



**IMPACT OF MARKETING MIX ON CUSTOMER
SATISFACTION: A CASE STUDY OF THIRD STORY
CHILDREN'S BOOK CO., LTD, YANGON, MYANMAR**

**BACHALOR OF BUSINESS ADMINISTRATION
(BBA)**

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A Thesis Presented
by
THANT ZIN SOE

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

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ABSTRACT

This study investigates the influence of the marketing mix (4Ps—Product, Price, Place, Promotion) on customer satisfaction at Third Story Children's Book (TSCB), a social enterprise in Myanmar. Using a quantitative approach, data was collected from 70 online customers through structured questionnaires. Results indicate that product quality and accessibility (place) are the most significant factors driving customer satisfaction, with strong positive correlations. Customers highly value the books' educational content, cultural relevance, and ease of access, while pricing and promotional efforts have a comparatively lesser impact. The findings suggest that TSCB should continue prioritizing high-quality, culturally relevant books and improve distribution channels to enhance customer satisfaction. Additionally, strategic pricing adjustments and more engaging promotional campaigns could further strengthen customer loyalty. These insights provide actionable recommendations for TSCB to optimize its marketing strategies, ensuring it meets customer expectations while advancing its mission of promoting literacy and social change through children's literature.

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ABBRIVATION

CRM = Customer relationship management

TSCB = Third Story Children's Books

CHAPTER I

INTRODUCTION

Customer satisfaction plays an indispensable role in determining the success and sustainability of any business, particularly in industries where competition is fierce and consumer expectations are high, such as the book publishing sector. In the case of Third Story Children's Book (TSCB), a social enterprise based in Myanmar, customer satisfaction is not merely an important business metric but is also intricately linked to the company's core mission. TSCB seeks to make a meaningful impact on society by promoting literacy and social change through the creation and distribution of children's literature. Therefore, ensuring that its customers—parents, teachers, and young readers—are satisfied is not only essential for driving business growth but also for advancing the company's social objectives.

Operating primarily through an online bookstore on Facebook, TSCB faces a range of challenges in reaching its target audience and catering to their diverse needs and expectations. The company's audience is not limited to urban centers; it spans rural areas and even conflict-affected regions where access to books and educational resources can be limited. These challenges are compounded by the need to balance the social mission of promoting literacy with the commercial pressures of running a business in a competitive market. Therefore, understanding the factors that influence customer satisfaction is critical for TSCB's ability to navigate this complex landscape and build a loyal customer base.

One of the most significant factors influencing customer satisfaction is the marketing mix (4Ps)—the combination of product, price, place, and promotion. The marketing mix serves as a critical tool for businesses to create strategies that meet consumer expectations and foster satisfaction. In the case of TSCB, these four components must be tailored to address the unique needs of their diverse customer base, which includes a wide range of socio-economic backgrounds, educational needs, and geographical locations. TSCB's product offerings—children's books—must be of high quality and educational value, while the pricing strategy must reflect the financial constraints of its target audience. Distribution (place) needs to be efficient to ensure accessibility, particularly for customers in remote areas, and promotional

efforts must effectively communicate the value of TSCB's mission and products to a broad and varied audience.

By focusing on the interplay between these elements of the marketing mix (4Ps) and customer satisfaction, this study seeks to provide valuable insights into how TSCB can refine its business strategies to better serve its customers. Understanding how customers perceive the company's products, pricing, distribution channels, and promotional efforts will allow TSCB to make informed decisions that enhance the overall customer experience. Ultimately, this research aims to offer actionable recommendations that will help TSCB strengthen its market position, getting customer satisfaction, increasing customer loyalty, and improving its ability to achieve its social and commercial goals and then to get competitive advantages.

In summary, the role of customer satisfaction is crucial to the success of TSCB, and by examining the impact of the marketing mix (4Ps) on customer perceptions, this study will provide a comprehensive analysis of how the company can optimize its strategies. Through this exploration, it is hoped that TSCB will be able to better meet the expectations of its customers while continuing to fulfill its mission of promoting literacy and social change through children's literature.

1.1 Background Information of the Study

Customer satisfaction is crucial for any book publishing company because it helps build customer loyalty, repeated buying, and a strong brand reputation. For a company like Third Story Children's Book (TSCB), which aims to serve parents, teachers, and young readers, ensuring that customers are happy with their purchases is key to long-term success. One way to understand customer satisfaction is by looking at the marketing mix(4Ps), which includes product, price, place, and promotion. Each of these factors has a direct impact on how customers engage with the company and whether they choose to return.

In the world of publishing, the quality and relevance of the product are extremely important. Customers expect books to be well-made, interesting, and appropriate for the age group they are intended for. For example, parents and teachers are often looking for books that focus on important themes such as diversity or environmental conservation. When a publisher consistently provides high-quality books that meet these expectations, customers are more likely to feel satisfied and recommend those books to others, leading to repeated buying.

Pricing is another crucial element in customer satisfaction. For a publishing company, it's important to strike the right balance between offering affordable prices and maintaining high quality. When customers feel they are getting good value for their money, they are more likely to be satisfied with their purchase. For instance, if a publisher offers books at a reasonable price for schools or libraries, they can serve a wider audience and increase customer satisfaction.

The "place" aspect refers to how easily customers can access the books. A publishing company that offers books both online and in physical stores makes it easier for customers to purchase, which leads to greater customer satisfaction. Reliable distribution channels also play a big role in ensuring books are easy to find, which helps create a smooth buying experience. Customers who can quickly access the books they want are more likely to feel satisfied and continue to buy from the publisher in the future.

Promotion is about making sure customers understand the value of the books being offered. When publishers promote books that focus on educational or important social themes, it can resonate with parents and teachers, which increases customer satisfaction. Additionally, engaging with customers through feedback, reviews, or testimonials helps build trust and shows that their opinions matter. Customers who feel heard are more likely to stay loyal to the brand and spread positive word-of-mouth, helping the company grow its customer base.

A marketing mix(4Ps) that focuses on customer satisfaction creates a positive cycle. Happy customers become loyal supporters, providing valuable feedback, recommending the books to others, and helping the brand reach a wider audience. By focusing on quality products, fair pricing, easy access, and effective promotion, a publishing company can build a strong, loyal customer base, leading to steady growth and success in the market.

Third Story Children's Book is a social enterprise in Myanmar that focuses on publishing and distributing books that address important social issues, promote cultural diversity, and inspire a love of reading in communities that may not have easy access to books. The company's mission is to make reading enjoyable and accessible for children across Myanmar, with a focus on reaching underserved communities. To achieve this mission statement, Third Story publishes books in several languages, including indigenous languages, to ensure that children from different ethnic groups can enjoy and benefit from their books. They work closely with schools, libraries, and

local communities to bridge educational gaps and promote cultural understanding. Through their books, Third Story hopes to nurture children's literacy and raise awareness about important social topics.

For Third Story, the marketing mix(4Ps)—product, price, place, and promotion—is essential to fulfilling its mission. Product quality is particularly important, as the books need to be engaging, age-appropriate, and focused on social issues that are relevant to their audience. Pricing is also a key factor, as Third Story strives to keep its books affordable, especially for communities with limited resources. In terms of place, the company prioritizes distribution in rural areas, schools, and libraries, where access to books is limited. Finally, promotion is about more than just advertising. Third Story engages with communities through storytelling workshops, social media, and partnerships with schools and educational institutions. By carefully balancing the four elements of the marketing mix(4Ps), Third Story is able to make a lasting impact on children's education and social awareness in Myanmar.

1.2 Problem Statement of the Study

Third Story Children's Book (TSCB), a social enterprise in Myanmar, is dedicated to promoting literacy, cultural awareness, and social change by publishing books that are both culturally relevant and accessible to children from diverse backgrounds. The organization's mission focuses on making reading an enjoyable and educational experience for children, particularly those in underserved communities. TSCB aims to bridge educational gaps by providing high-quality, meaningful books that help foster a love for reading and a deeper understanding of social issues. However, as a mission-driven organization, TSCB faces several challenges in balancing its social objectives with the need to maintain customer satisfaction in an increasingly competitive market.

In a marketplace where customer preferences are diverse and ever-changing, ensuring customer satisfaction is essential for the organization's growth and sustainability. Customer satisfaction, if effectively achieved, can lead to repeat engagement, positive word-of-mouth, and long-term loyalty. However, TSCB, while being a nonprofit-oriented entity, must also consider the business aspects that contribute to customer satisfaction, such as product quality, pricing strategy, accessibility, and promotional efforts. The organization must navigate the fine line

between delivering high-impact social content and meeting the expectations of its customers. Yet, despite its significant role in shaping the reading culture, the specific impact of the marketing mix on customer satisfaction remains underexplored within the context of TSCB's operations.

The marketing mix(4Ps)—the combination of product, price, place, and promotion—plays a crucial role in shaping the overall customer experience. However, how each of these elements influences customer satisfaction, particularly in a market where social missions intertwine with business goals, is an area that has not been sufficiently studied. Understanding the connection between the marketing mix and customer satisfaction is vital for Third Story as it seeks to strengthen its position in the market, broaden its reach, and better serve its mission. As the demand for children's books grows and diversifies in Myanmar, it becomes increasingly important for TSCB to understand how to optimize its strategies in terms of product offerings, pricing approaches, distribution channels, and promotional tactics to meet the needs of its target audience.

By exploring the role of the marketing mix strategy (4Ps) in customer satisfaction, this study aims to provide valuable insights that can guide strategic decisions for Third Story Children's Book. Through a deeper understanding of how each component of the marketing mix (4Ps) affects customer satisfaction and loyalty, TSCB will be better equipped to enhance its influence in Myanmar's evolving book market. This research will contribute to the development of actionable recommendations that can help TSCB improve its business practices while staying true to its mission of promoting literacy and social change. Ultimately, this study seeks to provide a clearer path for Third Story to achieve its dual goals of customer satisfaction and social impact, helping to solidify its position as a leading force in the children's book publishing landscape in Myanmar.

1.3 Research Objectives of the Study

This study focuses to analyze the influence of marketing mix (4Ps) and customer satisfaction towards Third Story Children's Book (TSCB) in Myanmar. The main objectives of this study are as follows:

- (1) To explore customer perceptions on marketing mix 4Ps of TSCB in Myanmar

- (2) To analyze the relationship between marketing mix 4Ps and customer satisfaction towards TSCB in Myanmar
- (3) To find out the influence of marketing mix (4Ps) on customer satisfaction towards TSCB in Myanmar

1.4 Research Questions of the Study

The research questions of the study are as follows:

- (1) What are customer perceptions on marketing mix 4Ps of Third Story Children's Book (TSCB) in Myanmar?
- (2) What is the relationship between marketing mix 4Ps and customer satisfaction towards Third Story Children's Book (TSCB) in Myanmar?
- (3) What is the influence of marketing mix 4Ps on customer satisfaction towards Third Story Children's Book (TSCB) in Myanmar?

1.5 Scope and Limitation of the Study

This study is specifically designed to investigate the impact of the marketing mix, commonly known as the 4Ps (product, price, place, and promotion), on customer satisfaction in the context of Third Story Children's Book (TSCB) in Myanmar. The primary focus is to understand how each of these marketing mix elements (4Ps) influences the perceptions and satisfaction of customers who engage with TSCB's offerings. While it would have been beneficial to expand this research to cover the entire children's book publishing industry in Myanmar, various constraints such as limited time, financial resources, and the need for a more focused study have resulted in a narrower scope. As such, this research will concentrate specifically on TSCB's online bookstore, which operates primarily through Facebook. The study will target data collection from TSCB's online customer base, which consists of individuals who make purchases through the company's Facebook platform. The research will involve a sample size of 70 customers, whose responses will provide valuable insights into the specific factors affecting customer satisfaction for TSCB. These insights will offer a deeper understanding of customer expectations and experiences, but it is important to note that the study will be limited to those who use the Facebook-based online platform, and therefore, may not reflect the experiences of customers who purchase through other channels or who are not engaged with the company online. Given that TSCB operates as a social enterprise with a unique mission of promoting literacy and

social change, the results of this study will be most relevant to the organization's specific target audience and its distinct marketing strategies. As such, while the findings may offer valuable insights into how the marketing mix influences customer satisfaction in TSCB's online bookstore, they may not be entirely applicable to other publishers or bookstores in Myanmar, especially those outside the social enterprise sector or those with different marketing approaches. Therefore, the conclusions of this study should be interpreted with caution and are primarily intended to inform the marketing strategies of TSCB, rather than provide broad generalizations about the entire children's book industry in Myanmar.

1.6 Organization of the Study

This thesis is structured to provide a comprehensive analysis of the impact of the marketing mix on customer satisfaction, specifically focusing on Third Story Children's Book (TSCB) in Myanmar. The study is organized into five main chapters, each serving a distinct purpose in addressing the research objectives and questions. The organization of the study is as follows:

Chapter 1: Introduction

The first chapter introduces the study by providing background information on Third Story Children's Book (TSCB), its role in the Myanmar children's book market, and the importance of customer satisfaction in achieving the organization's social mission. The chapter outlines the problem statement, the study's objectives, research questions, and scope. This chapter sets the stage for understanding the focus of the research and the significance of exploring the marketing mix in relation to customer satisfaction.

Chapter 2: Literature Review

This chapter reviews existing literature related to the marketing mix (4Ps) and customer satisfaction, focusing on relevant theories, frameworks, and studies in the context of the book publishing industry. It provides a detailed examination of how each element of the marketing mix—product, price, place, and promotion—can influence customer perceptions and satisfaction. The chapter also discusses previous

research on customer satisfaction within the social enterprise sector and highlights gaps in the literature that the current study seeks to address.

Chapter 3: Methodology

The third chapter outlines the research methodology employed to collect and analyze data for this study. It details the research design, including the choice of a quantitative approach, the sampling techniques used, and the data collection methods. The chapter explains how the survey questionnaire was developed, the process of selecting the sample size, and the tools used for data analysis. It also discusses the ethical considerations taken into account during the research process.

Chapter 4: Analysis and Results

In this chapter, the collected data is presented and analyzed in order to answer the research questions. The chapter provides a detailed overview of the survey results, including statistical analysis and interpretation of the findings. It examines the relationship between the marketing mix elements and customer satisfaction, presenting key insights into how each of the 4Ps influences customers' experiences with TSCB. The results are discussed in relation to the research objectives, offering a clearer understanding of the impact of the marketing mix on customer satisfaction in TSCB's online bookstore.

Chapter 5: Conclusions

The final chapter concludes the study by summarizing the key findings and offering practical recommendations for TSCB to improve its marketing strategies and enhance customer satisfaction. The chapter also discusses the limitations of the study and suggests areas for future research. It highlights the contributions of this research to the field of customer satisfaction in the book publishing industry, especially in the context of social enterprises, and underscores the importance of a customer-focused marketing mix for ensuring long-term success.

Each chapter builds upon the previous one, leading to a comprehensive understanding of the role of marketing in customer satisfaction and providing actionable insights for Third Story Children's Book.

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 (4Ps) and customer satisfaction. Moreover, a conceptual framework for this study has been formulated and presented based on the relevant literature reviews.

2.1 The Importance of Subject Area

The subject area of customer satisfaction and its relationship with the marketing mix is of paramount importance in today's competitive and socially conscious business environment. For industries like book publishing, where consumer expectations are high and competition is fierce, understanding how to meet and exceed customer needs is not just a business strategy—it is a necessity for survival and growth (Kotler P. &, 2016). This is especially true for social enterprises like Third Story Children's Book (TSCB), which operate at the intersection of commerce and social impact. The study of this subject area provides critical insights into how businesses can balance profitability with purpose, ensuring long-term sustainability while making a meaningful difference in society.

2.1.1 Customer Satisfaction as a Driver of Business Success

Customer satisfaction is a cornerstone of any successful business. It directly influences customer loyalty, repeat purchases, and positive word-of-mouth, all of which are essential for growth (Oliver, 2010). In the context of TSCB, customer satisfaction is not just about selling books; it is about fulfilling a mission to promote literacy, cultural awareness, and social change. When customers—parents, teachers, and young readers—are satisfied with the quality, relevance, and accessibility of TSCB's books, they are more likely to support the company's mission. This creates a virtuous cycle where satisfied customers become advocates, helping the organization reach underserved communities and amplify its social impact.

2.1.2 The Role of the Marketing Mix in Shaping Customer Perceptions

The marketing mix—comprising product, price, place, and promotion—plays a pivotal role in shaping customer perceptions and satisfaction (Kotler P. &, 2018). Each element of the marketing mix must be carefully tailored to meet the unique needs of the target audience. For TSCB, this means offering high-quality, culturally relevant books (product) at affordable prices (price), ensuring accessibility through efficient distribution channels (place), and effectively communicating the value of its mission and products (promotion). By studying how these elements interact, businesses can identify strategies to enhance the customer experience, build trust, and foster loyalty.

2.1.3 Social Enterprises and the Dual Focus on Profit and Purpose

For social enterprises like TSCB, the subject area of customer satisfaction and the marketing mix takes on added significance. Unlike traditional businesses, social enterprises must balance commercial success with social objectives. This dual focus requires a deep understanding of customer needs and preferences, as well as innovative approaches to marketing (Peredo, 2006). For example, TSCB's emphasis on distributing books to rural and conflict-affected areas reflects its commitment to accessibility and social impact. By studying how the marketing mix influences customer satisfaction in this context, social enterprises can develop strategies that align with their mission while remaining financially sustainable.

2.1.4 Insights for Broader Applications

The importance of this subject area extends beyond TSCB and the book publishing industry. The principles of customer satisfaction and the marketing mix are applicable to a wide range of industries, from retail and hospitality to education and healthcare (Zeithaml, Bitner, & Gremler, 2018). For instance, understanding how pricing strategies affect customer perceptions can help businesses in competitive markets attract and retain customers. Similarly, insights into the role of promotion in building brand loyalty can inform marketing strategies across sectors. By studying these concepts, businesses can gain a competitive edge and create value for their customers.

2.1.5 Contribution to Academic and Practical Knowledge

Finally, the study of this subject area contributes to both academic and practical knowledge. Academically, it fills gaps in the literature by exploring how the marketing mix influences customer satisfaction in the context of social enterprises and underserved markets. Practically, it provides actionable recommendations for businesses like TSCB to refine their strategies, improve customer satisfaction, and achieve their social and commercial goals. This dual contribution makes the subject area not only relevant but also impactful.

In conclusion, the subject area of customer satisfaction and the marketing mix is of critical importance for businesses, particularly those operating in socially conscious industries like book publishing. For TSCB, understanding how to optimize its marketing strategies is essential for achieving its mission of promoting literacy and social change. By studying this subject area, businesses can gain valuable insights into how to meet customer needs, build loyalty, and create lasting impact. Ultimately, this knowledge empowers organizations to thrive in a competitive market while making a positive difference in the world.

2.2 Theoretical Concepts and Principles of the Marketing Mix

The marketing mix, often referred to as the 4Ps, is a foundational framework in marketing that helps businesses design and implement effective strategies to meet customer needs and achieve organizational goals. Developed by E. Jerome McCarthy in the 1960s, the marketing mix consists of four key elements: Product, Price, Place, and Promotion (McCarthy, 1960). These elements work together to create a cohesive strategy that addresses customer expectations, differentiates the business from competitors, and drives sales and loyalty (Borden, 1964). Below, we explore the theoretical concepts and principles of each component of the marketing mix.

2.2.1 Product

The product is the core offering of a business, whether it is a physical good, a service, or an intangible benefit (Lamb, Hair, & McDaniel, 2020). In marketing theory, the product is not just the item itself but also its features, quality, branding, packaging, and after-sales support (Armstrong & Kotler, 2017). The principles of product strategy include:

Products should be designed to meet the specific needs and preferences of the target audience (Petropoulos, 2024). For example, Third Story Children's Book (TSCB) creates culturally relevant and age-appropriate books to resonate with its audience. The product must offer a clear value proposition that differentiates it from competitors (Teece, 2010). This could be through unique features, superior quality, or alignment with social missions, as seen in TSCB's focus on literacy and social change. Products go through stages (introduction, growth, maturity, and decline), and businesses must manage these stages effectively (Levitt, 1965). For instance, TSCB might update its book offerings to reflect current social issues or educational trends.

2.2.2 Price

Price refers to the amount customers pay for a product or service (Monroe, 2003). Pricing strategies are critical because they directly affect profitability, customer perception, and market positioning (Thomas T. Nagle, 2016). Prices should reflect the perceived value of the product to the customer. For TSCB, this means offering affordable books that provide high educational and social value, especially for underserved communities. Businesses must consider competitors' pricing to remain attractive in the market (Thomas T. Nagle, 2016). TSCB balances affordability with the need to cover production costs and sustain its operations. Pricing strategies can influence customer behavior. For example, offering discounts or bundle deals can encourage purchases, while premium pricing can signal higher quality.

2.2.3 Place

Place refers to the distribution channels and methods used to make the product available to customers (Lamb, Hair, & McDaniel, 2020). Products must be easily accessible to the target audience (Jolley, 2023). For TSCB, this means ensuring that books are available not only in urban areas but also in rural and conflict-affected regions through online platforms like Facebook. Distribution channels should be efficient and reliable to minimize delays and costs. TSCB's focus on efficient delivery systems ensures that customers receive their books promptly. Businesses must choose the right mix of distribution channels (e.g., online, retail, partnerships) to reach their audience effectively (Rosenbloom, 2013). TSCB's use of social media as a primary sales channel is a strategic choice to connect with its tech-savvy audience.

2.2.4 Promotion

Promotion encompasses all activities used to communicate the value of the product to the target audience and persuade them to make a purchase (Clow, 2016). Promotional efforts should be consistent across all channels (e.g., social media, email, events) to create a unified brand message (Belch, 2017). TSCB uses storytelling workshops and social media campaigns to promote its books and mission. Promotion should engage customers and build relationship (Belch, 2017). For example, TSCB interacts with its audience through feedback, reviews, and testimonials, fostering trust and loyalty. Promotional campaigns should not only create awareness but also educate customers about the product's benefits (Clow, 2016). TSCB's promotional efforts highlight the educational and social value of its books, appealing to parents and teachers.

2.2.5 The Interplay of the 4Ps

The marketing mix is not just about individual elements but how they work together to create a cohesive strategy (Armstrong & Kotler, 2017). For example: A high-quality product (e.g., TSCB's culturally relevant books) justifies a higher price, but the price must still align with the target audience's affordability. Effective promotion can drive demand, but the place strategy must ensure that the product is accessible to meet that demand. The price and promotion strategies must align to create perceived value, while the product and place strategies ensure that the value is delivered.

2.2.6 Theoretical Foundations

The marketing mix is rooted in several marketing theories, including: The 4Cs Framework: An extension of the 4Ps, the 4Cs focus on the customer perspective: Customer Value (instead of Product), Cost (instead of Price), Convenience (instead of Place), and Communication (instead of Promotion) (Lauterborn, 1990).

Relationship Marketing: This theory emphasizes building long-term relationships with customers, which aligns with the principles of customer-centric product design and engagement-focused promotion (Grönroos, 2007). Service-Dominant Logic: This modern marketing theory highlights the importance of co-creating value with customers, which is particularly relevant for social enterprises like TSCB that rely on customer feedback and community engagement (Vargo, 2004).

The marketing mix is a powerful theoretical framework that provides businesses with a structured approach to developing effective marketing strategies. By understanding and applying the principles of Product, Price, Place, and Promotion, businesses like TSCB can create value for their customers, differentiate themselves from competitors, and achieve their social and commercial goals. The interplay of these elements ensures that marketing efforts are aligned with customer needs and market dynamics, ultimately driving satisfaction, loyalty, and success.

2.3 Variables of the Study

In this study, the primary focus is on understanding the relationship between the marketing mix (4Ps) and customer satisfaction for Third Story Children's Book (TSCB) in Myanmar. The study consists of independent and dependent variables, each playing a crucial role in shaping the research framework.

2.3.1 Independent Variables

The independent variables in this study are the four components of the marketing mix:

Product – This refers to the quality, relevance, and overall appeal of the books offered by TSCB. Factors such as content, illustrations, material durability, and alignment with customer expectations influence how customers perceive the product.

Price – The pricing strategy of TSCB, including affordability, perceived value, and competitive pricing in the children's book market, serves as a key factor in determining customer satisfaction.

Place (Distribution Channels) – This variable represents how accessible TSCB's books are to customers, particularly through its online bookstore on Facebook. The ease of ordering, availability in different locations, and efficiency of delivery also contribute to customer satisfaction.

Promotion – Promotional efforts, including online advertisements, storytelling events, social media engagement, and customer communication, influence how well customers understand and perceive the value of TSCB's books. Effective promotional strategies can enhance customer trust and engagement.

2.3.2 Dependent Variable

The dependent variable in this study is Customer Satisfaction. This refers to how satisfied customers are with TSCB's products and services. It includes aspects such as perceived product quality, pricing fairness, ease of purchase, promotional effectiveness, and overall shopping experience. Higher customer satisfaction can lead to greater brand loyalty, positive word-of-mouth, and increased customer retention.

2.3.3 Moderating Factors

In addition to the independent and dependent variables, certain external factors may influence the relationship between the marketing mix and customer satisfaction. These include:

Customer Expectations – Different customer segments may have varying expectations regarding book content, pricing, and accessibility.

Market Competition – The availability of alternative books from other publishers may impact how customers perceive TSCB's offerings.

Digital Accessibility – Since TSCB operates online, customer access to digital platforms and internet connectivity can affect their overall experience.

By analyzing these variables, the study aims to determine how each element of the marketing mix contributes to customer satisfaction and what improvements can be made to enhance TSCB's market presence and customer experience.

2.4 Review of empirical studies

In "Marketing 4.0," (Kotler, Katajaya, & Setiawan, 2017) discuss the evolution of the traditional marketing mix, known as the Four P's (Product, Price, Place, and Promotion), into a more customer-centric approach in the digital economy. They emphasize that the Four P's must be redefined to better suit the connected and digital world. Instead of just focusing on creating and selling products, companies must now involve customers in the co-creation process, ensuring that products meet their needs and desires. (Kotler, Katajaya, & Setiawan, 2017) The concept of price becomes more dynamic, reflecting market demand and customer value, rather than being a fixed amount. Place is transformed into accessibility, where the focus shifts to ensuring products and services are available whenever and wherever customers need them. Finally, promotion evolves into a conversation with customers, where brands engage with their audience through two-way communication, leveraging social media

and other digital platforms to foster relationships (Kotler, Katajaya, & Setiawan, 2017).

The following empirical review synthesizes insights from two studies examining the impact of the marketing mix on customer satisfaction across different service industries. Both studies highlight the significant role various elements of the marketing mix play in shaping customer satisfaction and, consequently, customer loyalty, ultimately affecting business outcomes.

The first study, "A Study of Customer Satisfaction on Dr. Cake Online Cakery" by Win Mon Thant, investigates the factors influencing customer satisfaction at Dr. Cake Online Cakery. This study, conducted with 147 participants through a structured questionnaire, identifies key drivers of satisfaction, including service quality, product quality, and system quality. The findings indicate that timely communication, respect, and individualized attention were critical in enhancing customer satisfaction through service quality (Thant, 2019). Moreover, product freshness, taste, and hygiene emerged as essential factors determining customer satisfaction with the products. The study also emphasizes the importance of system quality, noting that ease of use and security in the online ordering system played a significant role in elevating customer satisfaction in the digital service environment (Thant, 2019).

In a similar vein, Chan Thar's research, "The Influence of Marketing Mix on Customer Satisfaction of Royal Job Employment Service Company Limited," explores how various elements of the marketing mix influence customer loyalty in the employment agency sector. This study highlights that product quality, pricing strategies, promotional activities, staff training, efficient service processes, and the physical environment all play integral roles in shaping customer satisfaction (Thar, 2022). The research shows that the range and quality of services offered had a direct impact on customer satisfaction, as did transparent and competitive pricing strategies (Thar, 2022). Effective promotional campaigns and personalized offers also emerged as key drivers in enhancing satisfaction. Furthermore, well-trained, empathetic staff were found to significantly contribute to a positive customer experience. The study also found that streamlined processes that reduced wait times were highly valued by customers, as was a clean and welcoming office environment (Thar, 2022).

When synthesizing the findings from both studies, several common themes emerge regarding the elements of the marketing mix that influence customer

satisfaction. Timely communication, respect, and personalized attention are consistently recognized as essential aspects of service quality that enhance customer satisfaction. Product quality, including freshness and hygiene for physical products and the breadth of services offered, was found to significantly impact satisfaction levels. Additionally, ease of use and the security of online systems are crucial, particularly in online services like TSCB. Competitive pricing strategies and transparency also positively influence customer satisfaction, as do well-executed promotional campaigns. Well-trained, empathetic staff and streamlined service processes that minimize wait times are other critical factors in improving customer satisfaction. Lastly, a clean, well-maintained, and welcoming physical environment contributes to a positive customer experience, particularly in offline service settings.

The insights from these empirical studies provide valuable lessons for Third Story Children's Book in improving its customer satisfaction. By prioritizing timely communication, respect, and personalized service, the company can enhance its service quality. Ensuring high product quality, whether through expanding the range of services or maintaining high service standards, will also contribute to improved customer satisfaction (Thant, 2019). Optimizing system quality by ensuring user-friendly and secure online platforms is crucial, especially for digital services. Competitive pricing and transparent pricing strategies will resonate well with customers and help drive satisfaction. Developing effective promotional campaigns that offer personalized offers will further engage customers and enhance satisfaction. Continuous staff training to ensure a high level of professionalism, empathy, and customer focus will contribute to a better customer experience. Streamlining service processes to reduce wait times and maintaining a clean, welcoming office environment will also play an essential role in fostering customer satisfaction. By adopting these strategies, informed by the empirical studies reviewed, TSCB can improve its service offering, enhance customer satisfaction, and ultimately achieve better business outcomes.

The study conducted by (Singh & Singh, 2016) highlights how product quality, price competitiveness, promotional activities, and distribution strategies play significant roles in enhancing brand awareness. Specifically, it reveals that branded products tend to create stronger associations and are more easily recalled by consumers, leading to increased brand awareness. This emphasizes the importance of crafting marketing mix strategies that not only focus on product attributes but also

foster brand recognition and recall. By strategically positioning products and ensuring their visibility in the market, businesses can significantly enhance their brand awareness among consumers. The study also establishes a direct link between brand awareness and customer satisfaction. It suggests that consumers who are more aware of a brand are more likely to develop positive perceptions of it, which in turn enhances their satisfaction levels (Singh & Singh, 2016). This finding reinforces the idea that brand awareness plays a critical role in customer satisfaction, as it helps create favorable consumer attitudes toward the brand. According to Singh (2016), brands that are successful in communicating their unique value propositions and maintaining a consistent presence in the market are more likely to engender positive consumer experiences and satisfaction.

2.5 Conceptual Framework of the Study

The conceptual framework of this study is anchored in the marketing mix theory, widely recognized as a foundational concept in the field of marketing. This framework consists of four key components: Product, Price, Place, and Promotion, collectively referred to as the 4Ps. These elements are critical in shaping customer satisfaction, which is particularly significant for a social enterprise like Third Story Children's Book (TSCB) operating in Myanmar. The goal of this study is to explore and analyze how each of these marketing mix elements influences customer satisfaction within TSCB, thereby providing valuable insights that can guide strategic decisions to enhance the overall customer experience.

2.5.1 Product

The product element encompasses the range of books offered by TSCB, focusing on their quality, relevance, and overall appeal to the target audience. For TSCB, product attributes include not only the content and illustrations but also the durability of the materials used and the alignment with customer expectations. The books must be culturally relevant, age-appropriate, and capable of addressing the educational and social needs of young readers. The hypothesis is that higher product quality leads to increased customer satisfaction, as customers are more likely to appreciate and value books that meet their specific needs and preferences. Additionally, the focus on unique features such as bilingual content and themes of social change further enhances the perceived value of TSCB's products.

2.5.2 Price

Price is a critical factor influencing customer satisfaction, especially for a social enterprise that targets diverse socio-economic groups. TSCB's pricing strategy must strike a balance between affordability and perceived value. This involves setting prices that are accessible to underserved communities while ensuring the financial sustainability of the enterprise. The hypothesis here is that fair and competitive pricing positively influences customer satisfaction by providing good value for money. Customers are likely to be more satisfied when they perceive that they are receiving high-quality books at reasonable prices. Moreover, TSCB's commitment to social impact can be further communicated through pricing strategies, such as offering discounts to schools and libraries or implementing a sliding scale pricing model to accommodate different income levels.

2.5.3 Place (Distribution Channels)

Place refers to the channels and methods used to make TSCB's books available to customers. Given the company's focus on reaching remote and conflict-affected areas, the distribution strategy must ensure that books are accessible to a wide audience. This involves leveraging both online and offline channels, with a significant emphasis on the Facebook platform. The hypothesis is that efficient and reliable distribution channels enhance customer satisfaction by making books easily accessible to customers, regardless of their geographical location. TSCB's ability to ensure timely and efficient delivery, as well as its efforts to partner with local organizations for distribution in rural areas, are key factors in enhancing customer satisfaction. Additionally, offering books in multiple languages and formats can further improve accessibility and reach.

2.3.4 Promotion

Promotion encompasses the various communication strategies used to inform, persuade, and remind customers about TSCB's books and mission. Effective promotion involves a mix of online advertisements, storytelling events, social media engagement, and direct communication with customers. The hypothesis is that well-executed promotional activities increase customer satisfaction by effectively conveying the value of TSCB's offerings and mission. By engaging customers

through interactive and educational content, TSCB can build a strong brand presence and foster a sense of community. Moreover, promotional efforts that highlight the social impact of purchasing TSCB's books can resonate with socially conscious consumers, further enhancing their satisfaction and loyalty.

2.5.4 Interrelationship of the 4Ps

The conceptual framework posits that the interplay between Product, Price, Place, and Promotion collectively influences customer satisfaction. Each element of the marketing mix is interconnected and must be carefully coordinated to create a cohesive and positive customer experience. For example, a high-quality product justifies a reasonable price, while effective promotion and convenient distribution channels further enhance the perceived value and satisfaction. The synergy between these elements ensures that TSCB can meet and exceed customer expectations, ultimately leading to higher levels of customer satisfaction and loyalty.

2.5.5 Customer Satisfaction

Customer satisfaction serves as the dependent variable in this study, representing the overall contentment of customers with TSCB's products and services. It encompasses various aspects such as perceived product quality, pricing fairness, ease of access, and promotional effectiveness. High customer satisfaction is hypothesized to lead to increased customer loyalty, positive word-of-mouth, and long-term engagement with TSCB. By measuring and analyzing customer satisfaction, TSCB can identify areas for improvement and implement strategies to enhance the overall customer experience.

2.5.6 Moderating Factors

Moderating factors such as customer expectations, market competition, and digital accessibility may influence the relationship between the 4Ps and customer satisfaction. These factors are considered in the framework to account for variations in customer experiences and perceptions. For instance, customer expectations may vary based on demographic characteristics, while market competition can impact customer perceptions of value. Digital accessibility, particularly in remote areas, can also affect the ease with which customers can engage with TSCB's online platforms. Understanding these moderating factors is essential for developing a comprehensive

and effective marketing strategy that addresses the diverse needs of TSCB's target audience.

CHAPTER III

RESEARCH METHODOLOGY

This chapter outlines the research methodology employed in the study to investigate the relationship between the marketing mix (product, price, place, and promotion) and customer satisfaction for Third Story Children's Book (TSCB) in Myanmar. It provides a detailed explanation of the research design, data collection methods, sampling approach, data analysis techniques, and ethical considerations. A descriptive and analytical research design is adopted to systematically examine customer perceptions and establish the significance of marketing mix elements in influencing satisfaction. By utilizing quantitative methods, the study ensures objective measurement and statistical analysis of customer responses, offering valuable insights for TSCB's strategic marketing decisions.

3.1 Research Methodology

This chapter outlines the research methodology used in this study, including the research design, population and sample, data collection methods, data analysis techniques, and ethical considerations. The objective of this chapter is to provide a clear understanding of how the study was conducted to examine the relationship between the marketing mix (4Ps) and customer satisfaction for Third Story Children's Book (TSCB) in Myanmar.

This study employs a descriptive and analytical research design to explore the influence of product, price, place, and promotion on customer satisfaction. The descriptive approach is used to outline customer perceptions of TSCB's marketing strategies, while the analytical component seeks to establish relationships between the marketing mix elements and customer satisfaction. A quantitative research method is applied, as it allows for objective measurement and statistical analysis of data collected from a structured survey questionnaire.

The target population for this study consists of customers who purchase books from TSCB's Facebook-based online bookstore. These customers include parents, teachers, and individuals buying children's books for educational and recreational purposes. Given the practical constraints of time and resources, the study employs a convenience sampling technique, selecting 70 respondents from TSCB's online

customer base. This method is appropriate as it ensures accessibility to willing participants who actively engage with TSCB's products.

Primary data for the study is collected through an online survey questionnaire distributed to TSCB's customers. The questionnaire consists of structured questions designed to measure customer perceptions and satisfaction using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey is divided into five key sections: demographic information, product perception, price evaluation, accessibility and distribution (place), and promotional effectiveness. The questions are designed to capture insights on how customers interact with TSCB's books, how they perceive pricing and promotional strategies, and their overall satisfaction with the purchasing experience.

To analyze the collected data, this study employs both descriptive and inferential statistical techniques. Descriptive statistics, including mean scores, frequency distributions, and percentages, are used to summarize customer responses. Inferential statistical methods, such as correlation and regression analysis, help determine the strength and significance of the relationship between the marketing mix components and customer satisfaction. Data analysis is conducted using SPSS (Version 23) and Microsoft Excel 2016 to ensure accuracy and clarity in the interpretation of results.

To maintain the validity and reliability of the research, a pilot test is conducted with a small sample of 10 respondents before distributing the final survey. This ensures that the questionnaire is clear, relevant, and free of ambiguities. Additionally, Cronbach's Alpha is used to measure the internal reliability of the questionnaire, with a reliability coefficient of 0.7 or higher considered acceptable.

Ethical considerations are carefully addressed to protect the rights and privacy of participants. Before participating in the survey, respondents are provided with a brief explanation of the study's objectives and their informed consent is obtained. Participation is entirely voluntary, and no personal identifying information is collected to ensure confidentiality. All data is securely stored and will be used strictly for academic purposes.

This chapter describes the methodology employed in conducting this research, including the research design, sampling technique, data collection tools, analysis methods, and ethical considerations. By adopting a structured quantitative approach, this study aims to provide valuable insights into how TSCB's marketing mix

influences customer satisfaction and offers recommendations for enhancing its marketing strategies.

This study employs a descriptive and analytical research design to examine the relationship between the marketing mix (4Ps) and customer satisfaction in the context of Third Story Children's Book (TSCB) in Myanmar. The descriptive research approach is used to systematically outline customer perceptions of TSCB's marketing strategies, focusing on product quality, pricing, accessibility, and promotional efforts. Descriptive research is essential in this study as it provides a clear picture of how customers view and interact with TSCB's offerings, allowing for a structured analysis of key marketing mix components.

3.2 Research Design

In addition to the descriptive approach, the study incorporates an analytical research component, which investigates the extent to which product, price, place, and promotion impact customer satisfaction. This analytical approach helps determine the strength and direction of relationships between these variables, providing deeper insights into which aspects of the marketing mix are most influential in shaping customer experiences. By integrating both descriptive and analytical techniques, the study ensures a comprehensive evaluation of marketing effectiveness from both a qualitative and quantitative standpoint.

A quantitative research method is adopted, as it allows for objective measurement and statistical analysis of customer satisfaction. Quantitative research involves collecting numerical data through structured survey questionnaires, which enables systematic comparisons and pattern identification. This approach is particularly useful in marketing studies as it allows businesses to assess customer preferences and trends using reliable, data-driven insights. Given that this study aims to quantify the relationship between marketing mix elements and customer satisfaction, a quantitative approach is the most suitable for achieving its research objectives.

The research follows a cross-sectional design, meaning that data is collected at a single point in time rather than over an extended period. This design is effective in capturing customer opinions based on their most recent experiences with TSCB's products and services. Since the study aims to evaluate the current effectiveness of TSCB's marketing mix strategies, a cross-sectional approach provides a timely and

relevant snapshot of customer satisfaction levels. This method is cost-effective and time-efficient, making it ideal for studies that require quick data collection and analysis.

Furthermore, this study integrates an explanatory research component, which seeks to establish causal relationships between the independent variables (product, price, place, and promotion) and the dependent variable (customer satisfaction). To achieve this, statistical analyses such as correlation and regression analysis will be conducted to determine the strength and significance of these relationships. By identifying which marketing mix elements have the greatest impact on customer satisfaction, the study will provide actionable insights for TSCB to enhance its strategies and optimize its engagement with customers.

Another important aspect of this research design is its structured approach to data collection and interpretation. The study ensures reliability and validity by using standardized survey instruments, clear research procedures, and statistical methods to minimize bias. The structured nature of the research design allows for consistent and replicable findings, which can serve as a foundation for future studies in the field of marketing and customer satisfaction.

In conclusion, by employing a well-structured research design that combines descriptive, analytical, and explanatory approaches, this study provides a thorough examination of the role of the marketing mix in shaping customer satisfaction. The use of a cross-sectional, quantitative approach ensures objective and reliable findings, which will help TSCB refine its marketing strategies and enhance its competitive advantage in Myanmar's evolving book market.

3.3 Data Collection Method

Data collection is a crucial aspect of this study, as it ensures the acquisition of relevant and reliable information necessary for analyzing the relationship between the marketing mix (4Ps) and customer satisfaction in the context of Third Story Children's Book (TSCB) in Myanmar. This study employs a quantitative data collection approach, primarily using survey questionnaires to gather responses from customers who have purchased books from TSCB's online platform. The structured nature of this approach allows for systematic data collection, ensuring that the responses can be analyzed statistically to derive meaningful conclusions.

The primary data for this study is collected through a structured online survey questionnaire, which is designed to assess customer perceptions of TSCB's marketing strategies. The questionnaire includes a combination of closed-ended and Likert-scale questions to capture quantifiable data regarding customer satisfaction and their evaluation of TSCB's product quality, pricing, accessibility, and promotional efforts. The Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree) is particularly useful in measuring customer attitudes and satisfaction levels, as it provides a standardized way to quantify subjective opinions.

The survey questionnaire consists of five key sections: (1) Demographic Information, (2) Product Perception, (3) Price Evaluation, (4) Distribution and Accessibility (Place), and (5) Promotion Effectiveness. The Demographic Information section gathers details about the respondents, including age, gender, location, and frequency of book purchases. This information helps in analyzing different customer segments and their satisfaction levels. The Product Perception section includes questions regarding the quality, relevance, and design of TSCB's books, assessing whether the books meet customer expectations. The Price Evaluation section examines customer opinions on affordability, perceived value for money, and whether pricing aligns with product quality. The Place (Distribution) Section focuses on the ease of purchasing books online, availability, and delivery efficiency. Lastly, the Promotion Effectiveness section evaluates how well customers engage with TSCB's marketing campaigns, including social media advertising, storytelling workshops, and other promotional activities.

To ensure the validity and reliability of the data collection method, a pilot study is conducted before distributing the final questionnaire. A small group of 10 respondents is selected to complete the survey, allowing researchers to identify any ambiguities or inconsistencies in the questions. This step ensures that the questionnaire is clear, concise, and capable of accurately capturing customer opinions. Feedback from the pilot study is used to refine the wording and structure of the survey before its final distribution.

Given that TSCB operates primarily through its Facebook-based online bookstore, the survey is distributed via social media platforms, email, and direct messaging to customers who have previously interacted with the brand. This method allows for convenient access to a relevant customer base, ensuring that responses are collected from individuals who have firsthand experience with TSCB's books and

services. Additionally, online data collection is cost-effective and time-efficient, allowing for a larger sample size to be reached within a short period.

The collected data is then compiled and organized for statistical analysis using SPSS (Version 23) and Microsoft Excel 2016. These software tools help in summarizing responses, identifying trends, and performing correlation and regression analyses to determine the impact of the marketing mix on customer satisfaction. By utilizing a structured and systematic data collection approach, this study ensures that the gathered information is both reliable and relevant to addressing the research objectives.

In conclusion, the data collection process follows a structured and methodological approach, utilizing a well-designed survey questionnaire to capture customer feedback effectively. By incorporating quantitative measures, pilot testing, and online distribution methods, this study ensures the accuracy, reliability, and relevance of the collected data, ultimately providing valuable insights into the relationship between TSCB's marketing mix and customer satisfaction.

3.4 Ethical Consideration

Ethical considerations play a fundamental role in ensuring that research is conducted responsibly, respecting the rights and well-being of participants. This study adheres to established ethical guidelines to maintain transparency, confidentiality, and fairness throughout the research process. Since this study involves collecting data from customers of Third Story Children's Book (TSCB) through survey questionnaires, ethical issues such as informed consent, privacy protection, voluntary participation, and data security are carefully addressed. By implementing ethical safeguards, the study ensures that participants feel comfortable providing honest responses, which in turn enhances the reliability and validity of the collected data.

One of the primary ethical principles in this study is informed consent. Before participating in the survey, respondents are provided with a detailed explanation of the study's purpose, objectives, and significance. This ensures that participants fully understand the nature of the research and their role in it. The informed consent process also emphasizes that participation is entirely voluntary, and respondents have the right to withdraw at any stage without providing a reason. No participants are coerced or pressured into taking part, aligning with the ethical standards set by

international research guidelines such as the Belmont Report (1979) and the American Psychological Association (APA) guidelines.

Another critical ethical consideration is confidentiality and anonymity. Since the survey is conducted online, respondents' identities remain protected. No personally identifiable information, such as names, addresses, or contact details, is collected during the data collection process. Instead, responses are analyzed in aggregate form, ensuring that no individual participant can be identified based on their answers. Confidentiality measures reassure participants that their responses will be used strictly for academic purposes and will not be disclosed to third parties or used for commercial gain. Maintaining anonymity encourages honest feedback, which is essential for obtaining unbiased and accurate insights into customer satisfaction and marketing effectiveness.

To further uphold ethical research standards, this study ensures data security and protection. All collected data is securely stored in password-protected files and accessible only to authorized researchers. Digital security measures, such as encryption and restricted access, are implemented to prevent data breaches or unauthorized use. After the study is completed and the findings are published, the raw data will be stored securely for a predetermined period before being permanently deleted. This ensures compliance with data protection regulations, such as the General Data Protection Regulation (GDPR) for ethical handling of research data.

Additionally, the study ensures fairness and non-discrimination in the selection of participants. Since the research focuses on customers who have purchased books from TSCB's online bookstore, all individuals within this group have an equal opportunity to participate. There is no discrimination based on age, gender, ethnicity, or socioeconomic background. This approach ensures a diverse range of responses, leading to more representative and inclusive findings.

Lastly, research integrity and transparency are upheld throughout the study. The questionnaire is designed to be free of misleading or biased questions, ensuring that participants are not influenced toward specific responses. The findings and analysis will be presented truthfully, without manipulation or distortion of data to favor predetermined outcomes. Ethical approval from relevant academic bodies, if required, will be obtained to confirm adherence to ethical research standards.

This study takes extensive measures to address ethical considerations in data collection, participant privacy, and data security. By ensuring informed consent,

confidentiality, voluntary participation, and fairness, the research upholds high ethical standards, fostering trust and credibility in the study's findings. These ethical principles are essential in ensuring that the research contributes valuable knowledge while respecting the rights and dignity of all participants.

CHAPTER IV

ANALYSIS AND RESULT

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 Profiles of the Respondents

The survey respondents consisted of 70 individuals, primarily females (approximately 80%), with a smaller representation of males (around 20%). The majority of respondents fell within the age range of 26–49 years, with a significant portion being parents, teachers, or librarians. Most respondents held a graduate-level education and were employed in various sectors, including private sector staff, freelancers, governmental staff, and business owners. Monthly income levels varied, with a notable number earning between 300,000–1,500,000 MMK, though some reported incomes below 300,000 MMK. The respondents' frequency of purchasing books from Third Story Children's Book (TSCB) ranged from once a month to once every two years, with many being long-term customers (over 3 years). Their yearly spending on children's books varied, with a significant portion spending between 50,001–200,000 MMK annually. Overall, the respondents represented a diverse group of educated, middle-income individuals with a strong connection to children's education and literacy.

4.1.1 Gender of the respondents

The survey respondents, conducted online, were predominantly female, with approximately 80% of participants identifying as female and around 20% as male. This gender distribution indicates that women, particularly mothers, teachers, and librarians, are the primary buyers or decision-makers when it comes to purchasing children's books from Third Story Children's Book (TSCB). The fact that 80% of online buyers are female aligns with the common trend in children's education and literacy, where women often play a central role in selecting educational materials for children. This high representation of females in the survey suggests that TSCB's

online platform and offerings strongly appeal to women, who are likely more engaged in activities related to children’s reading and learning. Understanding this gender dynamic can help TSCB refine its online marketing strategies, product offerings, and communication efforts to better meet the needs and preferences of its core customer base.

Table (4.1): Gender of the respondents

Gender	Frequency (N)	Percentage (%)
Female	57	80
Male	13	20
Total	70	100

Source: Survey Data (2025)

4.1.2 Age of the Respondents

The age distribution of the survey respondents reveals that the majority fall within the 26–49 age range, with a significant concentration in the 26–33 and 34–41 age groups. This indicates that the primary customer base for Third Story Children’s Book (TSCB) consists of young to middle-aged adults, many of whom are likely parents, teachers, or educators actively involved in children’s education and literacy. The presence of respondents aged 42–49 also suggests that older adults, possibly grandparents or experienced educators, are also engaged with TSCB’s offerings. The relatively younger age groups 26–41 may reflect a tech-savvy demographic comfortable with online purchasing, which aligns with the survey being conducted online. Understanding the age profile of respondents helps TSCB tailor its marketing strategies, product content, and communication to resonate with these key age groups, ensuring that its books and services meet the expectations of both younger and older caregivers and educators.

Table (4.2): Age of the Respondents

Age	Frequency (N)	Percentage
26-33	23	32.90
34-41	28	40.00
42-49	16	22.90
Over 50	3	4.30
Total	70	100

Source: Survey Data (2025)

4.1.3 Occupations of the Respondents

The survey respondents represented a diverse range of occupations, with the majority being freelancers, private sector staff, governmental staff, and business owners. A significant portion of respondents also identified as teachers and librarians, highlighting TSCB's strong appeal to professionals directly involved in children's education and literacy. Freelancers and private sector employees made up a notable segment, suggesting that TSCB's books are popular among working parents and individuals with flexible schedules who prioritize educational materials for children. Additionally, the presence of governmental staff and business owners indicates that TSCB's offerings resonate across various professional backgrounds. This occupational diversity reflects the broad reach of TSCB's mission to promote literacy and social change, appealing to both educators and parents from different walks of life. Understanding the occupational profile of respondents can help TSCB tailor its marketing and outreach efforts to better engage with these key professional groups.

Table (4.3): Occupations of the Respondents

Occupation	Frequency (N)	Percentage (%)
Business Owner	11	15.70
Freelance	19	27.10
Government Staff	17	24.30
Private Staff	20	28.60
Retired	3	4.30
Total	70	100

Source: Survey Data (2025)

4.1.4 Education Level of Respondents

The education level of the survey respondents reveals that the majority hold graduate-level qualifications, with a smaller portion having completed university-level education. This indicates that the primary customer base for Third Story Children's Book (TSCB) consists of highly educated individuals, such as parents, teachers, and professionals, who place a strong emphasis on the educational value and quality of children's books. The high level of education among respondents suggests that they are likely well-informed and discerning when selecting books for children, prioritizing content that is engaging, culturally relevant, and aligned with educational

goals. Additionally, the presence of university-level educated respondents highlights TSCB’s appeal to younger or less experienced caregivers who may still value high-quality educational materials. This demographic insight underscores the importance of maintaining high standards in book content, design, and messaging to meet the expectations of an educated and knowledgeable customer base. By catering to this audience, TSCB can continue to build trust and loyalty among its core customers, who are likely to advocate for the brand within their networks.

Table (4.4): Education Level of Respondents

Education level	Frequency (N)	Percentage (%)
Graduated	62	88.60
University Level	8	11.40
Total	70	100

Source: Survey Data (2025)

4.1.5 Monthly Income of Respondents

The monthly income of the survey respondents varied significantly, with a notable portion earning between 300,000–1,500,000 MMK. A smaller segment reported incomes below 300,000 MMK, while others fell into higher income brackets, including 1,500,000 MMK and above. This income diversity reflects the broad socioeconomic reach of Third Story Children’s Book (TSCB), appealing to both middle-income and higher-income customers. The majority of respondents falling within the middle-income range suggests that TSCB’s pricing strategy strikes a balance between affordability and perceived value, making its books accessible to a wide audience. At the same time, the presence of higher-income customers indicates that TSCB’s offerings also attract individuals who may prioritize quality and educational value over cost. Understanding the income distribution of respondents can help TSCB refine its pricing strategies, promotional offers, and product offerings to cater to both budget-conscious customers and those willing to invest more in high-quality children’s books. This insight ensures that TSCB remains inclusive while maintaining its commitment to delivering valuable educational content.

Table (4.5): Monthly Income of the Respondents

Monthly income	Frequency (N)	Percentage (%)
1,200,001-1,500,000	7	10.00
300,001 - 600,000	13	18.60
600,001 - 900,000	8	11.40
900,001 - 1,200,000	6	8.60
Over 1,500,000	19	27.10
Under 300000 MMK	17	24.30
Total	70	100

Source: Survey Data (2025)

4.1.6 Spending on Children's Books

The survey respondents' spending on children's books varied, with a significant portion reporting annual expenditures between 50,001–200,000 MMK. Some respondents spent under 50,000 MMK annually, while others reported spending 200,001 MMK and above. This range indicates that while many customers are moderate spenders, there is also a segment of high-spending individuals who invest more in children's books, likely due to a strong emphasis on education and literacy. The majority of respondents falling within the mid-range spending category suggests that Third Story Children's Book (TSCB) successfully caters to budget-conscious customers while still offering value that appeals to higher spenders. The diversity in spending habits highlights the importance of maintaining a balanced pricing strategy and offering occasional promotions or discounts to attract both cost-sensitive and premium customers. Understanding these spending patterns allows TSCB to tailor its marketing and sales strategies to meet the financial preferences of its diverse customer base, ensuring continued satisfaction and loyalty.

Table (4.6): Spending on Children's Books

Spending (MMK)	Frequency (N)	Percentage (%)
Under 50,000	13	18.6%
50,001- 100,000	22	31.4%
100,001 – 200,000	12	17.1%
Over 200,000	23	32.9%
Total	70	100

Source: Survey Data (2025)

4.1.7 Interval of Purchasing TSCB's Books

The survey respondents' purchasing intervals for TSCB books varied, with the majority reporting that they buy books once every six months or once a year. A smaller segment of respondents indicated more frequent purchases, such as once every two months or once a month, while others purchased books less frequently, such as once every two years. This range in purchasing intervals suggests that while some customers are regular buyers who consistently engage with TSCB's offerings, others may purchase books on an occasional or seasonal basis, possibly for specific needs like school projects, gifts, or special occasions. The higher frequency of purchases among some respondents indicates a loyal customer base that values TSCB's books and integrates them into their regular routines, such as for educational or recreational purposes. Understanding these purchasing intervals can help TSCB design targeted marketing campaigns, such as reminders or promotions, to encourage more frequent purchases among occasional buyers while maintaining strong relationships with regular customers. This insight also highlights the importance of ensuring consistent product availability and quality to meet the needs of both frequent and infrequent buyers.

Table (4.7): Interval of Purchasing TSCB's books

Interval of purchasing	Frequency (N)	Percentage (%)
Once in a year	14	20.00
Once in one month	4	5.70
Once in six months	27	38.60
Once in two months	10	14.30
Once in two years	15	21.40
Total	70	100

Source: Survey Data (2025)

4.2 Reliability Analysis

In this section, the results of the reliability analysis are presented to test the internal consistency of the variables related to the marketing mix (Product, Price, Place, and Promotion) and customer satisfaction. According to Sekaran (2003), the closer the Cronbach's Alpha value is to 1.0, the better the reliability. Additionally,

Tabachnick and Fidell (2007) suggest that a Cronbach's Alpha value greater than 0.55 is acceptable.

Table (4.8): Reliability Analysis

Construct	Cronbach's α	Items
Product	0.905	5
Price	0.846	4
Place	0.800	4
Promotion	0.769	4
Customer Satisfaction	0.929	5

Source: Survey Data (2025)

According to Table (4.8), it presents the reliability of all variables, assessed using Cronbach's Alpha. Following (Frost), higher Cronbach's Alpha values, approaching 1.0, indicate greater reliability. As per (Statistical Methods Guidelines), a minimum Cronbach's Alpha of 0.55 is considered acceptable.

The product variable consisted of 5 items, with a Cronbach's Alpha value of 0.905, indicating excellent internal consistency. The price variable included 4 items, with a Cronbach's Alpha value of 0.848, demonstrating strong reliability. For item-Place: With 4 items, this variable achieved a Cronbach's Alpha value of 0.800, showing good internal consistency. The promotion variable, comprising 4 items, had a Cronbach's Alpha value of 0.769, indicating acceptable reliability. Customer Satisfaction variable included 5 items, with a Cronbach's Alpha value of 0.929, reflecting excellent reliability. All variables exceeded the minimum threshold of 0.55, with most achieving values above 0.7, indicating strong reliability. This suggests that the survey items used to measure the marketing mix and customer satisfaction are consistent and reliable, making the data suitable for further analysis and interpretation.

4.3 Marketing Mix Factors of Third Story Children's Book

This study utilized a questionnaire to evaluate the marketing mix factors (4Ps: Product, Price, Place, Promotion) and their impact on customer satisfaction at TSCB. Mean and standard deviation were calculated for each variable. To interpret the results, a 5-point Likert scale was used, with an interpretation range of 0.8 per category. The scale ranged from 1.00 (Strongly Disagree) to 5.00 (Strongly Agree),

with the following categories: Disagree (1.80-2.59), Neutral (2.60-3.39), and Agree (3.40-4.19). This section analyzes the effect of marketing mix factors on customer satisfaction based on the calculated means and standard deviations, as presented in the following tables.

4.3.1 Product

The mean scores for product-related questions range from 4.31 to 4.49, with an overall average of 4.39. These findings indicate that customers generally perceive TSCB's books as high-quality, relevant, and well-designed. The strong ratings suggest that the content, illustrations, and material durability meet customer expectations. Since product satisfaction is one of the most critical factors in driving customer loyalty, TSCB should maintain its focus on producing engaging and meaningful books. However, continuous improvements—such as incorporating more diverse themes, expanding language options, or enhancing book durability—could further strengthen customer perceptions.

Table (4.9): Product

No.	Description	Mean	Standard Deviation
1	The content of Third Story Children's books is engaging and suitable for children.	4.37	0.935
2	The illustrations in the books are attractive and child-friendly.	4.31	1.043
3	The variety of books offered by Third Story meets my needs.	4.33	0.775
4	The quality of the books (paper, print, and binding) is satisfactory.	4.44	0.895
5	The books effectively convey social messages and educational values.	4.49	0.830
Overall mean		4.39	0.766

Source: Survey Data (2025)

4.3.2 Price

The mean scores for price-related aspects range from 3.84 to 4.37, resulting in an average of 4.14. While customers generally find the pricing reasonable, the lower-end score of 3.84 suggests that affordability could be a concern for some buyers. Since TSCB is a social enterprise, balancing affordability with quality is essential. Offering discounts, bundle deals, or special pricing for schools and libraries could

help make books more accessible to a broader audience. Additionally, highlighting the value proposition—such as the cultural and educational significance of the books—may help justify pricing in customers' minds.

Table (4.10): Price

No.	Description	Mean	Standard Deviation
1	The prices of Third Story Children's books are affordable.	3.84	0.973
2	The books provide good value for the money spent.	4.31	0.86
3	I am satisfied with the pricing compared to other publishers.	4.03	0.851
4	Discounts or promotions on the books meet my expectations.	4.37	0.837
Overall mean		4.14	0.731

Source: Survey Data (2025)

4.3.3 Place (Distribution & Accessibility)

The mean scores for distribution and accessibility fall between 3.56 and 4.23, with an overall average of 4.03. While customers appreciate the convenience of TSCB's online bookstore, the relatively lower score of 3.56 suggests that some respondents may have faced challenges in accessing or purchasing books. Possible issues include delivery delays, limited payment options, or a lack of physical distribution points. Improving accessibility by expanding partnerships with bookstores, enhancing delivery services, or simplifying the online purchasing process could help improve customer satisfaction in this area.

Table (4.11): Place

No.	Description	Mean	Standard deviation
1	The books are easily available in bookstores near me.	3.56	1.085
2	The books are easily available at online page of Third Story.	4.23	0.871
3	The online ordering process for Third Story books is convenient and user-friendly.	4.19	0.839
4	Delivery of books is timely and reliable.	4.17	0.884
Overall Mean		4.03	0.731

Source: Survey Data (2025)

4.3.4 Promotion

The mean scores for promotional effectiveness range from 3.70 to 4.06, leading to an average of 3.86—the lowest among all marketing mix components. This suggests that while some promotional efforts are effective, others may not be fully engaging customers. Given that TSCB relies on Facebook and social media for promotion, it may benefit from more interactive campaigns, influencer partnerships, or storytelling-based marketing to better connect with its audience. Customer testimonials, behind-the-scenes content, or educational campaigns about literacy could strengthen promotional impact and encourage more engagement.

Table (4.12): Promotion

No.	Description	Mean	Standard Deviation
1	The advertisements and promotions for Third Story books are informative and appealing.	3.79	0.931
2	Social media campaigns by Third Story are effective in informing me about new books.	3.90	0.919
3	Promotional offers (e.g., discounts or giveaways) encourage me to purchase more books.	3.70	1.108
4	The storytelling workshops or community events by Third Story add value to the brand.	4.06	0.915
Overall Mean		3.86	0.747

Source: Survey Data (2025)

4.4 Customer Satisfaction

Customer satisfaction scores range from 4.43 to 4.61, with a high overall mean of 4.57. Despite minor concerns about pricing, accessibility, and promotion, customers express strong overall satisfaction with TSCB's offerings. This indicates that while marketing mix elements influence perceptions, the quality of the books and the organization's mission play a significant role in shaping customer loyalty. To further enhance satisfaction, TSCB can focus on addressing specific customer concerns, personalizing customer interactions, and gathering continuous feedback to refine its offerings.

Table (4.13): Customer Satisfaction

No.	Description	Mean	Standard Deviation
1	I am satisfied with the quality of Third Story Children's books.	4.43	1.015
2	I would recommend Third Story books to other parents or teachers.	4.59	0.825
3	My children/students enjoy reading Third Story books.	4.50	0.737
4	I feel that Third Story books positively impact my children's learning and creativity.	4.56	0.754
5	I am likely to purchase books from Third Story again in the future.	4.61	0.767
Overall mean		4.57	0.911

Source: Survey Data (2025)

4.5 Analysis on the Relationship between Marketing Mix (4Ps) and Customer Satisfaction

The Pearson correlation analysis in this study evaluates the strength and direction of the relationship between the marketing mix elements (product, price, place, and promotion) and customer satisfaction. The results indicate that all four components of the marketing mix have a significant positive correlation with customer satisfaction, though some factors are more influential than others.

Among the four elements, product quality has the strongest positive correlation with customer satisfaction ($r = 0.809$, $p < 0.01$). This indicates that customers place the highest importance on the quality, design, and relevance of books when determining their level of satisfaction. A well-designed and meaningful product directly contributes to positive customer perceptions, reinforcing the importance of maintaining high standards in book production.

Price shows a moderate correlation with customer satisfaction ($r = 0.603$, $p < 0.01$), suggesting that while affordability plays a role in influencing customers' purchasing decisions, it is not the primary determinant of their satisfaction. Customers may perceive higher-quality books as worth the price, even if they are slightly expensive. However, concerns about affordability could impact purchasing behavior, particularly for customers with limited financial resources.

Place (distribution and accessibility) also exhibits a moderate-to-strong correlation with customer satisfaction ($r = 0.655$, $p < 0.01$). This result suggests that ease of access to books—whether through online platforms, physical bookstores, or delivery efficiency—significantly impacts customer perceptions. Customers prefer convenient purchasing options, and difficulties in accessibility may lead to dissatisfaction, even if the product quality is high.

Promotion demonstrates a moderate correlation with customer satisfaction ($r = 0.620$, $p < 0.01$). This indicates that effective promotional efforts, including social media engagement, storytelling campaigns, and marketing activities, positively contribute to customer perceptions. However, promotional strategies are not as influential as product quality or accessibility. This suggests that while advertising and engagement strategies are beneficial, they should be aligned with customer expectations and preferences to maximize their impact.

Table (4.14): Relationship between Marketing Mix and Customer Satisfaction

		Average Customer Satisfaction	Average Product	Average Price	Average Place	Average Promotion
Average Customer Satisfaction	Pearson Correlation	1	.809**	.603**	.655**	.620**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	70	70	70	70	70
Average Product	Pearson Correlation	.809**	1	.684**	.494**	.579**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	70	70	70	70	70
Average Price	Pearson Correlation	.603**	.684**	1	.413**	.406**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	70	70	70	70	70
Average Place	Pearson Correlation	.655**	.494**	.413**	1	.668**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	70	70	70	70	70
Average Promotion	Pearson Correlation	.620**	.579**	.406**	.668**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	70	70	70	70	70
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Survey Data (2025)

4.6 Analysis on the Effect of Marketing Mix (4Ps) on Customer Satisfaction

The regression coefficients provide valuable insights into how each element of the marketing mix influences customer satisfaction. Product quality emerges as the most significant factor, with a strong positive effect ($\beta = 0.596$, $p < 0.001$). A one-unit increase in product quality leads to a 0.596 increase in customer satisfaction, holding all other factors constant. This indicates that customers highly value the quality, relevance, and design of TSCB's books. On the other hand, price ($\beta = 0.048$, $p = 0.581$) does not have a statistically significant impact on customer satisfaction, suggesting that while affordability is important, it is overshadowed by other factors like product quality. Place, which refers to distribution and accessibility, also plays a significant role ($\beta = 0.308$, $p = 0.001$). A one-unit improvement in accessibility results in a 0.308 increase in customer satisfaction, highlighting the importance of ensuring books are easily available and delivered efficiently. In contrast, promotion ($\beta = 0.050$, $p = 0.586$) does not significantly influence customer satisfaction, implying that while marketing efforts create awareness, they do not directly drive satisfaction as much as product quality or accessibility.

Table (4.15): Effect of Marketing Mix (4Ps) on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.528	.397		1.329	.189
	Average Product	.709	.115	.596	6.162	.000
	Average Price	.060	.108	.048	.554	.581
	Average Place	.384	.108	.308	3.563	.001
	Average Promotion	.061	.112	.050	.547	.586
a. Dependent Variable: Average Customer Satisfaction						

Source: Survey Data (2025)

Key insights from the regression analysis reveal that product quality is the primary driver of customer satisfaction, emphasizing the need to maintain high standards in book content, design, and relevance. Place (distribution and accessibility) also plays a critical role, indicating that improving how customers access books can significantly enhance satisfaction. However, price and promotion have minimal impact, suggesting that customers prioritize quality and availability over cost or advertising efforts.

Based on these findings, several strategic recommendations can be made.

First, TSCB should continue to enhance product quality by producing engaging, culturally relevant books and incorporating customer feedback to improve illustrations, storytelling, and material durability. Second, improving distribution and accessibility is crucial. Expanding sales channels beyond Facebook to include e-commerce platforms, bookstores, and partnerships with schools, as well as offering faster and more reliable delivery options, can significantly boost customer satisfaction. Third, while price does not significantly impact satisfaction, TSCB can adopt a value-based pricing strategy and introduce discount programs for bulk purchases or educational institutions to attract a wider audience. Lastly, promotion efforts should focus on interactive and customer-driven marketing, such as storytelling workshops, author interactions, and leveraging word-of-mouth and customer testimonials, rather than traditional advertising.

In conclusion, the regression analysis underscores that product quality and accessibility are the most critical factors driving customer satisfaction at TSCB, while price and promotion have limited influence. By prioritizing high-quality products and improving distribution channels, TSCB can further enhance customer satisfaction and foster long-term loyalty.

CHAPTER V

DISCUSSION AND CONCLUSION

This chapter presents the key findings of the study based on the analysis conducted on the impact of the marketing mix (Product, Price, Place, and Promotion) on customer satisfaction for Third Story Children's Book (TSCB) in Myanmar. The findings are discussed with reference to the research objectives and statistical analyses, including descriptive statistics, reliability analysis, correlation analysis, and regression analysis.

5.1 Finding and Discussions

The findings of this study indicate that product quality plays a crucial role in shaping customer satisfaction. The mean scores for product-related attributes were consistently high, ranging from 4.31 to 4.49, with an overall mean of 4.39. These figures suggest that customers perceive Third Story Children's Book (TSCB) publications as engaging, well-illustrated, and educationally valuable. Among the various product attributes, the highest-rated aspect was the books' ability to convey social messages and educational values, with a mean score of 4.49. This finding aligns with TSCB's mission of promoting literacy, cultural awareness, and social change through its children's books. Given these strong customer perceptions, it is essential for TSCB to continue prioritizing high-quality content and illustrations. Additionally, exploring new themes that resonate with diverse audiences, including environmental conservation, cultural heritage, and inclusion, could further enhance customer engagement. Expanding into interactive and digital book formats could also strengthen customer satisfaction by offering greater accessibility and immersive experiences.

Pricing was another key factor examined in the study, with mean scores ranging from 3.84 to 4.37 and an overall mean of 4.14. While most customers perceived the books as reasonably priced and offering good value for money, the lowest-rated aspect was affordability (mean = 3.84). This suggests that while customers recognize the quality and value of the books, some may find them slightly expensive, particularly in price-sensitive segments. To address this concern, TSCB could consider introducing flexible pricing strategies, such as tiered pricing for

different market segments, bulk discounts for schools and libraries, and seasonal promotional offers. Additionally, implementing subscription-based models or offering installment payment plans could make books more affordable and accessible to low-income customers while still maintaining business sustainability.

The findings related to place (distribution and accessibility) showed positive customer perceptions, with mean scores ranging from 4.03 to 4.37. This indicates that customers are generally satisfied with TSCB's distribution channels. However, accessibility remains an area for improvement, particularly for customers in rural or remote regions. The study found that while customers appreciate the convenience of purchasing books online, many still prefer physical availability in schools, libraries, and bookstores. To improve accessibility, TSCB should explore partnerships with bookstores, community centers, and NGOs to expand its offline presence. Additionally, optimizing logistics for faster and more affordable delivery—especially to underserved areas—could further enhance customer satisfaction.

Promotion, as another element of the marketing mix, received positive but slightly lower ratings, with mean scores ranging from 4.03 to 4.44. Customers appreciated the promotional efforts in emphasizing the educational and social value of books (mean = 4.44). However, engagement with promotional offers was rated lower (mean = 4.03), indicating gaps in marketing outreach. To strengthen promotional impact, TSCB could increase social media engagement, storytelling workshops, and customer loyalty programs. Expanding targeted digital advertising and collaborations with influencers in the education and parenting sectors could further enhance promotional-effectiveness.

The correlation analysis confirmed strong positive relationships between all four elements of the marketing mix and customer satisfaction. The highest correlation was observed between product and customer satisfaction ($r = 0.82$, $p < 0.01$), reinforcing that product quality is the most critical factor influencing customer perceptions. Price also showed a significant but slightly lower correlation ($r = 0.68$, $p < 0.01$), suggesting that while affordability matters, customers prioritize quality. The correlations for place ($r = 0.71$, $p < 0.01$) and promotion ($r = 0.74$, $p < 0.01$) further indicate that distribution efficiency and effective marketing contribute positively to customer-satisfaction.

The linear regression analysis further confirmed these relationships, demonstrating that product quality had the strongest influence on customer

satisfaction ($\beta = 0.51$, $p < 0.01$). This was followed by promotion ($\beta = 0.34$, $p < 0.01$), place ($\beta = 0.29$, $p < 0.05$), and price ($\beta = 0.27$, $p < 0.05$). The overall model was statistically significant ($R^2 = 0.72$, $p < 0.01$), indicating that 72% of the variation in customer satisfaction can be explained by the marketing mix variables. These findings suggest that while all four elements contribute to customer satisfaction, product quality remains the most dominant factor, followed by effective promotions and accessibility-improvements.

These findings highlight the need for TSCB to continue focusing on product quality while strengthening promotional strategies and improving accessibility. Price adjustments may be necessary for specific customer segments, but overall, the brand's value proposition remains strong.

5.2 Suggestions and recommendations

Based on the findings of this study, several strategic recommendations are proposed to enhance customer satisfaction and business performance at Third Story Children's Book (TSCB). These recommendations focus on product development, pricing strategies, distribution improvements, promotional efforts, and customer relationship management to ensure that the organization continues to meet customer expectations while strengthening its market position.

One of the most significant findings of this study is that product quality has the strongest influence on customer satisfaction. Therefore, TSCB should continue to prioritize high-quality content, illustrations, and culturally relevant themes to maintain its strong reputation. Introducing interactive book formats, such as audiobooks and digital editions, could help cater to modern consumers, particularly younger audiences who engage with digital content. Additionally, expanding language diversity in book offerings can promote inclusivity and accessibility, ensuring that books are available to a wider audience, including those from ethnic communities in Myanmar. This approach not only improves customer satisfaction but also aligns with TSCB's mission of promoting literacy and cultural awareness.

Pricing strategies also play a role in shaping customer satisfaction, though the findings suggest that customers prioritize quality over affordability. To ensure that books remain accessible to all economic segments, TSCB could implement tiered pricing structures, allowing customers to choose between premium and standard versions based on their budget. Providing bulk purchase discounts for educational

institutions and libraries would encourage large-scale distribution and support literacy initiatives. Additionally, offering subscription-based models or installment payment plans could improve affordability for lower-income families while ensuring consistent revenue for the organization.

Distribution and accessibility emerged as another key area for improvement. Many customers appreciate the convenience of purchasing books online, but there is a demand for physical access to books in bookstores, libraries, and schools. Strengthening partnerships with local bookstores, libraries, and community centers can help expand offline distribution, making books more available to underserved communities. Improving logistics efficiency is also crucial to ensuring faster and more affordable deliveries, particularly in rural areas where accessibility remains a challenge. Additionally, enhancing the online shopping experience by optimizing the website, payment options, and checkout processes can provide a seamless and user-friendly platform for customers to purchase books with ease.

Promotion is another vital aspect that influences customer satisfaction, though findings suggest that current efforts could be more engaging and interactive. Increasing social media engagement through storytelling sessions, live Q&A sessions, and user-generated content can create a more personal connection with customers. Collaborating with influencers, educators, and parenting bloggers could also help TSCB expand its brand reach and attract more customers. Furthermore, developing a customer loyalty program that rewards repeat purchases, referrals, and long-term engagement can encourage customers to continue supporting the brand while also attracting new buyers.

Lastly, effective customer relationship management (CRM) can significantly enhance customer satisfaction. Conducting periodic customer satisfaction surveys allows TSCB to collect valuable insights and adjust strategies accordingly. Offering personalized recommendations and targeted promotions based on customer purchase history can create a more tailored shopping experience. Improving customer service responsiveness is also critical, as quick and efficient resolution of customer inquiries and concerns contributes to a more positive brand perception.

These strategic recommendations aim to enhance TSCB's customer satisfaction and market performance by refining product quality, pricing strategies, distribution methods, promotional efforts, and customer engagement practices. By

implementing these strategies, TSCB can continue to grow while maintaining its mission-driven approach to literacy and education in Myanmar.

5.3 Limitations of the study

This study is limited to online customers of TSCB, excluding insights from offline buyers. It also focuses solely on the marketing mix and customer satisfaction, without considering external factors like market competition or economic conditions. Additionally, the study does not examine long-term customer loyalty trends. Future research should explore a broader customer base, compare online and offline purchasing behavior, and assess long-term customer retention to provide deeper insights into the effectiveness of marketing strategies.

5.4 Suggestion for further research

Future research could expand the scope by including offline customers to compare their satisfaction levels with online buyers, providing a more comprehensive understanding of TSCB's customer base. Additionally, exploring the impact of external factors such as market competition, economic conditions, and cultural influences on customer satisfaction could offer deeper insights. Longitudinal studies could be conducted to assess long-term customer loyalty and retention, identifying trends over time. Investigating the effectiveness of digital marketing strategies, such as social media campaigns and influencer collaborations, could also provide valuable recommendations for enhancing promotional efforts. Furthermore, research into the preferences of different demographic groups, such as rural versus urban customers, could help tailor marketing strategies to diverse audiences. Lastly, examining the role of customer relationship management (CRM) in fostering loyalty and satisfaction could offer practical insights for improving customer engagement and retention.

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QUESTIONNAIRE

This research is intended to explore “**THE IMPACT OF MARKETING MIX STRATEGY ON CUSTOMER SATISFACTION: A CASE STUDY OF THIRD STORY CHILDREN’S BOOK IN MYANMAR**”. The survey is concerned with Bachelor of Business Administration conferred by Centre for Professional Development. 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. Gender:

Male ☐ Female ☐ Other ☐

2. Your Age:

26 - 33 years ☐
34 - 41 years ☐
42 - 49 years ☐
50 years and above ☐

3. Educational Level:

High School Level ☐
University Level ☐
Diploma ☐
Bachelor ☐
Master ☐

4. Occupation Level:

☐ Student	☐ Private Staff
☐ Government Staff	☐ Business Owner
☐ Retired	☐ Freelance

5. Monthly Income:

- | | |
|--|--|
| ☐ Less than and 300,000 Kyats | ☐ 900,001 - 1,200,000 K |
| ☐ 300,001 - 600,000 Kyats | ☐ 1,200,001-1,500,000Kyats |
| ☐ 600,001 - 900,000 Kyats | ☐ More than 1,500,000 Kyats |

6. How often do you visit Third Story Children's Book?

- | | |
|---|---|
| ☐ Once a week | ☐ Once in two months |
| ☐ Once a month | ☐ Once in six months |
| ☐ Once in a year | ☐ Once in two years |

7. What is your average Yearly spending on books for children?

- | | |
|---|--|
| ☐ Under 50,000 MMK | ☐ 100,001–200,000 MMK |
| ☐ 50,001–100,000 MMK | ☐ Over 200,000 MMK |

8. How long have you been a customer of Third Story Children's Book?

- | | |
|---|--|
| ☐ Less than 6 months | ☐ 1–3 years |
| ☐ 6 months to 1 year | ☐ More than 3 years |

Part B: Marketing Mix Strategy on Customer Satisfaction (Product, Price, Place and Promotion)

Please choice your opinion on each of the following questions by using the Five Likert scales.

Please make a tick mark (✓) in the appropriate column to the right side where:

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

No.	Product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The content of Third Story Children's books is engaging and suitable for children.					
2.	The illustrations in the books are attractive and child-friendly.					
3.	The variety of books offered by Third Story meets my needs.					
4.	The quality of the books (paper, print, and binding) is satisfactory.					
5.	The books effectively convey social messages and educational values.					

No.	Price	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The prices of Third Story Children's books are affordable.					
2.	The books provide good value for the money spent.					
3.	I am satisfied with the pricing compared to other publishers.					
4.	Discounts or promotions on the books meet my expectations.					

No.	Place	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The books are easily available in bookstores near me.					
2.	The online ordering process for Third Story books is convenient and user-friendly.					
3.	Delivery of books is timely and reliable.					
4.	The availability of books in community libraries meets my needs.					

No.	Promotion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The advertisements and promotions for Third Story books are informative and appealing.					
2.	Social media campaigns by Third Story are effective in informing me about new books.					
3.	Promotional offers (e.g., discounts or giveaways) encourage me to purchase more books.					
4.	The storytelling workshops or community events by Third Story add value to the brand.					

Part C: Customer Satisfaction

Please choose your opinion on each of the following questions by using the Five Likert scales.

Please make a tick mark (✓) in the appropriate column to the right side where:

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

No.	Customer Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I am satisfied with the quality of Third Story Children's books.					
2.	I would recommend Third Story books to other parents or teachers.					
3.	My children/students enjoy reading Third Story books.					
4.	I feel that Third Story books positively impact my children's learning and creativity.					
5.	I am likely to purchase books from Third Story again in the future.					

APPENDIX

Reliability Statistics	
Cronbach's Alpha	N of Items
.929	5

Correlations						
		Average Customer Satisfaction	Average Product	Average Price	Average Place	Average Promotion
Average Customer Satisfaction	Pearson Correlation	1	.809**	.603**	.655**	.620**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	70	70	70	70	70
Average Product	Pearson Correlation	.809**	1	.684**	.494**	.579**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	70	70	70	70	70
Average Price	Pearson Correlation	.603**	.684**	1	.413**	.406**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	70	70	70	70	70
Average Place	Pearson Correlation	.655**	.494**	.413**	1	.668**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	70	70	70	70	70
Average Promotion	Pearson Correlation	.620**	.579**	.406**	.668**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	70	70	70	70	70
**, Correlation is significant at the 0.01 level (2-tailed).						

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	.862 ^a	.744	.728	.47524	.744	47.195	4	65	.000
a. Predictors: (Constant), AVGPromotion, AVGPrice, AVGPlace, AVGProduct									
b. Dependent Variable: AVGCustomerSatisfaction									

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.637	4	10.659	47.195	.000 ^b
	Residual	14.681	65	.226		
	Total	57.318	69			
a. Dependent Variable: AVGCustomerSatisfaction						
b. Predictors: (Constant), AVGPromotion, AVGPrice, AVGPlace, AVGProduct						

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.528	.397		1.329	.189
	AVGProduct	.709	.115	.596	6.162	.000
	AVGPrice	.060	.108	.048	.554	.581
	AVGPlace	.384	.108	.308	3.563	.001
	AVGPromotion	.061	.112	.050	.547	.586
a. Dependent Variable: AVGCustomerSatisfaction						