



**THE IMPACT OF MARKETING MIX ON CUSTOMER
SATISFACTION TOWRDS MYANMAR PLAZA SHOPPING
CENTER IN YANGON**

A Thesis Presented

by

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**THE EFFECT OF SERVICE QUALITY ON CUSTOMER
LOYALTY (STUDY ON THE CUSTOMERS OF A PLUS DIGITAL
WALLET OF A BANK, YANGON)**

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ABSTRACT

The primary purpose of this study is to find out the influence of marketing mix on customer satisfaction toward Myanmar Plaza shopping center. The primary and secondary data was gathered using convenience sampling method by distributing questionnaires to 384 respondents. Then, the data was analyzed using analytical method. It is found that the results of correlation revealed that marketing mix (7Ps) have positive relationship with the customer satisfaction. It is proven that the 7Ps marketing mix of price, promotion, people, process and physical evidence have significant influence on customer satisfaction toward Myanmar Plaza shopping center in Yangon. The rest of product and place of the 7 Ps do not have significant influence on customer satisfaction of Myanmar Plaza Shopping Center individually. According to the results, the business should emphasis more of the marketing mix for the organization success.

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CHAPTER I

INTRODUCTION

Yangon is the biggest city in Myanmar where there are many shopping malls selling good quality products, coupled with food and entertainment. Although Yangon is not a well – known place for shopping, you should not miss the joyful experience of shopping in this city. Here, you can find unique products at reasonable price, ranging from silverware, handicrafts, antiques, gems or traditional clothing. The increasing number of shopping malls in Myanmar needs to maintain and grow their customers. Shopping malls' single best method to satisfy and loyalty the service quality is recognized by the shopper's views. The importance of a shopping center is mainly for people to get out of the house for a while and do something entertaining. Shopping centers can provide the best shopping experience such as social gatherings, entertainment, product launches, promotions and festivals. The events list at shopping centers goes on and on for any, particular, person to be entertained for a number of hours. Any shopping center can be a great place to hang out with friends and family, eat, shop, relax and more. Moreover, shopping malls provide the opportunity to send the ladies to look at makeup, perfume of clothing. The gentleman can look at electronics and sports equipment and so on. Malls can be very helpful because all the needs are in one building. Shopping malls tend to be a major tourist attraction. The mall can be more convenient, for a tourist, to have one central location to do all their shopping: rather than to have driven many miles just to buy different types of products for their personal needs.

Shopping malls are experiencing stiff competition both locally and globally hence the need to devise a strategy for competitiveness and survival. One such strategy is the marketing mix strategy. Marketing mix strategy is a business tool applied by the management of organizations which enable them to remain in the global competitive environment. Marketing mix strategy refers to the seven major areas of decision making in the marketing process that is combined and mixed to gain the results desired by the organization, to satisfy the needs and wants of customers and in order to get customer loyalty.

Marketing mix strategy involves a set of organized, specific marketing tools which a company utilizes to raise desired feedback from its planned market. It

includes all the activities than an organization can do to increase the demand of the product or service. Beckwith, (2001) according to, these key elements of marketing mix strategy include product, price, place and promotion, generally applied in the marketing strategy of tangible goods. The service marketing mix on the other hand adds three more elements into the marketing mix, that is process, people, and physical evidence (Chai lee Goi, 2009). In the modern concept, marketing mix extends up to seven elements, which are people, promotion, price, place, process, product and physical evidence. Goi, (2009) notes the need for marketers to manipulate the marketing mix in a competitive environment to ensure that customers are satisfied and to become the loyalty customers.

Consumer satisfaction is the appraisal of customers towards the items or administrations of a brand and their enthusiastic responses with respect to the capacity of that brand in satisfying a portion of their needs and wants (Hansemark and Albinsson, 2004). Consumer satisfaction likewise joins learning the desire for the client on how the merchandise and enterprises are being encouraged by the associations. It is in general examination of the experience of the general buy and utilization with the great or administration after some time (Fornell, 1996). Kristensen et al. (2000) expressed consumer satisfaction is an evaluative reaction of the item buy and utilization experience coming about because of an examination of what we expected and what we got.

Customer loyalty can be defined as repeat purchase behavior, which is influenced by a customers' favorable attitude toward a product or service Kotler & Keller, (2009). Customer loyalty is the customer continuous purchasing behaviors of the merchandise or service of a certain company (Day, 2007; Griffin, 2006). Oliver, (2019) according to, customer loyalty has been defined as a customer deep commitment to patronize product or service frequently in future, thereby causing repetitive same-brand despite situational influences and marketing efforts having the potential to cause switching behavior.

Shopping mall is an important part of consumers' lives and it is repeatedly changing, making the exploration and understanding of this field important in order to create a good shopping experience, achieve customers' satisfaction and customer loyalty. Shopping mall customers visit shopping malls not only to search for products, but also they view these shopping mall visits as an entertainment activity that provides fun and pleasure. Shopping mall customers tend to engage in various

activities when visiting shopping malls. According to (Kim, Ji Wan: Lee. Freddy; Gu, Suh. Yong, 2015) today's customers tend to purchase products while spending time in a shopping mall, which includes a combination of shopping and culture, rather than just going to a mall for the sole purpose of purchasing goods, and this has already become a lifestyle.

The existence of shopping centers is more common and also the content of that many shopping malls are similar to each other. The growth rates among Yangon shopping centers are greater than in many years and the already existing shopping malls becomes much larger. All the new planned shopping malls are relatively large at its size and already established malls meet development by also expand and extend in 2015. This study focuses on the reality of the use of marketing mix tools (7Ps), in Myanmar Plaza international retail shopping center and its influence on customer satisfaction.

1.1 Background Information of the Study

A lot of shoppers start to think that there is nowhere else to go but shopping malls. With the high demand from the market, shopping centers are tightly competing on how to get the satisfaction the customers. Shopping centers have celebrated with big promotions, big events, frequent engaging digital activities and many other activities. This is what the competition is all about, how to make a better and greater marketing strategy. The famous marketing mix strategy, customer satisfaction has taken place to force out the competition.

Previous studies have shown that when choosing a shopping center, customers consider the size and location of the shopping center. (Hassan, 2012) indicated that loyal customers are the key factor of success in all organizations". (Khadka, 2017) pointed that it is costly to gain a new customer than to retain the current customer. The other customers will be encouraged by loyal customers to buy from your company. (Tjan, 2015) conducted with the aim to find out the impact of marketing mix the 7Ps (as one of the most famous marketing tools) on customer loyalty towards shopping mall. The research explored that product, place, promotion and physical evidence has significant effect on customer loyalty towards Plaza Indonesia. The shopping malls are operating in a highly competitive environment which requires effective management in order to achieve customers' loyalty.

Success in the competitive market has never been regarded as a truism. Successful retailers need to be able to deliver the right flow of customers and to generate satisfaction amongst the customers – these loyal customers are protecting retailers from competitors in a long-term relationship. Myanmar Plaza is Yangon's first international retail shopping center experience, intelligently designed and managed retail spaces to meet the needs of international brands, hypermarkets, department stores, as well as local and international food and beverage outlets. Myanmar Plaza aims to take the retail experience in Yangon to new heights. This international retail shopping center needs to analyze its marketing mix and customer satisfaction for sustainable competitive advantages. Therefore, this study aims to explore the marketing mix (7Ps) on customer satisfaction towards Myanmar Plaza Shopping Centre in Yangon.

1.2 Problem Statement of the Study

The current market economy in Myanmar is also very competitive. Today, businesses are working for comprehensive development in Myanmar. In doing so, social welfare activities, small and medium enterprises (SMEs) have also developed. Many successful businesses have sprung up after this development. Among the many successful businesses, Myanmar Plaza Shopping Center is a successful business.

Myanmar Plaza is Yangon's first international retail shopping center experience, intelligently designed and managed retail spaces to meet the needs of international brands, hypermarkets, department stores, as well as local and international food and beverage outlets. Myanmar Plaza aims to take the retail experience in Yangon to new heights.

Myanmar Plaza is Yangon's first international retail shopping centre experience and also the winner of "Best Retail Development" at Myanmar Property Awards. Conveniently located next to the ever-so-serene Inya Lake, Myanmar Plaza is home to an array of fashion shops for various chic and stylish products, world-renowned beauty & cosmetic brands from all over the world. Over 200 of intelligently designed and managed retail spaces enjoy benefits from the foot traffic from the Grade A offices, five-star hotel and residences. Connecting a variety of international cuisines, cafés, entertainment, sports and jewellery stores, we together weave an unforgettable retail ambience for everyone. With never-ending brand promotions,

family-friendly atmosphere and entertainment activities, Myanmar Plaza is more than a shopping destination.

Shopping centers play a key role in retail markets of Yangon. Yangon is a city that is located in Myanmar. It is the capital of the Yangon Region. It was formerly the capital city of the country through 2006. The city has a population of over 5.7 million in 2024 and then leading to a significant increase in population. As the population density rises, the use of vehicles also rises. People in Yangon spent about 4 hours a day in traffic. As the traffic is getting worse, people tend to stay in their office or shopping center longer rather than facing the traffic on the street. Moreover, people only want to go to public parks or shopping centers where they can get around for leisure with family and close friend. Shopping centers are convenient for everyone. There will always be parking and lots of places to eat. It provides a place from heat, humidity and rain, and the many entertainments options like cinema, playground kid zone.

Shopping centers in Yangon including Myanmar Plaza Shopping Center are now competing extremely on their marketing strategy in order to satisfy the satisfaction of the customers, therefore the competition is so rigid. To force out competition, this study is conducted with the objectives to explore shoppers' perception on the marketing mix (7Ps) Myanmar Plaza Shopping Center and to examine the influence of its marketing mix (7Ps) on customer satisfaction.

1.3 Research Objectives of the Study

This study focuses to analyze the influence of marketing mix (7Ps) on customer satisfaction towards Myanmar Plaza Shopping Center in Yangon. The objectives of the study are as follows:

- (1) To explore customer perceptions on marketing mix (7Ps) of Myanmar Plaza Shopping Center in Yangon
- (2) To analyze the relationship between marketing mix (7Ps) and customer satisfaction towards Myanmar Plaza Shopping Center in Yangon
- (3) To examine the influence of marketing mix (7Ps) on customer satisfaction towards Myanmar Plaza Shopping Center in Yangon

1.4 Research Questions of the Study

The research questions of the study are as follows:

- (1) What are customer perceptions on marketing mix (7Ps) of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (2) What is the relationship between product quality and customer satisfaction of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (3) What is the relationship between price and customer satisfaction of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (4) What is the relationship between place and customer satisfaction of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (5) What is the relationship between promotion and customer satisfaction of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (6) What is the relationship between physical evidence and customer satisfaction of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (7) What is the relationship between process and customer satisfaction of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (8) What is the relationship between people and customer satisfaction of Myanmar Plaza Shopping Center in Yangon, Myanmar?
- (9) What is the influence of marketing mix 7Ps on customer satisfaction towards Myanmar Plaza Shopping Center in Yangon?

1.5 Scope and Limitation of the Study

This study focuses on the impact of marketing mix on customer satisfaction of Myanmar Plaza Shopping Center, in Yangon, Myanmar. This study only focuses on factors of customer satisfaction such as products, place, price and promotions, physical evidence, process and people. In this study, descriptive research and analytical research are employed.

The structured questionnaire was used to collect the primary data from participants. Five-point Likert Scale measurement was used to find out the agreeable level of respondents in order to achieve the above objectives of the study. The survey is made during in June (last week) to July (first week) 2024. Survey questions are taken from consumers who are using the internet of Myanmar Plaza Shopping Center in Yangon, Myanmar. This research uses both primary and secondary data. Basic data were collected by users using Myanmar Plaza Shopping Center in Yangon using questionnaires formed in a convenience sampling method. This research is based on the data received from 384 respondents. Descriptive and analytical research methods

are used to investigate the relationship between the marketing mix factors: A Case Study of Myanmar Plaza Shopping Center in Yangon, Myanmar. The secondary data is collected from articles, journals, websites, textbooks and other resources. In addition, the variables used in this study are seven-dimensional; product quality, price, place/location, promotion, physical evidence, process and people only.

1.6 Organization of the Study

This research paper is divided into five chapters. Chapter One is an introductory chapter that covers the background information of the study, problem statement of the study, the research objectives of the study, research questions of the study, the scope and limitation of the study and organization of the study. In Chapter two, literature review analyzes marketing mix, elements of marketing mix (7Ps) such as product, price, place, promotion, physical evidence, process and people, review of empirical studies, customer satisfaction and conceptual framework of the study. It explains theories and previous research on the impact of market expansion components on customer satisfaction. Finally, the theoretical framework of the study is described. The third chapter describes a research methodology that explains the various methods and techniques used in this research. Research topics and research procedures are mainly covered in this section. In addition to research methods, this section also covers procedures for data collection and data analysis and interpretation. In Chapter four, analyzes the marketing mix (7Ps) on Myanmar Plaza's customer satisfaction level in Yangon, Myanmar. Chapter five concludes the research with findings and discussions, suggestions and recommendations, limitations of the study and suggestion for further studies.

CHAPTER II

LITERATURE REVIEW

This chapter presents a literature review to highlight and emphasize the secondary data from the journal, websites, and other articles related to the study topic. Recent research and references were reviewed in the context to re-engage an overview of how other researchers in the related field evaluate the impact of marketing mix strategy on customer satisfaction. This chapter outlines two main theories used as the basis to conduct this study, those are the theories of marketing mix (7Ps) and customer satisfaction. Moreover, a conceptual framework for this study has been formulated and presented based on the relevant literature reviews.

2.1 Marketing Mix

The marketing mixes has many elements, these elements can be specified according to the main goal of the organization, the main elements of the marketing mixes refer to the 7‘P’s (product, price, place or location, and promotion, physical evidence, process and people), these marketing mix may strengthen the customer satisfaction's level (Shayan & Iscioglu, 2017) .

The marketing mix is defined by the use of a marketing tool that combines a number of components in order to become harden and solidify a product’s brand and to help in selling the product or service. Product-based companies have to come up with strategies to sell their products, and coming up with a marketing mix is one of them. A marketing mix is a set of marketing tools or tactics, used to promote a product or service in the market and sell it. It is about positioning a product and deciding it sell in the right place, at the right price and right time. The product will then be sold, according to marketing and promotional strategy. The components of the marketing mix consist of (7Ps) Product, Price, Place, and Promotion, Physical Evidence, Process and People.

However, nowadays, the marketing mix increasingly includes several other Ps for vital development (Sudari, Tarofder, Khatibi, & Tham, 2019). A marketing Mix is a group of companies working to promote their offers to target markets in order to gain customer value (Londre, 2017).

If a company wants to be successful in these competitive environments and globalization, then it should keep its basic ingredients diversified and unique. Also, this is one way of getting a competitive advantage over competitors (Setiono, 2019).

Marketing activity is the basis of business activities where a company can get sales revenue and profit from marketing activities. A marketing mix can be also described as a set of controllable marketing features where a firm applies to reach a desired response on the targeted market called as (7P's), i.e., Marketing, being Product, Price, Promotion, Place, Physical Evidence, Process and People and these elements will end up to customer satisfaction and loyalty (Malelak, 2021). Marketing mixes have been considered to have a significant impact on marketing for firms that are engaged in providing service to customers (Mulyana, 2018).

The marketing mix is related and combine to establish the product's position within its target markets (Azhar, 2018). Marketing Mix can increase customer satisfaction and increase Vertical Sales and Horizontal Sales in the long run. Business providers need to focus on the customers' needs and preferences to maintain and retain the long-term relationship. In order to make customers satisfied, business providers must know the elements in the marketing mix that they need to practice to attract customers (Hanbolooki, 2017). This study focuses on four elements of the marketing mix to be studied as factors affecting customer satisfaction, namely product quality, price, place (Location), promotion, physical evidence, process and people.

According to (Philip Kotler, Gary M. Armstrong, 2010) the marketing mix is one of the most famous marketing terms. The marketing mix is the tactical or operational part of a marketing plan. Marketing is a focused set of activities and steps remembered by customers, helps build relationships with them, and benefits the organizations (Al-Debi & Ashraf, 2014). According to Othman et al. (2018) by applying marketing mix practices organizations achieve their objectives through making their sales and profits. This is accomplished through the 7Ps of the service marketing mix ("product, price, place, promotion, process, people, and physical evidence"). Upon understanding the marketing mix elements, businesses and organizations can influence their existing customers to carry on their business to compel and drag their customers to buy and rebuy the mall services or a package from them and not their competitors (Khan & Shambour, 2017).

(Zenithaml & Bitner, 2010) proposed the concept of traditional marketing mix consisting of 4P, namely Product, Price, Place and Promotion. For marketing services,

an expanded marketing mix for service is needed by adding elements of non-traditional marketing mix, namely people (people), physical evidence and process so that they become 7 elements (7Ps). It is clear that the activity of marketing a product is influenced by the interaction of the seven marketing mix variables above.

According to Kotler (2000), satisfaction can be understood as an individual's emotional response of either pleasure or disappointment, which arises from the comparison between a product's perceived performance or outcome and the individual's expectations. Furthermore, according to Yi (1990), customer satisfaction is a comprehensive result that arises from the perception, appraisal, and psychological responses associated with the consumption experience of a particular product or service. According to Fournier and Mick (1999), customer satisfaction holds a pivotal position within the marketing concept. It is frequently observed that mission statements are formulated with a focus on satisfaction, marketing plans and incentive programs are devised to achieve satisfaction as an objective, and consumer communications prominently showcase accolades for satisfaction accomplishments in the marketplace. Ensuring consumer happiness is an essential prerequisite for healthcare professionals. The significance of satisfaction is evident in the decision-making process of patients and institutional healthcare service buyers (Woodside et al., 1989).

Customer satisfaction not only has a favorable effect on shopper retention and consumer loyalty, but it also plays a role in influencing the rates of shopper compliance with physician advice (Calnan, 1988). A shopper who is content with their experience has the potential to become a genuine champion for the malls, so providing a significant word-of-mouth endorsement (Winsted, 2000).

2.2 Elements of Marketing Mix (7Ps)

Marketing has been gaining a predominant role with the advent of mass production and globalization of economic activity. The manager today needs a thorough knowledge of marketing to perform their functions in an effective manner. Marketing establishes a vital link between an organization and its consumers. Marketing originates with the recognition of a need on the part of a consumer and terminates with the satisfaction of that need by the delivery of amusable product at the right time, at the right place and at an acceptable price. Marketing is a view point

which looks at the entire business process as highly integrated effort to discover, create, arouse and satisfy consumer needs.

Borden claims to be the first to have used the term “marketing mix” and that it was suggested to him by Culliton’s (2004) description of a business executive as a “mixer of ingredients”. However, Borden did not formally define the marketing mix; to him it simply consisted of important elements or ingredients that make up a marketing program (Rafiq and Ahmed, 2005).

McCarthy (2024) refined Borden’s (2005) acclaimed concept and defined the marketing mix as a combination of all of the factors at a marketing manager’s command to satisfy the target market. He regrouped Borden’s 12 elements to four elements or 4Ps, namely product, price, promotion, and place for a marketing manager’s command to satisfy the target market. Booms and Bitner (2000) added 3 Ps (participants, physical evidence, and process) to the original 4 Ps to apply the marketing mix concept to services (Goi, 2009). Further, we explore these 7Ps that will be examined in empirical research.

2.2.1 Product

Product, according to Kirkup and Rafiq (1999) as well as Warnaby et al. (2005), the variables classified under product are as tenant mix and entertainments. Tenant mix here means the variety of stores provided in the shopping center, tenant assortments or categories like fashion apparels, luxury brands, sports & lifestyle, furniture, etc. Shopping center entertainment can be classified into 3 general categories: special event entertainment, specialty entertainment and food entertainment. Special event entertainment are events that conducted in seasonal basis for short period of time, this includes fashion show, exhibition, etc. On the other side, specialty entertainment are permanent components of the retailing mix of a shopping center, this includes cinema, playground kid zone. While food entertainment refers to the range of eateries, cafes and restaurant at the shopping center.

The term "product" can be defined as the comprehensive range of supplementary services that a supplier can incorporate into their product offering. This is done with the intention of distinguishing their offering from that of their competitors, as seen by both potential consumers and distributors. According to Kotler and Keller (2012), numerous studies indicate that malls are poised to experience growth and emerge as very influential sectors in many developing nations.

There is a lack of adequate marketing efforts within the mall industry. The researchers reached the conclusion that malls generally lack a well-established marketing department, allocate insufficient funds to their marketing efforts, fail to effectively utilize strategic planning tools, and demonstrate limited awareness of the notion of branding within the mall industry (McCarthy, 1964). The mall facility in question has been a prominent subject of discourse over the course of the previous decade. According to Naidu (1993), products can serve as effective tools inside the sector to enhance profitability.

2.2.2 Price

Price, according to Kirkup and Rafiq (1999) along with Warnaby et al. (2005), the variables classified under price are parking fees (Fees occurred to acquire a parking lot for as long as the customers stay in the shopping center), transportation fees to the shopping center (Fees occurred when customers try to get to the mall), and time expended in getting to the shopping center. Customers still incur costs though no entrance fee or “Price” for using the facilities will be charged to the customers in the shopping malls. The costs including time and effort expended in acquiring the service, the parking fees involved and transportation fees to the mall. Some methods can be used to minimize the cost of access so as to retain the customers. Free bus services can help to make access as quick, efficient and cheap as possible. Free parking can also be a major attractive element to the customers to choose the shopping mall. Shopping mall manager should constantly obtain updated information in regard of the customer costs to the shopping centre which are competitive relative to other forms of shopping (Kirkup and Rafiq, 1999).

In their seminal work, Farley and Hogan (1990) expounded upon the significance of price as a critical area of specialization in the context of reducing mall costs. Malls that prioritize specialization often aim to decrease their pricing strategies in order to attract and retain customers. Additionally, they should strive to effectively integrate with other components of the marketing mix. The authors additionally assert that pricing within the mall industry is not primarily driven by the pursuit of maximum profitability, but rather by the objective of providing patients with high-quality services at a fair cost.

According to Marlowe (1989), pricing is an essential element of an effective marketing mix. In order to achieve success, it is imperative that individuals

collaborate harmoniously with the many components of the marketing mix. While price is a significant component of the marketing mix, its application as an administrative tool in the mall industry is considerably restricted. The individual made reference to the organizational framework and operational procedures within the mall, the inherent limitations in shopping expertise, and the challenges associated with accurately assessing expenses. The report provides an overview of both the mall industry and industries outside of mall.

According to Lovelock (2001), price is a vital component of the services marketing mix. Several academics have claimed that price is the sole component of the marketing mix plan that generates income for the firm, while all other elements are associated with expenses. The pricing strategy within the service sector exhibits a notable level of complexity, mostly attributed to the substantial similarity observed among various service groups and the shared nature of service delivery and operational systems (Kotler, 2011). The role of costs is of considerable importance in determining the pricing of mall services. Merely focusing on cost coverage is deemed inadequate given the mall's imperative to fulfill its financial goals and achieve profitability. Mall pricing strategy is often influenced by consumer price elasticity, in addition to considering costs. The concept of price elasticity of demand quantifies the degree to which the amount sought of a certain service is influenced by variations in its price. The segmentation strategy is based on the understanding that distinct consumer groups will assign varying levels of value to a service, hence necessitating the use of diverse pricing techniques. According to Booms and Bittner (1981).

2.2.3 Place

Place, as Kirkup & Rafiq (1999) as well as Warnaby et al. (2005) conceptualized the consumer marketing mix for managed shopping center, the variable classified under place are location (particular position or place) and accessibility (approaches to get to the location). The literatures always emphasize that location is the major and significant element causing the success of shopping centre development. Dawson (1983), as quoted by Kirkup and Rafiq (1999), explains that location is probably the single most important determinant of success for a shopping centre. According to Ghosh and McLafferty (1987), the shopping centres located at good locations can attract large numbers of customers and enhance potential retail

sales. Slightly location difference of shopping centres can have great effect on market share and profitability especially within the area with high level of competition.

Hanbolooki et al. (2017) pointed out that “Place (Location) refers to activities that are done to deliver a product or service to customers. Location or place in marketing activity is the activity in delivering products to the consumers, which also can be said that place helps the consumers reach or find the products. Companies need to manage the strategies location as well where consumers can find the products easily (Sudari, 2019).

To increase sales and connect with a larger audience, it is very important for the business to "see" potential customers. Location/Place play an important role in the success of a marketing strategy. Products, prices and promotions vary by location. If do not choose the right venue, the rest of you will not notice the effort. Therefore, to correct the marketing mix need to choose the shopping area very carefully. The branch offices should be a good place for customers to make payments easily and quickly. Proper location is important for the convenience of the customer, but also the retailer.

The organization must choose whether to sell directly to the persons or through the distributors. It can even plan to sell it directly to Customers (Raewf & Thabit, 2018). In marketing mix strategy, the distribution channel is an important part of providing specifications. A place is a market that is located or where a trader/seller sells or distributes goods or services that are available to consumers.

Alipour et al. (2018) explain that decisions for physical distribution decisions consider how orders are processed, where storage is located, how many preparations should be prepared, and how goods should be handled and transported. The location is defined as an integral part of the service, which involves service providers, intermediaries (agents) and the same service (in many cases). Therefore, in order to control and manage this process, companies need to develop appropriate marketing channels, to match the company's goals.

2.2.4 Promotion

Promotion is one of the 4 Ps of the marketing mix. It is a part of marketing communication that reaches your target market to gain awareness and foster conversation with prospects and customers.

Bahsri et al. (2019) quoted that “the promotion of the marketing mix is a tool that helps disseminate information, encourage the purchase and affects the purchase decision process”. Promotion is an activity in the offering, selling, and recognizing of the products to the consumers. Promotion must be attractive and can encourage the consumers to buy and consume the products as always.

Promotions not only save the economy for consumers but also have psychological benefits. Based on the theory of promotion theory and the characteristics of online shopping, the promotional benefits of this study include the cost savings and benefits brought by consumers from promotional activities. Sales promotion covers those sales activities that supplement personal selling and advertising co-ordinate them, and help to make them more effective. It also includes the content between the company and its contact between the company and consumers of its product for the purpose of maintaining consumer satisfaction.

Sales promotion has a significant impact on consumers’ brand choice, purchase time, and purchase quantity decisions. Sales promotion can be defined as offering some incentives that can increase consumer demand or improve the quality of the product. Sales promotion changes and contributions indeed can be identified much easily as compared to traditional advertising and quantified with figures and data. Sales promotion can affect the consumers’ buying decisions such as brand choice and brand switching. In other words, organizations use sales promotion as a tool that can convince the customer to purchase any product or service. Promotion is used to ensure that consumers are aware of the products that the organization is offering. The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the consumers (Mainardes & Vigna, 2019). Sales promotion has an important impact on customer satisfaction.

Promotion, marketing communication mix according to (Kotler, P., & Keller, K. L., 2009) consist of advertising, sale promotion, public relation, direct marketing, word-of mouth marketing, and personal selling. Communication strategies are essential for customer retention to the shopping centre. Kirkup and Rafiq (1999) elaborate this point that the success of a shopping centre requires a change in the customers’ shopping habits and communication is critical to encouraging and sustaining such change. Yavas (2003) illustrates that the shopping centre should engage in integrated communications campaigns including advertisements in the local media, publicity featuring testimonials from shoppers and news stories in the local

newspapers and TV stations to countervail the negative perceptions. Advertising through common media e.g. local press, TV, radio, posters, mail shots and cinema can directly pass the messages to the customers. According to Alexander and Muhlebach (1992), “promotion” represents the marketing communication of the product with the goal of generating a positive customer response.

2.2.5 Physical Evidence

In their seminal work, Zeithaml and Bitner provided a comprehensive definition of the concept in question. Physical evidence refers to the setting in which a service is provided and the space where interactions between the company and the consumer take place. It also encompasses any tangible items that aid in the execution or communication of the service. The customer takes into account several crucial criteria while making a purchase, including cleanliness, well-maintained facilities, comfortable seating arrangements, and ease of travel (Woodside et al., 1989).

According to Richard and Allaway (1993), the presence of high-quality facilities and services tends to significantly appeal to consumers. According to Baron and Harris (1995), the physical environment of a service, namely the manmade aspects, has a significant impact on customers' impressions of their service experience. The environmental aspects of the service encompass various factors, such as the prevailing ambient conditions (e.g., temperature, air quality, noise levels, background music), the arrangement and utilization of the physical space (including equipment, layout, and furnishings), and the presence of any visual cues, symbols, or artifacts.

In addition, the utilization of light, windows, and art contributes to the facilitation of the healing process. According to a study conducted by Ulrich in 1984, it was observed that patients who were situated in rooms with windows offering views of natural scenes exhibited reduced consumption of pain relief medication and experienced shorter durations of hospitalization, in contrast to patients with windows seeing a brick building wall.

Physical evidence, the variables classified as physical evidence are exterior design: Our design or appearance of the building. This includes the architecture, building materials and the interior design. This includes lighting, air-conditioning (temperature), floor, finishes, music, and the overall ambiance inside the shopping

center. The element of exterior design is now important to create image of the shopping mall and achieve high visibility through appropriate signage and lighting, which can draw more customers' attention to the mall. It can remind the customers the location of the shopping mall even when they have no immediate need to shop Alexander and Muhlebach (1992). Thus, the key function of this element is to attract more customers when the shopping mall can differentiate itself from other shopping malls through exterior design (Yuen, 2005).

2.2.6 Process

Process, according to Kirkup & Rafiq (1999) along with Warnaby et al. (2005), in shopping center context, process is classified as call center, maps, information points and guides. The element of customer service plays an important role to the customer retention of the shopping mall. According to Lichfield (1990), quoted by Kirkup and Rafiq (1999), the customer service can be distinguished to "relief" and "distraction" services. Both of them can enhance the process of shopping significantly. Relief services is referred to lighting, visual features, trolleys, seating, food outlets, toilets, and telephones, which can make shopping less tired and encourage a longer stay and greater expenditure. Distraction can be defined as a higher level of relief through creches, fixed toys and entertainment. In addition, tangible process services are critical like maps, guides and information points as well as services for particular consumer groups e.g. disabled parking area. All of them can be the basis of an effective differentiating tool and the significant attraction for the repeated customers.

According to Laing and McKee (2000), the processes is a vital component of the enlarged marketing mix in services, and it should be considered as a separate strategic aspect. The influence of the process on the first consumer decision to purchase a service and its impact on the level of customer satisfaction has been noted by Collier (1991). It is important to acknowledge that the process consists of three primary elements: the flow of operations, which can be either standardized or customized; the number of steps involved, which can range from simple to complex; and the level of customer participation. The process refers to the specific methods, techniques, and sequence of actions through which a service is supplied. It is categorized within the realm of operating systems. The customer's firsthand experience of the delivery process, or the operational flow of the service, provides

customers with tangible evidence upon which they can evaluate the service (Zeithaml et al., 2006).

2.2.7 People

People, according to Kirkup & Rafiq (1999) along with Warnaby et al. (2005), the variables classified under people are operational staff (i.e: doorman), cleaners, security officers and store staffs. This element is referred to all “participants” with whom the customers come into contact during service delivery. These participants include customer service staffs, operational staffs, cleaners, security officers, store staffs and other shoppers, who can affect the customer perception of the service. A friendly and consistent service of the operation staffs can build good image of the shopping mall. The quality and visibility of security staffs can provide symbols of reassurance Kirkup and Rafiq (1999). Yuen (2005) mentions that knowledgeable, efficient, effective management personnel and services can add significant value to the total service and establish customer loyalty as well as encourage repeat visits. This factor can make a good impression on the customers and encourage them to come back to the shopping mall.

Individuals have a vital role within service businesses, particularly in the context of service delivery, where they engage in contacts with customers. The significance of personnel, specifically customer contact workers, has been emphasized in service marketing as essential elements in the provision of a service of superior quality and in enhancing total customer satisfaction (Booms & Bitner, 1981).

The current state of people's involvement in service delivery exhibits significant variations across different service contexts. However, the mall industry is an area where professionals are widely recognized as being of significant importance. There is a prevalent argument that the total quality of service provided by organizations, such as mall services, is influenced by various factors, one of which is the nature of the customer- provider relationship. Storbacka et al. (1994) classified routine and critical interactions as routine and critical episodes. Customer connections encompass several forms of interactions, which vary in terms of their content, frequency, duration, and regularity. The physician possesses considerable autonomy in fulfilling customer demands, and the assessment of the relationship primarily relies on the dimensions of expertise and trustworthiness (Avlonitis & Indounas, 2005). The evaluation of experience qualities pertaining to mall services can only be conducted

during or subsequent to the consumption of those services. The evaluation of credence traits poses challenges, particularly in the context of post consumption of mall services (Ojasalo, 1999).

2.3 Customer Satisfaction

Companies develop products, and services with the goal to satisfy the needs of consumers (Armstrong & Kotler, 2017). Customer satisfaction has a positive relationship with increased cash flow and lowered market variability. Nonetheless, companies have to develop innovatively, and unique products compared to the competition in order to achieve a sustainable position on the market (Grinstein et al., 2017).

Customer satisfaction is a feeling that is felt by consumers after feeling between what he has received and the expectations he wants. Customers will feel satisfied if the value provided by the product or service can satisfy customers for a long time (Thakur, 2018). The importance of customer satisfaction is generally taken for granted, regardless of industry or organization. Customer satisfaction is a small but important piece of the larger customer experience your organization has created. Customer value will be satisfied with the products they use, and this satisfaction will lead to loyalty to these customers. This is consistent with the research finding that customer value affects loyalty through satisfaction (Kosasih, et al., 2021). If the customer perceives that the product's performance is not up to the level as they have expected, then the customer satisfaction level on that product is low. In other words, customer satisfaction is an outcome of what customers think will happen, compared to what they perceive happened. The degree of the gap between the two sides determines the level of customer satisfaction. Generally, customer satisfaction can be defined as a measurement of how happy or unhappy the customers are with the product or service. In addition to the customers' expectations, the elements of customer satisfaction also include their perceptions of the value and quality of the offerings from the business. The Customer Satisfaction Score (CSAT) is a key performance indicator of customer satisfaction. The goal of the CSAT is to determine how satisfied customers are with the services, goods, business, or customer service team. According to research revealed that customer satisfaction is very important.

2.4 Review of Empirical Studies

Several empirical studies of the marketing mix and loyalty have yielded that, the marketing mix has a positive influence on loyalty as evidenced from (Sylvia Tjan, 2015) research stating that 7Ps from Marketing Mix has proven to have a significant impact on customer loyalty from Plaza Indonesia. However, only products, locations, promotions and physical evidence have proven to have significant individual impact on customer loyalty from Plaza Indonesia. Whereas the research of (Raymon Sukamto, Daniel B. Lumintan,, 2015) showed that the simultaneous mix of marketing had a significant influence on customer loyalty mediated by customer satisfaction. However, only one element of the marketing mix where the product is not significant to Blackberry Indonesia customer loyalty.

Furthermore, research conducted by (Foster., 2010) shows that the greatest influence is the product, price, and place variables but on the physical evidence, process and human resources variables have a weak influence. Similarly, the research by (Johannes, et al., 2009),(Suhartono, Haryoso and, 2009),(Sudarsono, 2009), and Farida (2012) raised marketing mix, customer satisfaction, and loyalty. Consumers as variables in their research also get almost the same results, but what distinguishes them is the most dominant variable affecting the marketing mix variables that are used and examined to explain their effect on satisfaction and loyalty.

According to Wahab et al. (2016) place and promotion are the dimensions of the marketing mix and maintains a significant effect on costumer's satisfaction, while the dimensions of product and price do not have such effect. Previous studies are evident that promotion, people, process, physical evidence, product and place have significant positive effects on customer's satisfaction while price insignificantly or inversely affect the customer's satisfaction. Marketing among all other departments in an organization deals mostly, directly and indirectly with the customers, which is the simplest definition. On the other hand, the key purpose of the marketing is to retain the existing pool of customers and to attract new buyers to increase the pool of customers by delivering satisfaction. According to Nyarko et al. (2016) the travelling and telecommunication industry need to pay special attention to the marketing mix elements so that they could deliver and satisfy and increase their customer's loyalty.

Other researchers such as Ameer et al. (2015) investigated, and explored the dimensions of the marketing mix, and its influence on customers' loyalty in an Algerian Traveling and Telecommunication Company, and the result provided

positive evidence in terms of customer's loyalty. The objective of this study is to examine the relationship between the marketing mix elements and customer loyalty in Algeria Telecom company. Ameer et al. (2015) found that product, process, and promotion have a positive and significant effect on customer loyalty. According to Owomoyela and Oyeniya (2013), the element of marketing mix has a strong relationship with customer loyalty in Nigerian breweries in regard to original 4Ps. Kushwaha and Agrawal (2015) studied the 7Ps context and service marketing in banking and reported the significant effect of different factors such as physical evidence, people, process, and place, on customers' perception. Further investigations in empirical studies show a relationship with brand equity dimensions with the marketing mix.

Parasuraman et al (1994), match the point that service satisfaction and satisfaction with price were essentials in the overall satisfaction measurement. The measurements used in Hallowell's survey were fairly comprehensive; concluding that all the basics measured had an impact on overall satisfaction. But the service features of branch, staff and information were established to be more significant.

Reidenbach (1995) argued that customer value is a more viable factor than customer satisfaction because it includes not only the usual benefits that most wholesalers focus on but also a consideration of the price that the customer pays. Customer value is a dynamic that must be managed. Customer satisfaction is merely a response to the value proposition offered in specific products/markets (Reidenbach, 1995).

Reichheld (1996) suggests that unsatisfied customers may select not to defect, because they do not expect to receive better service in a different place. Furthermore, satisfied customers may search for other providers because they believe they might receive better service in another place. Conversely, keeping customers is also dependent on a number of other factors.

Levesque and McDougall (1996) comprehensively analyzed the effects of customer complaint handling, service quality, and service features on customer satisfaction in the Canadian wholesaling sector. Their result recommends that satisfaction determinants in wholesalers are driven by a number of factors including service quality dimensions. Key variables explain customer satisfaction in the service quality domain were – core and relational performance, problem encountered and satisfaction with problem recovery. The provider's contribution can also be expected

to affect customer satisfaction (overall) and continuing patronage. Levesque's and his colleagues (1996) survey indicated that the wholesaling features (e.g. location), the competitiveness of the wholesalers interest rates, the customers' judgments about the wholesalers employees' skills and whether the customer was a borrower were all factors that drove customer satisfaction, while wholesaler's features and competitive interest rates were important contributors. Conversely, this study did not categorically point out which had more influence; rather both core and relational issues were categorized as one for wholesalers to consider when satisfying customers.

Press and his colleagues (1997) noted that the issues most highly linked to overall satisfaction involve complaint management. Efficiently handling problems, being attentive to concerns, and being capable to resolve troubles over the telephone emerged as critically vital to wholesaler's customer satisfaction.

Tax and his colleagues (1998) used a four-item tool to measure satisfaction with complaint handling. In their experimental studies Smith and Bolton (1998) used a four-item (restaurants) and a one-item instrument (hotels) to determine cumulative satisfaction.

Kristensen, Juhl and Ostergaard (2001) calculated the relationship between customer satisfaction and customer loyalty in Danish retailing business using the European Customer Satisfaction Index (ECSI). The model links customer satisfaction to its drivers (e.g., customer expectation, perceived company's image, perceived quality and perceived value) and, in turn, to its consequences, specifically customer loyalty.

Deemas (2002) studied the satisfaction levels of a sample of customers of the Sharjah Cooperative Society (SCS). The primary part asked the respondents to provide universal background information (e.g., gender, age category, nationality and so on). The next part listed the 21 attributes and asked respondents to specify their satisfactions with each attribute using a 5-point Likert-type scale. The outcomes indicate that UAE nationals and Arabs are the most predominant in their contributions to overall satisfaction whereas non-Arabs are the lowest. In addition, the outcomes show no difference in the levels of customer satisfaction between men and women respondents. Dove and Robinson's (2002) study indicated that wholesaling customers have much superior satisfaction levels when they believe their troubles with the wholesalers have been resolved.

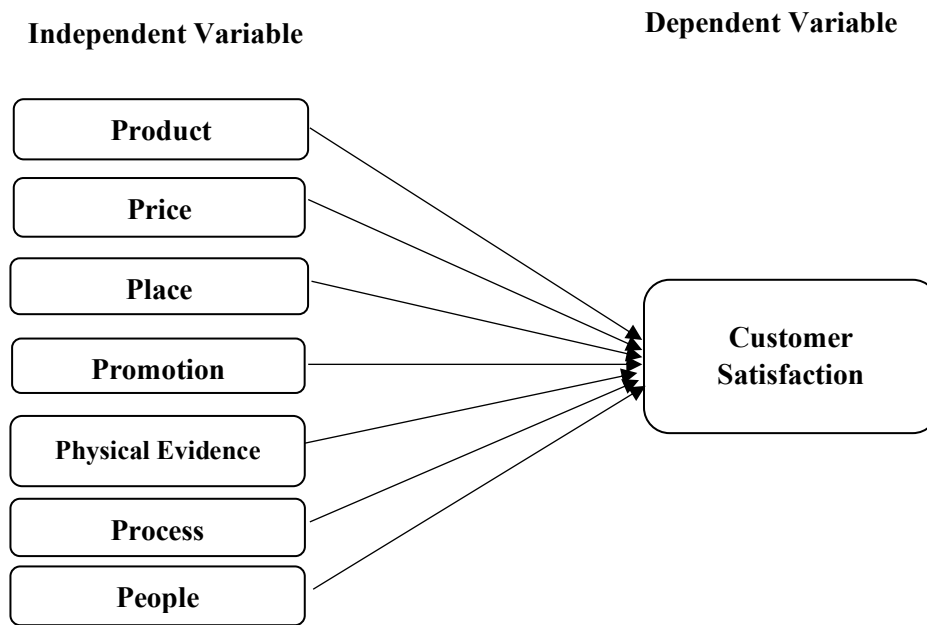
Hansen, Jensen, and Stubbe (2011) conducted a study to determine the level of supermarket customer satisfaction based on preferences such as quality. The study found that customers do not think traditional supermarkets offer high quality at low prices. If the theory holds true that lower quality results in low value perception, the perception of value within the survey group should have been lower as well. Further, the study indicated that low quality leads to lower value perception and, ultimately, lower overall satisfaction from customers. This research supports the notion that low quality affects the perception of value and that low ratings on quality and value result in low satisfaction ratings. Thus, if a retailer offers a lower price on the same quality, the perception of value should increase. Overall satisfaction has a direct correlation to quality, price, and loyalty (Allaway, Huddleston, Whipple, and Ellinger, 2011).

Further, Aghaei et al. (2014) examined the relationships of dimensions of marketing mix with brand equity. The findings of this research show significant, positive and worthwhile relationship of dimension of brand equity in chain stores with services in marketing mix. Seven mix factors had a positive, significant and directly connection with customer's loyalty in certain brands.

2.5 Conceptual Framework of the Study

The service marketing mix consists of seven essentials called Ps of product, price, place, promotion, physical evidence, process and people. All of which are examined as independent variables, while customer satisfaction is the dependent variable. These are aimed at examining the relationship between the marketing mix and customer satisfaction.

Figure (2.1): Conceptual Framework of the Study



Source: Own Compilation (2024)

This conceptual framework, as shown in Figure (2.1), shows the causality relationships among marketing mix and customer satisfaction. The conceptual framework intends to analyze the influence of seven independent variables on dependent variable. The even independent variables are product, price, place, promotion, physical evidence, process and people, and the dependent variable is customer satisfaction. The conceptual framework supposes that service marketing mix strategies have direct influence on customer satisfaction.

CHAPTER III

RESEARCH METHODOLOGY

The research methods must be appropriate to the objectives of the study. The scientific research method used for conducting this study is discussed in this chapter. Specifically, it describes the research methodology, design, various stages, and phases for data collection that need to be implementing for the objective of the study. This section presents the research method, research design and followed by questionnaires format, data collection, reliability analysis and data analysis.

3.1 Research Method

Since this study seeks to investigate the impact of marketing mix strategy on customer satisfaction of Myanmar Plaza Shopping Center in Yangon, a descriptive research method and a quantitative research approach were applied. The descriptive part is needed to describe and identify the research factors that impact customer satisfaction of Myanmar Plaza Shopping Center in Yangon. This research was conducted the variation in the customer satisfaction towards Myanmar Plaza Shopping Center as the dependent variable, as a result of the changes made on the independent variables, the 7Ps of marketing mix strategy. In the analytical part, the research model is being tested by examining the relationship between the marketing mix tools and the customer satisfaction. This study includes a quantitative approach that has been done through structured questionnaires that were distributed to the respondent to get the primary data. To obtain primary data, this study used a 5- point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.2 Research Design

Research design is a detailed plan for conducting a research study (Collis and Hussey, 2003). It is the clear objective derived from the research questions, determination, and statements for the general research approach or strategy adopted for the particular project. The research design provides an overall picture for data collection and analysis of a study. A research design is fundamentally a chosen plan for approaching particular research or study and it provides detail on the type of data collected and the techniques used in data collection.

To analyze the influence of marketing mix strategy on customer satisfaction towards Myanmar Plaza Shopping Center in Yangon, this study used a descriptive research method. This research is based on both primary data and secondary data to fulfill the objective of the study. Quantitative data is analyzed by using descriptive statistics and other standard quantitative methods. By using a quantitative approach, the primary data were collected through structured questionnaires from a sample of 384 customers.

3.3 Population and Sampling

In order to achieve research objectives, primary and secondary data was used in this study. The data was collected 384 shoppers from Myanmar Plaza Shopping Center in Yangon by using the convenient sampling method. The sample size of this study was made up of customers who have been demanding service from Myanmar Plaza Shopping Center in Yangon under study during data collection period. If the population is unknown, the sample size was determined using the Cochran's formula, which states as follow:

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

where, n= sample size

z = the standard normal deviation set at 95 % confidence level (1.96)

p = maximum variability of the population at 50% (i.e 0.5)

e = sampling error at 5%

$$n = \frac{(1.96)^2 0.5(1 - 0.5)}{(0.05)^2}$$

$$n = \frac{0.9604}{0.0025}$$

$$= 384.16$$

Therefore, the calculation of the sample size is 384 was collected from this research. For this purpose, a questionnaire was developed and validated. Data analysis

and conclusion was described in this study depend on the primary and secondary data. Secondary data was gathered from the text book, articles and journals, online sources, MBA thesis.

3.4 Questionnaires

To measure the research variables, this study used structured questionnaires from the previous studies. The variables were developed based on previous research by using a 5-points Likert scale ranging from 1 = strongly disagree to 5= strongly agree and comprised of three sections. The first part of the questionnaire includes the demographic characteristics of the respondents, the second part of the questionnaire consists of questions on dimensions of marketing mix strategy (7Ps) such as product, price, place, promotion, physical evidence, process and people.

The research questionnaires were developed based on previous research. All independent variables consist of 4 items and customer satisfaction with 7 items, respectively. The questionnaires for all independent and dependent have been adopted. For all the measures, respondents were asked to rate on a five-point Likert-type scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.5 Data Collection

The data collection includes two types of information such as primary data and secondary data. The primary data is the information being obtained directly from the first-hand sources which mean survey, experimentation, and observation and it was collected from the respondents. For primary data, conducting a survey is a more appropriate way for the study to generate a large amount of data. Thus, a survey method of data collection through questionnaires was used to collect the primary data for this study. To get the primary data, the Myanmar Plaza Shopping Center's shoppers at Yangon were studied by using survey method. All of 384 respondents were answered completely structured questionnaire with a five-point Likert scale was used for collecting the primary data. The first part of the questionnaire is concerning the demographic information of respondents. The second and third parts of the questionnaire focused on the marketing mix strategy (7Ps) and customer satisfaction. The secondary data were collected from previous research, textbook, websites, and published journals and articles. By applying a simple random sampling technique, questionnaires were distributed through a convenience sampling method. Respondents

were asked to rate each statement using Five Points Likert Scales of 1 to 5 ranging from strongly disagree to strongly agree. Analytical research method is used in this study.

3.6 Reliability Analysis

Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring. It was undertaken in order to test the internal consistency of the variables in the questionnaire. Then, Cronbach's alpha was selected to conduct the reliability test as it is the most common tool for internal consistency reliability coefficient in particular psychometric measurement. It tests to see if multiple question Likert scale survey are reliable. Cronbach's alpha told that the test is accurately measuring the variable of interest. (Tavakol and Dennick, 2011).

This study aims to explore the impact of marketing mix factors on customer satisfaction towards Myanmar Plaza Shopping Center in Yangon and to analyze the relationship between marketing mix and customer satisfaction. The survey question used for this study consists of three sections. Section one is the question for demographic information. Section two contains the questions for the marketing mix factors. In section three, the question for the customer satisfaction of Myanmar Plaza. The questions in section are closed question (i.e., the respondents are required to choose one or more out of given possible answers). Then, the questions in section two and three are measured with a five point Likert scale ranging from "strongly disagree to strongly agree" (1=strongly disagree to 5=strongly agree). In this study, reliability analysis is applied to test the internal consistency of the variables in the questionnaire.

3.7 Data Analysis

Data analysis is a research method for the objective, systematic and qualitative explanation of the clear content of a statement. The consequences and interpretation of data analysis provide crucial information for the study. The collected data through a structured questionnaire were analyzed using SPSS version 23. Both of analytical method and Linear Regression method were used in this study. Analytical research is used to describe characteristics of a population or phenomenon being studied.

3.7.1 Descriptive Analysis

The study performed a descriptive analysis of all demographic variables as well as all variables including independent and dependent variables. Descriptive statistics include the process of converting the bulk of raw data into tables, charts, frequency distributions, and percentages to describe the responses as it is a better method of presenting the findings of the study (Babbie, & Mouton, 2010). The mean, percentages, and standard deviation are the most used descriptive statistics and the results were presents in tables.

3.7.2 Correlation Analysis

Pearson's correlation coefficient statistical analysis was computed to determine the relationship between the variables and helped to show any correlations and variances. Pearson's correlation coefficient measures the strength and direction of a linear relationship between independent and dependent variables (Moinester & Gottfried,2014). In this study, the relationship between marketing mix and customer satisfaction towards Myanmar Plaza Shopping Center was analyzed by Person's correlation analysis.

3.7.3 Regression Analysis

Multiple linear regression analysis was applied on the influence of marketing mix strategy on customer satisfaction towards Myanmar Plaza Shopping Center in Yangon. The purpose of multiple regression analysis is to find the explanatory relationship of two or more independent variables toward one dependent variable. In this model, the independent variables will be marketing mix strategy (7Ps), while the dependent variable will be customer satisfaction. Further, this analysis may be used to show whether the relationship between variables is positive and negative. The model equation in multiple regression analysis is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$$

Where:

Y= dependent variable

X₁= independent variable

X₂= independent variable

β₀= constant, the value of Y when all X values are zero

β_n = the slope of the regression surface (The β represents the regression coefficient associated with each X_1)

ε = an error term, normally distributed about a mean of 0

Coefficient of determination test is used to know how well the variables fit in the regression model. In this test, the Adjusted R Square result shows how immeasurably the dependent variable can represent the independent variable. The more it closes to 100% the better the result is(Ghozli,2013). It means that the model fit.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

This chapter presents the analysis of collected data from the respondents. The analysis results were presented in tables and figures. Frequency distributions, percentages, and Pearson correlation analysis have been used to analyze the collected data. The major findings are briefly presented and discussed accordingly.

4.1 Profile of the Respondents

The survey is conducted questions to 384 of shoppers at Myanmar Plaza Shopping Center in Yangon. After survey, it is found that all of respondents were completed the questionnaires. According to the survey data, the respondent's personal (demographic) factors are classified into five categories such as gender, age, education, occupation, income level. All of these topics are discussed in the following tables. The data are presented in term of number and percentage of respondents as shown in table.

4.1.1 Gender of Respondents

The researcher sought to analyze the gender of the respondents. Findings revealed that 168 of respondents were male and 216 of respondents were female as shown in table 4.1 below. There are total of 216 respondents to the survey. In this study, female respondents are more than female respondents because female of the nature of the shopping which is more related to the female shoppers.

Table (4.1): Gender

Gender	Frequency (N)	Percentage (%)
Male	168	44
Female	216	56
Total	384	100

Source: Survey Data (2024)

4.1.2 Age of the Respondents

The researcher sought to analyze the age of respondents. Then six different types of age group are surveyed for this research. The largest shopper of the

respondents is the group of respondents who are between 20 and 30 years old. The smallest portion of shoppers is between 51 and 60 years and between 41 and 50 years. Therefore, it can be verified that young people (20 – 30 years) prefer to go shopping.

Table (4.2): Age

Age Groups	Frequency (N)	Percentage (%)
Under 20 Years	70	18
20 – 30 Years	268	70
31 – 40 Years	32	8
41 – 50 Years	11	3
51 – 60 Years	3	1
Total	384	100

Source: Survey Data (2024)

4.1.3 Occupation of the Respondents

Table (4.3) shows the employment type of respondents. The occupation of the respondents is also classified into five groups such as student, government service, company staff, self-employed and unemployed. The majority of respondents' occupations are company staff. This result represents that they can more visit to shopping with their colleagues and family.

Table (4.3): Occupation

Occupation	Frequency(N)	Percentage (%)
Student	51	13.3
Government Staff	88	22.9
Company Staff	186	48.4
Self-employed	52	13.5
Unemployed	7	1.8
Total	384	100

Source: Survey Data (2024)

4.1.4 Education Level of the Respondents

The study sought to find out the educational background of the respondents. The findings are presented in table (4.4) below. From the analysis results, 55.7 % of

respondents were graduated, 31.5 % were under graduate, 9.9% were master level, 1.0% were Ph.D. level and 1.8% were primary to elementary level. This can be concluded that most of the respondents are graduated and well educated. The education level of majority respondents is bachelor degree holders.

Table (4.4): Education Level

Education	Frequency(N)	Percentage (%)
Primary and Elementary Level	7	1.8
Under Graduate Level	121	31.5
Graduate Level	214	55.7
Master Level	38	9.9
Ph. D Level	4	1.0
Total	384	100

Source: Survey Data (2024)

4.1.5 Monthly Income of the Respondents

Analysis of respondent's monthly income is presented in Table (4.5) as follows:

Table (4.5): Monthly Income

Monthly Income (MMK)	Frequency (N)	Percentage (%)
Under 250,000	87	22.7
250,000- 500,000	254	66.1
500,001- 750,000	14	3.6
750,001- 1,000,000	18	4.7
Above 1,000,000	11	2.9
Total	384	100

Source: Survey Data (2024)

According to the analysis result, it is found that 66.1 % of respondents earned 250,000 and 500,000MMK, 22.7% of respondents' monthly income earned under 250,000 MMK, whereas 3.6 % of respondents earned between 500,001 and 750,000 MMK, 4.7 % of respondents earned between 750,001 and 1,000,000 MMK, and

another 2.9 % monthly income fell above 1,000,000 MMK. The majority of respondent's monthly income was between 250,000 and 500,000 MMK.

4.1.6 Spending on Shopping

In this section, expenditure level of respondents and this spending on purchasing are examined. Expenditure level of respondents is divided into (7) groups: below 30,000 MMK, between 30,001 and 50,000 MMK, between 50,001 and 75,000 MMK, between 75,001 and 100,000 MMK, between 100,001 and 150,000 MMK, above 150,000 MMK.

Table (4.6): Spending on Shopping

Spend on Shopping (MMK)	Frequency (N)	Percentage (%)
Below 30,000	88	22.9
30,001-50,000	70	18.2
50,001-75,000	116	30.2
75,001-100,000	27	7.0
100,001-150,000	45	11.7
Above 150,000	38	9.9
Total	384	100

Source: Survey Data (2024)

According to Table (4.6), 30.2% (116 respondents) of respondents spent between 50,001 and 75,000 MMK, another 22.9 % of respondents spent below 30,000 MMK, 18.2 % of respondents spent between 30,001 and 50,000 MMK, 11.7% of respondents spent between 100,001 and 150,000 MMK, 9.9% of respondents spent above 150,000 MMK, and 7% of respondents spent between 70,001 and 100,000 MMK.

4.1.7 Date of Shopping

Date of shopping of respondents is classified into (4) groups: weekday, weekend, gazette holidays, irregularly. The results of respondents are shown in table (4.7).

Table (4.7): Date of Shopping

Date of Shopping	Frequency(N)	Percentage (%)
Weekday	18	4.7
Weekend	275	71.6
Gazette Holidays	73	19.0
Irregularly	18	4.7
Total	384	100

Source: Survey Data (2024)

According to Table (4.7), 71.6% of total respondents are weekday. They are largest group of respondents. The second largest groups of respondents are gazette holidays. They are 19.0% of total respondents. The third largest groups of respondents are weekday and irregularly. They represent 4.7% of total respondents.

4.2 Reliability Analysis

In this section, the results of reliability analysis to test the internal consistency of the marketing mix and customer loyalty are presented.

Table (4.8): Reliability Analysis

Construct	Cronbach's α	Items
Product	0.858	4
Price	0.931	4
Place	0.930	4
Promotion	0.839	4
People	0.938	4
Process	0.892	4
Physical Evidence	0.949	4
Customer Satisfaction	0.898	7

Source: Survey Data (2024)

According to Table (4.8), it shows the reliability of all variables. According to (Sekaran, U., 2003) the more the reliability coefficient Cronbach's Alpha gets closer to 1.0, the better the reliability is. According to Tabachnick and Fidell, (2007)

(Tabachnick, B.G. & Fidell, L. S., 2007) value of Cronbach's Alpha should be greater than 0.55.

First variable product has 4 items and alpha value of these items is 0.858. Second variable price has items: value of alpha is 0.931, 4 items. Third variable place has 4 items and the value of alpha of these items is 0.930. Fourth variable promotion has 4 items and the value of alpha of these items is 0.839 and fifth variable people has 4 items and the value of alpha of these items is 0.938. Sixth variable process has 4 items and the value of alpha of these items is 0.892 and seventh variable physical evidence has 4 items and the value of alpha of these items is 0.949. The final variable customer loyalty has 7 items and the value of alpha of these items is 0.898.

4.3 Marketing Mix Factors of Myanmar Plaza Shopping Center

The questionnaire assessed the marketing mix factors towards Myanmar Plaza Shopping Center. The included the marketing mix factors (7Ps) variables (Product, Price, Place, Promotion, People, Physical Evidence and Process), as well as outcome variable (customer satisfaction). These variables had means and standard deviations calculated for each variable. In addition, an interpretive approach was used where each variable was placed on the original interpretation scale. A width of 0.8 for each interpretation was used (range/number of interpretations). These interpretations were:

- 1.00 to 1.79 – Strongly disagree
- 1.80 to 2.59 – Disagree
- 2.60 to 3.39 – Neutral
- 3.40 to 4.19 – Agree
- 4.20 to 5.00 – Strongly Agree

In this part, the effect of marketing mix factors on customer satisfaction are analyzed based marketing mix. The mean value and standard deviation of each factor was analyzed by 5 Point Likert Scale and result in the following tables.

4.3.1 Product

The following Table (4.9) shows the mean value and standard deviation of product quality factors that influence on customer satisfaction of Myanmar Plaza. For this product quality questionnaire, there are four questions to analyze. The results are shown as the following Table (4.9).

Table (4.9): Product

No.	Description	Mean	Standard Deviation
1.	I go to Myanmar Plaza Shopping Center because it provides many varieties of retail malls.	3.53	0.917
2.	I go to mall because it provides attractive entertainments.	3.54	0.936
3.	I go to mall because it provides many varieties of Food & Beverage destinations.	3.64	0.900
4.	Myanmar Plaza offers the availability of international stores and brands.	3.65	1.054
Overall Mean		3.59	0.79880

Source: Survey Data (2024)

As shown in above Table (4.9), most of respondents have same option with four questions of the survey and their mean value is 3.59. Then mean value of “mall offers the availability of international stores and brands” is highest mean score. It points out that the respondents prefer to go Myanmar Plaza Shopping Center because it is also one of the retail shopping malls in Yangon which offers a diverse and exciting range of over 240 fashion, beauty, technology, food and lifestyle outlets from around the world, including new-to-market international flagship stores and prestigious brands.

4.3.2 Price

The following Table (4.10) shows the mean value and standard deviation of price setting factors that influence on customer satisfaction of Myanmar Plaza Shopping Center. For this price setting questionnaire, there are four questions to analyze. The results are shown as the following Table (4.10).

Table (4.10): Price

No.	Description	Mean	Standard Deviation
1.	I go to mall because the parking fees are low-cost.	3.42	0.977
2.	I go to mall because it is worth spending money on transportation fees to get there.	3.49	0.900

3.	I go to mall because it is worth my time.	3.55	0.854
4.	I prefer to visit mall that has a reasonable price level.	3.57	0.871
Overall Mean		3.51	0.82072

Source: Survey Data (2024)

As mention in Table (4.10), it is found that the respondents are recognized with the offer price of Myanmar Plaza Shopping Center with the overall mean value 3.51 because the value is above the neutral score of 3. The mean value of “Mall has a reasonable price level” is highest mean score which mean the customer are highly acceptable the having a reasonable price level about the goods and services. The lowest mean score value is “the parking fees are low-cost”. It can be concluded that the offer price is highly important on reasonable price levels because customer is interested in product and brand first, they are not price sensitive. Thus, regarding with price setting factor the shoppers are mostly interested in reasonable price levels only.

4.3.3 Place

The section presents the perception of respondents on the mall locations of the Myanmar Plaza. The mean values and standard deviation of each question and overall mean are shown as Table (4.11).

Table (4.11): Place

No.	Description	Mean	Standard Deviation
1.	I go to mall because it can be found easily.	3.80	1.035
2.	I go to mall because it is easy to get there.	3.63	0.953
3.	I go to mall because it is located near public transportation.	3.79	0.896
4.	I got to mall because it is a great place to go shopping with friends and family.	3.79	0.896
Overall Mean		3.75	0.85997

Source: Survey Data (2024)

As shown in Table (4.11), most of the respondents agree with the four of statements and their mean value is more than 3. The mean value of “mall is located near public transportation” is the highest mean score 3.79 which represents that the

respondents are greatly satisfied with downtown location of Myanmar Plaza Shopping Center. The second largest mean score of “mall is a great place to go shopping with friends and family” for shoppers is the highest mean score 3.79 which means that shoppers satisfy to go the shopping with close friends and family there. The overall mean value of place factors is 3.75. It can be conducted that the shoppers prefer the place of Myanmar Plaza because it is easy to go the shopping.

4.3.4 Promotion

The respondent’s perception on the promotion activities of Myanmar Plaza Shopping Centre is present in Table (4.12).

Table (4.12): Promotion

No.	Description	Mean	Standard Deviation
1.	I go to mall because it has attractive posters, billboards inside and outside the shopping center.	3.09	1.130
2.	I go to mall because there are attractive exhibitions or events held in Myanmar Plaza.	3.27	1.029
3.	I go to mall because it has informative website.	3.43	1.385
4.	I go to mall because it has informative and engaging posts on social media.	3.60	1.954
	Overall Mean	3.35	1.16588

Source: Survey Data (2024)

As shown in Table (4.12), majority of respondents are recognized with the four of statements and their mean value is more than 3. It indicates that respondents are very interested informative and engaging posts on social media. The lowest mean score is “attractive posters, billboards inside and outside the shopping center”. It indicates that the information of promotion or the activities of promotion which held by suppliers are not very important of respondents and it also neutral.

4.3.5 Physical Evidence

The section presents the perception of respondents on the mall physical evidence of the Myanmar Plaza. The mean values and standard deviation of each question and overall mean are shown as Table (4.13).

Table (4.13): Physical Evidence

No.	Description	Mean	Standard Deviation
1.	I go to mall because it has attractive exterior appearance.	3.81	0.948
2.	I go to mall because it has sophisticated interior layout (the layout of the mall is not confusing).	3.83	1.034
3.	I go to mall because it has convenience ambience (good music, lighting and temperature).	3.73	1.102
4.	Mall has modern looking equipment and fixtures.	3.73	1.102
Overall Mean		3.78	0.97644

Source: Survey Data (2024)

As shown in Table (4.13), most of the respondents agree with the four of statements and their mean value is more than 3. The mean value of “it has sophisticated interior layout” is the highest mean score 3.83 which represents those shoppers are greatly satisfied with the use of high-quality materials, furniture with elegant lines or the overall appearance of the room being luxurious and exclusive. The overall mean value of physical evidence factors is 3.78. It can be conducted that the shoppers prefer the physical evidence of Myanmar Plaza because it has convenience good music, lighting and temperature.

4.3.6 Process

The following Table (4.14) shows the mean value and standard deviation of process factors that influence on customer satisfaction of Myanmar Plaza Shopping Center. For this process questionnaire, there are four questions to analyze. The results are shown as the following Table (4.14).

Table (4.14): Process

No.	Description	Mean	Standard Deviation
1.	I go to mall because reward card can be used at shops within mall is convenient.	3.29	1.071
2.	I go to mall because items purchased at shops with mall can be paid for any payments (Credit Card, Visa Card, Mobile Banking, E-Payment)	3.58	0.995

3.	Mall performs the service right the first time.	3.70	0.944
4.	Mall has convenient and safe parking facility is available.	3.70	0.944
Overall Mean		3.57	0.86015

Source: Survey Data (2024)

As shown in above Table (4.14), most of respondents have same option with four questions of the survey and their overall mean value is 3.57. Then mean value of “the service right the first time and has convenient and safe parking facility” is highest mean score. It points out that safe parking facility is convenient for shoppers. The lowest mean score is “reward card can be used at shops within mall is convenient” which represents shoppers are not like about the reward card can be used at shops within mall and it also neutral.

4.3.7 People

The respondent’s perception on the people of Myanmar Plaza Shopping Centre is present in Table (4.15).

Table (4.15): People

No.	Description	Mean	Standard Deviation
1.	I go to mall because the staffs at mall are very friendly to their customers.	3.54	1.021
2.	I go to mall because the staffs at mall can provide a good explanation of the products.	3.62	0.973
3.	I go to mall because the staffs at mall can give shoppers good advice on shopping.	3.70	0.935
4.	Staffs of mall have the skill to perform their service.	3.54	0.998
Overall Mean		3.60	0.90137

Source: Survey Data (2024)

As mention in Table (4.15), it is found that the respondents are recognized with the offer people of Myanmar Plaza Shopping Center with the overall mean value 3.54 because the value is above the neutral score of 3. The mean value of “the staffs at mall can give shoppers good advice on shopping” is highest mean score which mean

that staffs provide support for shoppers through information and good explanation of the products or services.

4.4 Customer Satisfaction

The following Table (4.16), shows the mean value and standard deviation of customer loyalty of Myanmar Plaza Shopping Center in Yangon. There are seven questions to be analyzed and the results are shown as Table (4.16).

Table (4.16): Customer Satisfaction

No.	Customer Satisfaction	Mean	Standard Deviation
1.	I am giving positive comments about mall.	3.63	0.911
2.	I am willing to acquire additional services that mall offers.	3.55	0.921
3.	I will give recommendation to other parties to come and shop at mall.	3.74	0.914
4.	I am willing to share any information I know about mall to other parties.	3.10	1.017
5.	I am willing to keep shopping in Myanmar Plaza.	3.32	1.009
6.	I am willing to give recommendation to mall regarding the development of product/service in Myanmar Plaza.	3.20	1.084
7.	I am willing to involve in any events held by Myanmar Plaza.	3.70	0.987
Overall Mean		3.46	0.77161

Source: Survey Data (2024)

As shown in Table (4.16), the respondents agree with all of the statements of customer loyalty and all of the mean value is more than 3. The mean values are range between 3.10 and 3.70. Moreover, the overall mean value if customer loyalty is 3.46 which represents the respondents are pleased and satisfied with mall and consider as shopper participate in any events help by Myanmar Plaza. Therefore, the customer satisfaction of Myanmar Plaza is clearly shown.

4.5 Analysis on the Relationship between Marketing Mix and Customer Satisfaction

Pearson correlation is a statistical test that assesses the strength of the relationship between two numerical data variables (Saunders et al., 3009). In this study, to identify the relationship between marketing mix strategy (product, price, place, promotion, process, people and physical evidence) and customer loyalty is measured Pearson correlation.

According to Table (4.17), all the independent variables have moderate positive relationship with dependent variables. Process, people and price have strongest positive relationship with customer loyalty ($r = 0.805$, 0.771 and 0.718), followed by place, physical evidence and product have moderate positive relationship with customer loyalty ($r = 0.664$, 0.662 and 0.599). Promotion has positive relationship with customer loyalty ($r=0.427$).

Table (4.17): Relationship between Marketing Mix and Customer Satisfaction

		Customer Satisfaction	Product	Price	Place	Promotion	People	Process	Physical Evidence
Customer Satisfaction	Pearson Correlation	1	.599**	.718**	.664**	.427**	.771**	.805**	.662**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Product	Pearson Correlation	.599**	1	.737**	.620**	.294**	.536**	.659**	.676**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Price	Pearson Correlation	.718**	.737**	1	.616**	.278**	.605**	.706**	.643**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Place	Pearson Correlation	.664**	.620**	.616**	1	.448**	.619**	.675**	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Promotion	Pearson Correlation	.427**	.294**	.278**	.448**	1	.374**	.347**	.297**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384	384	384
People	Pearson Correlation	.771**	.536**	.605**	.619**	.374**	1	.732**	.532**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384	384	384
Process	Pearson Correlation	.805**	.659**	.706**	.675**	.347**	.732**	1	.721**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384	384	384

Physical Evidence	Pearson Correlation	.662**	.676**	.643**	.687**	.297**	.532**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384	384	384

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

Results of the correlation revealed that product, price, place, promotion, people, process and physical evidence have positive relationship with customer satisfaction. Values are 0.599, 0.718, 0.664, 0.427, 0.771, 0.805 and 0.662 respectively. Marketing mix strategy (7Ps) such as process (0.805), people (0.771), price (0.718), place (0.664), physical evidence (0.662) and product (0.599) have higher relationship with customer satisfaction. Promotion (0.427) has moderate relationship with customer satisfaction.

4.6 Analysis on the Effect of Marketing Mix on Customer Satisfaction

The linear regression model is applied for exploring the effect of marketing mix on customer satisfaction. The result of the analysis is shown in Table (4.18).

Table (4.18): Effect of Marketing Mix on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.284	.101		2.804	.005
	Product	.086	.039	.089	2.176	.456
	Price	.229***	.039	.244	5.818	.000
	Place	.028	.036	.032	.781	.435
	Promotion	.072***	.019	.109	3.860	.000
	People	.271***	.033	.317	8.168	.000
	Process	.287***	.042	.320	6.762	.000
	Physical Evidence	.089***	.033	.112	2.709	.007
Fit Indices						
F= 175.083, P= 0.05						
R² = 0.765						
a. Dependent Variable: Customer Satisfaction						

**has significant influence on the dependent variable*

Note: ***Significant at 1% Level, ** Significant at 5% Level, * Significant at 10% Level

In this Table (4.18), F-value of 175.083 is significant at the 0.05 level. It can be seen that the significance F is 0.000, or far below the significance level (α) of 0.05. Therefore, it can be said that Marketing Mix or the 7Ps – product, price, place,

promotion, people, process and physical evidence – as the independent variables, have significant influence on the customer satisfaction toward Myanmar Plaza shopping center as the dependent variable.

From the t-test results, price, promotion, people, process and physical evidence are independent variables whose P-value is lower than significance level of 0.05. On the other hand, the other 2Ps – product and place are having the P-value higher than the significance level of 0.05. Therefore, it can be said that from the researcher's research question, only price, promotion, people, process and physical evidence that are individually have significant influence on customer satisfaction toward Myanmar Plaza shopping center, while the rest of the Ps (product and price) are confirmed not to have significant influence on customer loyalty of Myanmar Plaza individually.

From the adjusted R square result, the Adjusted R square is 0.765, meaning that 77% of the variation in the customer satisfaction toward Myanmar Plaza shopping center as the dependent variable can be explained by the variation in the 7Ps of the Marketing Mix, taking into account the sample size and number of independent variables. The remaining 23% is explained by the variation of other variables outside the regression model.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

This chapter is conclusion of the study that is included the finding and discussion of the previous chapter, the suggestion and recommendation of the study and limitation of the study. Finding and discussion are based on the influencing factors of customer satisfaction and the analysis of marketing mix and customer satisfaction of Myanmar Plaza Shopping Center in Yangon. Suggestion and recommendation are based on the result of the finding and limitation of the study described on the result of the finding.

5.1 Finding and Discussions

The main objective of this study is to examine the relationship between marketing mix and customer satisfaction and the impact of marketing mix on customer satisfaction towards Myanmar Plaza Shopping Center in Yangon. Customer satisfaction represent a top prior of the company's success and profit and significant concept of customer buying behavior. It is easy to understand that there is a significant positive relationship between marketing mix and customer loyalty. It can lead to an increase in both sales and profitability in the very competitive market.

According to the first objective, this study sought to establish the marketing mix element most valued by the customers in shopping mall. Physical evidence was valued most by customers towards Myanmar Plaza Shopping Center in Yangon with a mean score of 3.78 followed by place 3.75, followed by people 3.60. Product 3.59, process 3.57, price 3.51 and promotion 3.35 were valued by customers.

The results of the study imply that customers are drawn to shopping mall mostly by physical evidence of mall as well as price and place. The shoppers go to the shopping because Myanmar Plaza Shopping Center has the attractive exterior appearance and sophisticated interior layout design. Moreover, the shoppers go to mall because it is a great place to go shopping with friends and family.

According to the correlation analysis results, product, price, place, promotion, people, process and physical evidence have positive and significantly correlated with customer satisfaction toward Myanmar Plaza shopping center. Marketing mix strategy (7Ps) such as process (0.805), people (0.771), price (0.718), place (0.664), physical

evidence (0.662) and product (0.599) have higher relationship with customer satisfaction. Promotion (0.427) has moderate relationship with customer satisfaction.

According to the results of the study pointed out that the impact of marketing mix factors (7Ps) on customer satisfaction towards Myanmar Plaza shopping center in Yangon. The 7Ps of marketing mix factors have significant influence on the customer satisfaction towards Myanmar Plaza shopping center only if the 7Ps stand as a group. Individually, it is said that only price, promotion, people, process and physical evidence that are proven to be individually influencing customer satisfaction of Myanmar Plaza. And then, product and place are confirmed not to have significant influence on customer satisfaction of Myanmar Plaza individually. Therefore, this study suggests that shopping mall should put an emphasis on the marketing mix elements in order to achieve customers' satisfaction for organization success.

5.2 Suggestion and Recommendations

This study analyzes the impact of marketing mix factors (7Ps) on customer satisfaction towards Myanmar Plaza shopping center in Yangon. Based on the results of this study, there is a positive and significant relationship between marketing mix strategy (7Ps) and customer satisfaction. This suggests that Myanmar Plaza shopping center should put an emphasis on all the marketing mix strategies in order to ensure customer satisfaction.

The study provides a number of recommendations. Firstly, the findings of the study indicate that marketing mix strategies affect customer satisfaction in several ways. This provides a strong indication that malls that incorporate marketing mix strategies in the right proportion in their operations have a high chance of ensuring customer satisfaction thus experiences repeat purchases from them. The management of shopping centers should ensure fair pricing; appropriate communication as well as effective processes. The location of shopping centers should also be strategic to provide convenience to the shoppers in an era of intensified competition. Given that the study revealed that mall customers are value prices of product, business organizations should emphasize their products competitively, lower their operational expenses and charge favorable prices if they want to succeed.

In a shopping center industry that is becoming increasingly competitive, it is important to improve the standard of the facilities and services of shopping center in

order to adequately achieve the customer satisfaction. Through such measurement and survey, the shopping center manager can learn how they doing from the options of their targeted customers and identify what they take to compete. Moreover, they can find ways to deliver better service to their customers and compare their achievements with competitors. By doing so, they will be positioned to create loyal, committed and satisfied customers who will not only re-visit the shopping center, but will also bring their friends and family for shopping.

The results of the analysis of research conducted between marketing mix factors and customer satisfaction at Myanmar Plaza Shopping Center show that process of marketing mix factor has significant positive effect on customer satisfaction. Thus, the more appropriate the process for customers, the more customers will do visit to mall. The people has a significant positive effect on customer satisfaction which means that the more appropriate people for customer, the more customer will make purchase. The mall managers should train the mall's employees for better service to their customers. Management of the shopping mall should pay attention for being reasonable and fair price because price also has a significant positive effect on customer satisfaction. The physical evidence has also significant positive effect on customer satisfaction and the center should upgrade the attractive interior and exterior design to their customers. Moreover, the attractive promotion programs should offer to customers in order to build the customer satisfaction. In conclusion, the marketers should emphasis the marketing mix factors for their business success.

5.3 Limitation of the study

In this research, the researcher only uses the 7Ps of the marketing mix factors as the independent variables, which are observed to see how significant they influence the customer satisfaction toward Myanmar Plaza shopping center. There are other variables influencing the customer satisfaction toward Myanmar Plaza, which are not examined in this research. In other words, there are a lot of factors that might influence the customer satisfaction toward Myanmar Plaza. Thus, the future research should be conducted by studying more independent variables and other marketing theories and concepts.

5.4 Suggestion for Further Studies

This study examined the influence of marketing mix on customer satisfaction toward Myanmar Plaza shopping center in Yangon. Based on this research, there are seven independent variables such as product, price, place, promotion, people, process and physical evidence. The results of this study suggest that there may be other factors that impact customer satisfaction towards Myanmar Plaza shopping center in Yangon. Future researchers are highly encouraged to include more independent variables. Due to time and financial constraints, the scope of the investigation is limited to 384 respondents in Myanmar. Future researchers may collect data from more numbers of respondents throughout the whole of Myanmar which includes all states and divisions. Further studies could, in the future, need comparative study among different firms for generalization of the findings and to make the research more statistically significant.

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APPENDICES

Appendix I: Survey Questionnaire

This research is intended to explore “**The Influence of Marketing Mix Strategy 7Ps on Customer Satisfaction towards Myanmar Plaza Shopping Center in Yangon.**” The survey is concerned with Master of Business Administration conferred by PSM International College. Information collected is for academic purpose and will be strictly treated as confidential. Thanks for taking the time to help out me.

Part A: Demographic Information

1. What is your gender?

☐ Male

☐ Female

☐ Others

2. Please select your age?

☐ Under 20 years

☐ 20 - 30 years

☐ 31 - 40 years

☐ 41 - 50 years

☐ 51 - 60 years

☐ Above 60 years

3. What is your occupation?

☐ Student

☐ Government Staff

☐ Company Staff

☐ Self-employed

☐ Unemployed

☐ Others

4. What is your education level?

☐ Primary and Elementary Level

☐ Under Graduate Level

☐ Graduate Level

☐ Post-Graduated Level

☐ Master Level

☐ Ph. D Level

5. What is your average monthly income (MMK)?

☐ Less than 250,000 MMK

☐ MMK 250,001- 500,000

☐ MMK 500,001- 750,000

☐ MMK 750,001- 1,000,000

☐ Above 1,000,000 MMK

6. Have you ever visited Myanmar Plaza Shopping Center in Yangon?

☐ Yes ☐ No

7. Most frequent visited Myanmar Plaza Shopping Center.

☐ Yes ☐ No

8. How many times you have experience with visiting Myanmar Plaza Shopping Center?

☐ 1 time ☐ 2 - 4 times ☐ 5 - 7 times ☐ Above 7 times

9. How much do you spend on shopping at Myanmar Plaza Shopping Center?

☐ Below 30,000 MMK ☐ 30,001 - 50,000 MMK
☐ 50,001 - 75,000 MMK ☐ 75,001 - 100,000 MMK
☐ 100,001 - 150,000 MMK ☐ Above 150,000 MMK

10. Which day do you go shopping at Myanmar Plaza Shopping Center?

☐ Weekday ☐ Weekend ☐ Gazette Holidays ☐ Irregularly

11. Who do you visit Myanmar Plaza Shopping Center with?

☐ Close Friends ☐ Collagenuous ☐ Family

Part B: Determinants of Marketing Mix Strategy (7Ps)

This section is seeking your opinion regarding “**The Influence of Marketing Mix Strategy towards Customer Satisfaction Myanmar Plaza Shopping Center in Yangon.**” For each status feel it is agreeable or disagreeable. Please Tick “√” on one answer.

No.	Product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I go to mall because it provides many varieties of retail malls.					
2.	I go to mall because it provides attractive entertainments. (Eg. World-Class Recreation, Kids Playground, Cinema JCGV)					

3.	I go to mall because it provides many variety of Food & Beverage destinations.					
4.	Mall offers the availability of international stores and brands.					

No.	Price	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I go to mall because the parking fees are low-cost.					
2.	I go to mall because it is worth spending money on transportation fees to get there.					
3.	I go to mall because it is worth my time.					
4.	I prefer to visit mall that has a reasonable price levels.					

No.	Place	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I go to mall because it can be found easily.					
2.	I go to mall because it is easy to get there.					
3.	I go to mall because it is located near public transportation.					
4.	I go to mall because it is a great place to go shopping with friends and family.					

No.	Promotion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I go to mall because it has attractive posters, billboards inside and outside the shopping center.					
2.	I go to mall because there are attractive exhibitions or events held in Myanmar Plaza. (Eg. Photo Exhibition, Fashion Show)					
3.	I go to mall because it has informative website.					
4.	I go to mall because it has informative and engaging posts on social media.					

No.	Physical Evidence	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I go to mall because it has attractive exterior appearance.					
2.	I go to mall because it has sophisticated interior layout (the layout of the mall is not confusing).					
3.	I go to mall because it has convenience ambiance (good music, lighting and temperature).					
4.	Mall has modern looking equipment and fixtures.					

No.	Process	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I go to mall because reward card can be used at shops within mall is convenient.					
2.	I go to mall because items purchased at shops with mall can be paid for any payments. (Credit Card, Visa Card, Mobile Banking, E-Payment)					
3.	Mall performs the service right the first time.					
4.	Mall has convenient and safe parking facility is available.					

No.	People	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I go to mall because the staffs at mall are very friendly to their customers.					
2.	I go to mall because the staffs at mall can provide a good explanation of the products.					
3.	I go to mall because the staffs at mall can give shoppers good advice on shopping.					
4.	Staffs of mall have the skill to perform their service.					

Part C: Customer Satisfaction

This section is seeking your opinion regarding **“The Impact of Marketing Mix Strategy Towards Customer Satisfaction Myanmar Plaza Shopping Center in Yangon.”** “For each status feel it is agreeable or disagreeable. Please Tick “√” on one answer.

Sr. No.	Customer Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I am giving positive comments about mall.					
2.	I am willing to acquire additional services that mall offers.					
3.	I will give recommendation to other parties to come and shop at mall.					
4.	I am willing to share any information I know about mall to other parties.					
5.	I am willing to keep shopping in Myanmar Plaza.					
6.	I am willing to give recommendation to mall regarding the development of product/service in Myanmar Plaza.					
7.	I am willing to involve in any events held by Myanmar Plaza.					

Appendix II: SPSS Output

Reliability Statistics

Cronbach's Alpha	N of Items
.938	4

Descriptive Statistics

Statistics									
		AVG Product	AVG Price	AVG Place	AVG Promotion	AVG People	AVG Process	AVG Physical Evidence	AVG Customer Satisfaction
N	Valid	384	384	384	384	384	384	384	384
	Missing	0	0	0	0	0	0	0	0
Mean		3.5892	3.5065	3.7526	3.3483	3.6022	3.5677	3.7767	3.4624
Std. Deviation		.79880	.82072	.85997	1.16588	.90137	.86015	.97644	.77161
Percentiles	25	3.0000	3.0000	3.2500	3.0000	3.0000	3.0000	3.0000	3.0000
	50	3.7500	3.5000	4.0000	3.2500	4.0000	3.7500	4.0000	3.4286
	75	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.5000	4.0000

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.875 ^a	.765	.761	.37733	.765	175.083	7	376	.000

a. Predictors: (Constant), AVGPE, AVGPromotion, AVGPeople, AVGProduct, AVGPlace, AVGPrice, AVGProcess

b. Dependent Variable: AVGCS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.284	.101		2.804	.005
	AVGProduct	.086	.039	.089	2.176	.456
	AVGPrice	.229***	.039	.244	5.818	.000
	AVGPlace	.028	.036	.032	.781	.435
	AVGPromotion	.072***	.019	.109	3.860	.000
	AVGPeople	.271***	.033	.317	8.168	.000
	AVGProcess	.287***	.042	.320	6.762	.000

	AVGPE	.089***	.033	.112	2.709	.007
a. Dependent Variable: AVGCS						

Correlations

		Customer Satisfaction	Product	Price	Place	Promotion	People	Process	Physical Evidence
Customer Satisfaction	Pearson Correlation	1	.599**	.718**	.664**	.427**	.771**	.805**	.662**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Product	Pearson Correlation	.599**	1	.737**	.620**	.294**	.536**	.659**	.676**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Price	Pearson Correlation	.718**	.737**	1	.616**	.278**	.605**	.706**	.643**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Place	Pearson Correlation	.664**	.620**	.616**	1	.448**	.619**	.675**	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Promotion	Pearson Correlation	.427**	.294**	.278**	.448**	1	.374**	.347**	.297**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384	384	384
People	Pearson Correlation	.771**	.536**	.605**	.619**	.374**	1	.732**	.532**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384	384	384
Process	Pearson Correlation	.805**	.659**	.706**	.675**	.347**	.732**	1	.721**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384	384	384
Physical Evidence	Pearson Correlation	.662**	.676**	.643**	.687**	.297**	.532**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384	384	384

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