honda integrates innovation and technology into its products.					
4	Honda's brand image reflect modern advancements and adaptability to trends.					
5	Do you trust Honda as a dependable and trustworthy brand?					
6	Honda is the top brand to compare similar motorcycles in terms of performance and comfort.					
7	Higher quality and durability of the motorcycle promote Honda Dream Brand Image.					

Customer Satisfaction

Sr. No	Particulars	1	2	3	4	5
1	I satisfied on Honda Dream motorcycle branded.					
2	I believe Honda Dream motorcycle has the higher quality.					
3	I feel comfortable using Honda Dream motorcycle.					
4	. There are many brands of motorcycle, but Honda Dream motorcycle have unique features					
5	I would be willing to buy products related to Honda Dream motorcycle.					
6	I would give priority to buying Honda Dream motorcycle, if I had to buy motorcycle.					
7	I would recommend Honda Dream motorcycle to others if I had the opportunity.					
8	I would prioritize Honda Dream motorcycle when other brands launch the same price.					
9	I feel excited for Honda Dream new model					
10	I am satisfied with the over all Honda Dream (NCX) motorcycle.					

Thank you so much for your kind participation.