



**ANALYZING SALES FACTORS ON CUSTOMER SATISFACTION
OF TMW ENTERPRISE LIMITED IN YANGON-MYANMAR**

**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

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ENTERPRISE LIMITED IN YANGON-MYANMAR**

A Thesis Presented
by
Zawe Yan Bo

Submitted to the Swiss School of Business Research
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ABSTRACT

This thesis analyzes the factors influencing customer satisfaction and customer engagement in the retail electronics business, focusing on TMW Enterprise Limited, a leading electronics retailer in Yangon, Myanmar. The rapid growth of digital platforms and shifting consumer behaviors have created new challenges for traditional retail businesses, such as TMW Enterprise, which must adapt to meet customer expectations in an increasingly competitive environment. The research explores key factors, including the store environment, staff quality, brand image, sales techniques, and customer engagement strategies, and examines how these elements contribute to customer satisfaction and loyalty. Using a mixed-methods approach, the study employs both quantitative data from customer surveys and qualitative insights from employee interviews to identify areas of strength and opportunities for improvement in TMW Enterprise's current practices. The research reveals that while traditional sales methods continue to play a significant role, the company's limited use of digital tools and e-commerce strategies hinders its ability to fully engage modern, tech-savvy consumers. The findings suggest that a more integrated approach, incorporating both physical and digital customer engagement channels, is necessary for the company to remain competitive and build long-term customer loyalty. The study provides actionable recommendations for TMW Enterprise to refine its sales strategies and enhance customer satisfaction by leveraging digital marketing, personalized service, and data-driven decision-making. The insights gained from this research offer valuable lessons not only for TMW Enterprise but also for other businesses in Myanmar's emerging retail landscape, helping them navigate the challenges of digital transformation and improve customer relationships.

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CHAPTER ONE

INTRODUCTION

The retail electronics industry in Myanmar has experienced significant changes over the past decade; especially after the country's economic liberalization began in 2011. As global markets opened up, the demand for consumer electronics surged, transforming the landscape of retail business. In this dynamic environment, TMW Enterprise Limited, a leading electronics retailer in Yangon, Myanmar, has built a strong presence in the market by offering a wide range of consumer electronics and home appliances. The company has cultivated a loyal customer base over the years through its competitive pricing, extensive product selection, and personalized customer service. However, the company's growth trajectory has recently been impacted by increased competition, the rise of e-commerce platforms, and shifting consumer preferences.

The retail industry, particularly the electronics sector, is facing numerous challenges as consumer expectations evolve and competition intensifies. While traditional retail strategies, such as in-store promotions, product bundling, and installment payment plans, have served TMW Enterprise well in the past, the increasing role of digital channels and e-commerce platforms is reshaping consumer behavior. Modern consumers, especially younger generations, are increasingly seeking convenience, personalized experiences, and seamless integration between physical and digital shopping environments. As a result, businesses like TMW Enterprise must reevaluate their existing strategies to stay competitive and relevant in this rapidly changing market.

This study aims to investigate the factors influencing customer satisfaction and engagement at TMW Enterprise Limited, focusing on how the company's sales strategies and customer engagement practices contribute to its performance. The research will examine key factors such as the store environment, staff quality, brand image, sales techniques, and customer engagement strategies to understand their role in shaping customer satisfaction and loyalty. In particular, the study will evaluate how traditional sales techniques, like in-store promotions and product bundling, interact with newer digital strategies, such as e-commerce and digital marketing.

The study will also explore the effectiveness of TMW Enterprise's customer engagement efforts, which include in-store experiences, loyalty programs, and the company's digital marketing initiatives. By assessing the integration of these strategies and their impact on customer satisfaction, the research will provide valuable insights into how the company can adapt to the changing retail environment. It will also highlight the potential for leveraging digital tools and data-driven decision-making to enhance customer engagement and build long-term loyalty.

Furthermore, the research will provide actionable recommendations to TMW Enterprise for improving its sales and customer engagement strategies. The findings will help TMW Enterprise refine its approach to customer satisfaction, optimize its marketing efforts, and enhance its competitiveness in the evolving retail landscape. This study will also serve as a useful reference for other businesses operating in Myanmar's retail sector, offering insights into how they can navigate the challenges posed by digital disruption and changing consumer behavior.

By analyzing both traditional and modern sales techniques, this research aims to offer a comprehensive understanding of customer satisfaction and engagement in the retail electronics industry, providing a roadmap for businesses to thrive in an increasingly digital world

1.1 Rationale of the Study

The retail electronics industry in Myanmar has seen remarkable transformation in recent years, driven by economic reforms, the increasing adoption of digital technologies, and shifting consumer preferences. As consumer expectations evolve, businesses like TMW Enterprise Limited face the challenge of adapting their sales strategies and customer engagement practices to maintain competitiveness and drive sustained growth. Despite its strong market presence and established customer base, TMW Enterprise Limited is confronted with several challenges, including increased competition from both local and international players and the rapid growth of e-commerce platforms.

Customer satisfaction has become a critical determinant of business success in today's highly competitive and digitally-driven market. As the retail landscape in Myanmar becomes increasingly complex, understanding the factors that influence customer satisfaction and loyalty has never been more important. While traditional retail methods have long been the cornerstone of TMW Enterprise's business, the rise of online shopping, digital marketing, and the growing influence of social media have reshaped consumer behavior. Customers now expect more than just transactional interactions; they seek personalized experiences, greater convenience, and seamless integration between online and offline shopping channels.

This study seeks to address these challenges by investigating how various factors—such as the store environment, staff quality, brand image, and sales techniques—affect customer satisfaction and engagement at TMW Enterprise Limited. By exploring both traditional and modern sales strategies, the research will provide insights into how TMW Enterprise can enhance its customer engagement efforts to meet the demands of today's tech-savvy consumers. In particular, the study will examine how the company's limited use of e-commerce and digital marketing affects its ability to connect with a broader customer base and sustain long-term loyalty.

Understanding the relationship between customer satisfaction and engagement is essential for businesses like TMW Enterprise to refine their marketing and sales strategies. This research will help TMW Enterprise identify areas where its customer engagement efforts are succeeding and where improvements are needed. Moreover, the findings will offer actionable recommendations for leveraging modern tools, such as data analytics, digital platforms, and personalized marketing, to enhance customer satisfaction and loyalty.

Ultimately, this study aims to contribute to the broader understanding of customer satisfaction in Myanmar's retail sector, providing valuable insights not only for TMW Enterprise but also for other businesses facing similar challenges in the rapidly evolving retail landscape. As the industry continues to undergo digital transformation, businesses

that prioritize customer satisfaction and adapt to changing consumer preferences will be best positioned for long-term success.

1.2 Objectives of the Study

The primary objectives of this study are to explore and analyze the various factors influencing customer satisfaction and engagement in the retail electronics sector, with a specific focus on TMW Enterprise Limited. The research aims to achieve the following:

- 1) To examine the sale factors of TMW Enterprise Limited Electronics Retail Business in Yangon, Myanmar
- 2) To describe the relationship between sale factors and customer satisfaction of TMW Enterprise Limited Electronics Retail Business in Yangon, Myanmar
- 3) To analyze the effect of sale factors on customer satisfaction of TMW Enterprise Limited Electronics Retail Business in Yangon, Myanmar

By achieving these objectives, this study will provide a comprehensive understanding of the key factors influencing customer satisfaction and engagement at TMW Enterprise Limited. The findings will offer actionable insights into how the company can refine its strategies to enhance customer experiences, foster long-term loyalty, and remain competitive in the evolving retail landscape.

1.3 Research Question

- 1) What are the sale factors of TMW Enterprise Limited Electronics Retail Business in Yangon, Myanmar?
- 2) What is the relationship between sale factors and customer satisfaction of TMW Enterprise Limited Electronics Retail Business in Yangon, Myanmar?
- 3) How does effect of sale factors on customer satisfaction of TMW Enterprise Limited Electronics Retail Business in Yangon, Myanmar?

1.4 Scope of the Study

This study focuses on the retail electronics sector in Myanmar, specifically analyzing customer satisfaction and engagement at TMW Enterprise Limited. The research aims to investigate how various operational factors, including store environment, staff quality, brand image, sales techniques, and customer engagement strategies, influence customer satisfaction and loyalty. The primary focus will be on TMW Enterprise's operations in Yangon, Myanmar, where the company holds its largest market share.

The scope of this study includes the examination of both traditional and modern sales strategies, assessing how in-store experiences, product offerings, and digital engagement initiatives impact customer satisfaction. Additionally, the study will focus on customer engagement practices, such as loyalty programs and the use of social media and digital marketing platforms. The research will cover a period of five years (2019–2024), during which significant changes in consumer behavior, digital adoption, and retail competition have occurred.

1.5 Organization of the Study

This study comprises five main chapters. Chapter 1, is an introductory section containing research background, research objectives, scope and limitation of the research questions and research structure. Chapter 2 provides theoretical background on the factors that influence employees' satisfaction and commitment. Chapter 3 provides a detailed discussion of the study of methodology and the techniques of sample design, the methods and procedure of data collection. Chapter 4 analyzes customer satisfaction of TMW Enterprise Limited in Yangon, Myanmar. Lastly, Chapter 5 is a conclusion containing findings and discussions, suggestions and recommendations and needs for further research.

CHAPTER TWO

LITERATURE REVIEW

This chapter reviews the existing literature on the concepts of customer satisfaction, customer engagement, and their impact on business performance, particularly within the retail sector. The literature explored provides a foundation for understanding the key factors influencing customer behavior and satisfaction, and how these factors relate to customer loyalty and engagement. The review also examines theories, models, and frameworks relevant to the study, which guide the research design and methodology.

2.1 Marketing Management

Marketing management concern to the management and planning of various marketing processes and the people connected in those projects, such as executives, marketing management professionals, consultants, and more. Marketing management comprises developing and performing strategic marketing programs, processes, and project that arrange with extended business platform, while attracting customer recognition, finding criteria, and improving internal processes to obtain success. Marketing managers hold themselves accountable for executing marketing programs that align with the organization's mission, vision, and values statements. This doesn't necessarily mean marketing managers create these frameworks. Rather, these statements serve as a "north star" that guides all marketing efforts to fulfill the organization's goals and objectives.

Marketing Management is arranged on making, planning, and implementing strategies that will support accomplish wider business activities. These business activities can affect increasing brand concern, increase profits, or arriving before inactive markets. Over the years, the explanation of the term marketing has transformed and has been improved according to improve in marketing thought as well as its environment. Marketing was badly defined within the compact context of promotion or selling.

The American Marketing Association observed marketing in the 1930's as "the achievement of business movement that directs the pass of goods and services from producers to consumers". This definition found out the traditional approach of marketing

where marketing was only distribution and trade committed. This definition observed marketing as 'sales' as the consideration was on the product and not the customer. There was extra improvement in the definition and in the 1980's the attention was now on management of replacing processes and reasonable the traditional marketing-mix of the 4Ps: Product, price, place (or distribution) and promotion. According to Kotler and Keller (2009), marketing is observed as an structural function and a set of method for creating, communicating and delivering benefit to customers and for controlling customer relations in activity that benefit the association and its partner. This definition is more consumer-focused. The selection of meanings and resolutions over the past several years shows that the term marketing is always changing and has been improved from a process-oriented view towards a more customer-oriented view. It's all about obtaining the right product or service to the consumer at the suitable price, at the suitable place and the suitable time (Mon, 2019).

Excellent marketing management can support your group achieve well and effectively. Across, imperfect marketing management can lead your agent imperfect from the method toward your tasks. The consequence is a perfect standard to marketing management to support you and your team comprehend and accomplish at this control. [Marketing](#) remains to drive paying customer activity complete product and market research, pricing analysis, distribution, and promotion activities. Marketing primarily concerns on marking relevant and beneficial abilities to advance a business's return to its absolute target summit. [Marketing management](#) is the feasible implementation of resources, operations, programs, campaigns, projects, work, and assets that assemble all marketing affairs and records with estimated business activities. Marketing management involves various marketing science, from interpreting your organization goals to arranging every plan, to the absolute implementation of the [strategy](#).

Philip Kotler and Keven Lane Keller explain marketing management in the book, correctly required [Marketing Management](#), as "the augmenting, design, and discharge of marketing displays, methods, and activities that remember the range and attachment of the business environment." Consider at any establishment that has attained success and upon an extensive report, will achieve how accepted marketing management strategies

stimulated that success. As a desire manager, must identify the animation of connecting business goals to award and then working on business plans properly. It also approves to focus greater on causes and work stable with team as an expressive unit. An effective marketing management team can easily control event in the demand and stand effective. The key, of development, lies in getting your audiences needs and using the words to interest other developing consumers.

Correctly utilizing market research will support simply attract newer customer. [Marketing management](#) also support to employment resources actually. Business needs to examine on the choices at allowances and assemble the complete with the support of results. Again, that, make certain to also pay accepts to the quite small analysis of marketing approaches! Advanced and complete marketing management complement with people of unstable and valuable ability sets can help businesses progress and grow. Greater can promote up marketing management and obtain work done faster by implementing the right marketing equipment. Target market research understanding gathering is the earliest step. An in-depth examination of target market provides to affect exactly product or service changes into the customer's demands. Marketing management is the practical application of resources, operations, programs, campaigns, projects, work, and assets that align all marketing activities and experiences with [strategic business objectives](#).

A crucial marketing management function is setting expectations for those contributing to marketing programs. This means outlining who does what with clear responsibilities and task assignments. Determine the time team needs to spend on each aspect of marketing execution, and have them work accordingly. The six functions of marketing management are resource management, operations management, program management, campaign management, project management, and work management. There are many types of marketing management. Some notable terms that may come to mind are **brand** management, **social media** management, and **content** management. Marketing terms such as these certainly describe types of marketing that need management. However, **the core functions of marketing management apply across all types of marketing**. Therefore, the following **marketing management functions exist as a**

unified whole to align all marketing activities and experiences with strategic business objectives. This list starts with the broadest management resources down to the most granular functions

Market research helps improve successful marketing plans and sales approaches that easily support required audience. Competitive analysis unique equal in the market is the second greatest vital pace. Upon successful detection, try to find out how they engage the market and what [marketing channels](#) they rely on most. A proper analytical study of competitors allows to learn from them and helps figure out their mistakes. Product market fit sure that product or service solves a need in niche? Try questioning your product/service to determine whether your customers would find any use for it. While doing this, ensure that look at product/service from a customer's eyes and not as a business owner. The [product marketing strategy template](#) is a solid framework for marketing managers to understand their own positioning. Business analysis efficiently research the needs of business. Find out whether an overall change in the way company runs is essential or not. Identify and define business solutions that think will push up profits. (Coschedule, 2024)

2.2 Marketing Mix

To be a successful bank and developing to stay in conflict with other banks in the banking sector, the bank must examine what it is popular to produce, how much it is common to charge what it has created or the service it has created, how the product or service is going to be produced and how to inform customers about the product or service. Moreover, the bank has to examine the processes comprise in their activities, the people they provide and the physical structure of the bank.

In the term of strong competitive financial markets and the most completely growth of banking sector and other financial institutions, it is very excellent task for service marketing people to collect the challenges of customers and to concern marketing techniques and strategies to acquire, develop and maintain customers and extra their income of deposits. The service marketing mix is a combination of the different constitution of services marketing that companies combine together and use to report their services, organizational and brand reports to customers. The mix comprises of the

four P's for instance, Product, Pricing, Place, and Promotion. When the four elements combined well, they transfer to customer satisfaction, which is an argument of the extension to which customers' requirement and expectations achieved. The service marketing mix has a certain importance for building an unstable picture of conceptual products, in other statement services. Customers must be efficient to stand out the products from those of applicants (Sen, 2019).

The four primary elements of a marketing mix are product, price, placement, and promotion. This framework aims to create a comprehensive plan to distinguish a product or service from competitors that creates value for the customer. Often, these elements are dependent on each other. Product refers to a good or service that meets a customer's needs. Here, companies focus on features that differentiate it from its competitors. An organization may also consider complementary products that fit within its suite of product or service offerings. Price represents the price point or price range for the product or service. Ultimately, the goal is to maximize profit margins and return on investment while considering the price that customers are willing to pay. Placement refers to distribution channels. Specifically, where is this product being promoted, and how can get it in front of target audience? Promotion focuses on creating brand awareness around product or service. Importantly, it looks at how utilizing certain channels can drive sales. The development of a comprehensive, effective marketing plan takes into consideration a marketing mix that includes several areas of focus. Typically, the marketing mix refers to the four Ps: product or service, its price, placement, and promotion. This concept was developed in 1960, when marketing professor E. Jerome McCarthy first published it in a book entitled *Basic Marketing: A Managerial Approach*. However, because not all marketing is focused on products, customer-service businesses rely on other marketing tools that might include three additional Ps: the people who interact with customers, the process that creates a seamless customer experience, and physical evidence, or the area where customers and company representatives interact. All of these tools are used to promote a product or service and build brand awareness and customer loyalty in order to generate revenue for a business.

Three additional Ps tied to this type of marketing mix might include people, process, and physical evidence. "People" refers to employees who represent a company as they interact with clients or customers. "Process" represents the method or flow of providing service to clients and often incorporates monitoring service performance for customer satisfaction. "Physical evidence" relates to an area or space where company representatives and customers interact. Marketers take into consideration elements such as furniture, signage, and layout. Additionally, marketers often study consumers in order to refine or update strategies related to services or products. This requires a strategy for communicating with consumers in order to obtain feedback and define the type of feedback being sought. Traditionally, marketing commences with [identifying consumers' needs](#) and ceases with the delivery and promotion of a final product or service. Consumer-centric marketing is more cyclical. Its goals include reassessing customers' needs, communicating frequently, and developing [strategies to build customer loyalty](#).

Marketing as a discipline involves all the actions a company undertakes to [draw in customers](#) and maintain relationships with them. Networking with potential or past clients is part of the work too and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal. At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensure profitability. Product, price, place, and promotion are [the Four Ps](#) of marketing. The Four Ps collectively make up the essential mix a company needs to market a product or service. Neil Borden popularized the idea of the [marketing mix](#) and the concept of the Four Ps in the 1950s.

At its core, a marketing mix is focused on promoting a product or service to generate revenue for a company. On the whole, it integrates key marketing strategies that create brand awareness, build customer loyalty, and drive product sales. A marketing mix includes multiple areas of focus as part of a comprehensive [marketing plan](#). The term often refers to a common classification that began as the [four Ps](#): product, price, placement, and promotion. [Effective marketing](#) touches on a broad range of areas as

opposed to fixating on one message. Doing so helps reach a wider audience, and by keeping the four Ps in mind, marketing professionals are better able to maintain focus on the things that really matter. Focusing on a marketing mix helps organizations make strategic decisions when launching new products or revising existing products. (Investopedia, n.d.)

2.2.1 Product

In practice, product means customer determination and the determination provided by the product must be approved by the society. Different a product, a service is conceptual, inseparable, and unstable and cannot be evaluated in terms of look, feel and other capacity present in a material. Although, it can be improved to benefit the user requests and give a personal contact. When growing a product or service, businesses essential to consider the needs and determination of customers and how they can be assured. Product arranges to high levels of customer satisfaction if it discover a good stability between what regular are looking for and what the product produces. It can be attained through market detail.

A product as describe by Kotler et al. (2006) is every good or service or idea that can be provided to a market to observe a want or need. Greatest among the Ps of bank marketing is product mix. Product for each goods and service compound offered to the public to complete their needs. Product and service are the words used commonly in the banking industry. Actual bank products are deposit, attaining or other product like credit card or foreign exchange arrangement which are determinate whereas service can be such stands products and the way in which they are arranged that can be announced but cannot be determinates i.e. finances. Zeithaml & Bitner (2003) discussed that attends should not just produce an environment of capability, but give substance to the customer as a particular.

Finally, Zeithaml & Bitner (2003) identify Product in the Marketing Mix more on basis of services and comprise situations like material good constitution, quality level, components, covering, approvals, and product lines of product in the marketing mix. The transform in technology and customer desire makes products substandard to candidates and thus the product provides additional structure to satisfy customers' needs and wants.

It is obvious that product or service should comprise all the essential constitution to complete customers' needs and wants. Primary services being the main product in this analysis, banking industrial demand to approach the services which are more suitable and structure could be further with the replace in technologies and consumer taste.

A product is everything that is efficient of substantial customer needs. Although, when look at what the customer is purchasing; it is basically a service whether the way is tangible or intangible. Furthermore, buyer decision is also determined by the degree of attachment of the products sustained for the first time which involve more association than usually purchased products. Establish product correlated criteria to be most structural, developed by distribution, price, and promotion. According to Woodruffe (1995), the product component of the marketing mix introduces to how the contribution is established together; commonly this will include situations describing to quality, styling, color, design, brand name, packaging sizes, and other constitution. A service product is even either in difference or in association that an organization provides to potential customers to complete their needs. The service product represents the establishment of an organization's conditions.

2.2.2 Price

The second component on the product mix is price. Price is a difficult marketing situation of the marketing mix. It is important for the existence of the firm. Pricing is a traditional and controlling process of estimation the value(s) to be contributed to the consumer by the product on contributed (Gabriel, 2005). Pricing strategy is of considerable importance because it implements both proceeds and buyer behavior. The total pricing environment is as a result measured, first from the station of view of the company and its approaches and then from the attitude of the consumer. There is very small competitor on pricing when it arrives to banking products. This is because price control of banking products is committed by the Central Bank and the Government. For instance, cost of achievement an ATM card is nearly the same covering bank, interest rate are effectively the same, and other functional fees.

Price is the specially P in the marketing mix which is a unstable which not costs money but involve it; it is the extent of money that is stimulating for either a product or service

or the complete of values customers will trading for the concerts for building use of or having the product or service. Prices should appear within the approaches of too high prices which will not develop enough requirements and between too low costs which will not compose enough profit. In addition, the fact those promoters should price their products or services established on the customer's awareness of the value of the contributed product or service. Therefore, companies must use value established pricing expect of Cost based pricing.

Charge based pricing is product or service determined. With Charge based pricing a common first designs what is to be observed as a good product, makes the charge of producing it and then arrange a price that will produce for its cost plus which will attach target revenue? Value based pricing compresses on the buyer's conception of the value, as their method of pricing. With this pricing way, pricing is measured as a marketing mix varied, thereby expected together with the other marketing mix variables before a marketing method is offer together as well position that by set a price it is essential to look at its competition approaches and pricing, mainly in extremely markets where there is a common difference between the products or services that are contributed. The price attribute of the services marketing mix is controlled by what combination is charged for the distribution of service.

Price can also be the standard of level, quality and thus seen as customer's own observed value. According to Zeithaml (1988) is of the aspect that revenue cost is one of the situations that influence consumer's conception of a products valuation. The price you set for your product or service performs a large task in its marketplace. Price, in marketing mix position, covers all attributes of pricing such as reduction pricing, extended credit, sum price, and payment extent. According to Kandampully (2002) expresses pricing in service institutions is less determined by cost, but more by customer 's attitudes of quality assurance, and value. The effective pricing of a service is thus often approved by matching the customer 's conception of value. Zeithaml and Bitner (2003) describe three basic marketing price methods which service companies can observe, the strategies are performance based, cost based, and requirement-based pricing plans. Pricing in banking is pretty complex as collated to the pricing plans of other financial products. Price, in

marketing mix terms, comprises all aspects of pricing such as reduction pricing, large credit, list price, and payment term (Woodruffe, 1995).

Following the seller's approach price is the extent of money activated for any product or acquiring any ranks of service but from the buyer's opinion, it is the price of customer that must be reasonable. The pricing plan for services is complicated to attain unlike in products, how the final price founds on the raw materials, cost of production etc. Therefore, pricing represents a crucial part in the services marketing mix for business. As a 17 requirement to induce more customers and control the determined edge over challenges, it is required to examine seasonal pricing and reduces.

2.2.3 Place

Place expresses the situation where the product is seen, affected or separated to the consumer. It can be a tangible trading store or an online store. Valuable place actions ensure that customers can efficiently found the business and acquire the product they need. A strategic business discovering ensures better business condition, which leads to stable customer movement. Businesses can observe themselves from challenger through valuable observe marketing techniques and by expending more creation strategies to composition the retail design. Reporting the complete product and service to the suitable customers at the suitable time and convenience location is the decisive purpose of place or distribution. However commonly used in the retail offers it is not often maintained in banking due to a requirement of cost awareness in many cases.

Place is very necessary in the marketing mix as the products must acquire to the customer when the requirement arise. The product must obtain to the customer at the real time, the real place and in the real quantity-this is extra where allocation comes in. An affordable place stimulates new visitors, residents and businesses because of this, banks are seen as effective side by side each other. Place in the marketing mix describes where the product is moved, through which means and with what movement, logistics etc. However, services are not concrete, their distribution may need substantial assets. According to Woodruffe (1995) improves that the arrangement in the marketing mix of services marketing has the important purpose of making services possible and attainable. Where attainability has been defined as the comfort and suitability with which services can be

acquired, used or common and where possibility is defined as the range, to which services are achievable or accomplished of being retained, used or approved.

The location where the service is created is an important attitude since some services are connected like a haircut. Customer needs and wants describe how the customer needs its service and determined which channels. Black (2002) establish that customers use the similar products through various channel because their customer assurance, lifestyle factors, reasons and powerful responses. Woodruffe (1995) as well explains the influence of environmental location as part of the service since it must be available to customers, either when customers have to arrive to a company or when a company is movement towards the consumer. Finally, Zeithaml&Bitner (2003) communicate that it is essential to manage supply and demand and that the accomplished waiting time for customers should be reduced making remaining fun, or at least acceptable. In the case of banking, place is a joining of decisions concerning channels of arrangement.

2.2.4 Promotion

According to (Saxena, 1988) promotion is to promote and advise individuals and influence customers to attain, propose or employment a product, service or idea. Promotion is to advise the considered customer and then to satisfied are two arguments of any marketing preference campaign. Advertising and promotion complicate many people but it should be created clear that, advertising is one attachment of the marketing mix. The marketing mix according to the Chartered Institute of Marketing, (2009) is an expression used to relate the set of equipment that a business (a bank) can use to transmit to its customers successfully the allowances of its products/services.

Activities in the marketing mix comprise advertising, public relation, sales promotion, direct marketing and personal selling. Controlling the marketing mix suitably, the organization will transmit the value of its produce to its approaching and available customers. According to (Gabriel, 2005), there is no position of making the value without association it to the customers. Promotion suggests to the movement carried out to transmit the benefits of products services in order to stimulate customers to acquire the

products and services (Kotler et al, 2005: 34). Promotion in the marketing mix essentially exists out of connection (Woordruffe 1995).

Target combinations need to obtain communication about the products and services before they can stable start to examine making procurement. According to Kotler & Armstrong (2008) determine it more extremely as an association the suggestion to its customer in distribution to build good customer connection. They as well communicate the consequence of the promotion mix, containing of advertising, sales promotion, public relations, personal selling and direct marketing. Jobber & Fahy (2009: 9-10) examine similar approaches of promotion but they add connection marketing also as critical promotional approach. Promotion is combined marketing association that allows collective marketing activities to customers. All of this can influence consumers as the arrangement of actions.

The customer must first be informed that the product occurs, and then be determined to give some concern to the product and what it may support. In the next step, the requirement is for the customer to evaluate the assets of the product, likely giving the product an attempt. A good involvement may lead to sustained use. Marketing mix is a term adapted to explain the set of implements that a business can use to transmit ski fully the benefits of its products or services to its consumer. Market association affects three basic roles in marketing to inform, to persuade, and to remind. Traditional promotion implements a selection of methods– including advertising, sales promotion, public relation, and personal selling to absorb the estimation of existing and potential customers, and to promote them of the products, services, and contribute made attainable by the consistent (Peattie, & Peattie, 1994).

Each of the situations of promotion mix has now developed common in many concepts of services marketing. In case of banking services, promotion is done through expand of advertising, personal selling, and sales promotion. Promotion expresses with the possible market so as to induce the approaching customers to attempt a new financial product (Periasamy, 2005). Extension line advertising in trade journals, industry records and correspondents is the way to go. Television ads and print ads are outstanding forms of banking marketing. Financial companies have created using public relation equipment to create better image about them in the objects of general public. Personal selling is highly

labor absorbed but is the best design as far as banking is distributed, concerning with one customer at a time.

This element assigns to the ways of protection customers related of the product and its allowances. Businesses use a connecting of different promotional processes to make customers attentive of the goods and services (Osborne, Radnor, & Nasi, 2013). Confirmation from research performance that use of promotional approaches can influence to improved customer score, improved brand reputation and better sales. Most companies use an association of promotional strategies to acquire customers and make them more influenced. Promotion really shows communication and association the correct message to the best customers that must be able to develop attention to protects of customers. Extremely the banking industry usually has compact contention across different angels and business would desire many promotions to move on the right message to future customers.

2.3 Customer Satisfaction

Customer satisfaction, according to Kotler (2017), is a "person's feeling of satisfaction or dissatisfaction as a result of comparing a product's perceived performance or outcome against his/her expectations." Customers will not hesitate to switch to a competitor that offers better prices, more product options, and more positive customer service interactions. Customer satisfaction has become of vital concern to companies and organizations in their efforts to improve product and service quality, and to maintain customer loyalty within a highly competitive market. Generally, satisfaction is also assumed to be a significant determinant for repeat sales, positive word of mouth (WOM), and customer loyalty (Curtis et al., 2013). Customer satisfaction is obtained on the level of service quality because today airline industry is energetic related with value of customer and also encourage on future behaviors of organization. It can be confirmed that the antecedent role of service quality with respect to customer satisfaction in various service industries (airlines, banks, beauty salons, hospitals, hotels, mobile telephones) (Kossmann et al., 2006).

Surveys are one of the most common ways to measure customer satisfaction. Respondents provide feedback via multiple-choice questions, rating questions, open-

ended questions, and so on. Customer satisfaction measurement tools can assist in gathering real-time insights through online surveys and providing excellent experiences (Ali et al. 2015). A customer satisfaction score (CSAT score) is a one-question survey that measures customer satisfaction. It wants to know users to rate their overall satisfaction with the brand's products or services. Customers rate their satisfaction on a scale of "strongly disagree" to "highly pleased". Net Promoter Score evaluates how likely customers are to recommend product or services to a friend or coworker. It's a method for assessing customer satisfaction, loyalty, and overall satisfaction - rather than how a consumer feels about offering straight already. A sort of customer satisfaction survey called Customer Effort Score (CES) evaluates how simple it is to work with a company. Customers are asked to rate how simple it is to use particular goods or services on a scale of "extremely difficult" to "very easy."

One of the master thesis researches from Lincoln University College stated that customer satisfaction especially in-service industry is quite important since it encourages repeated business and offers businesses an advantage over their rivals through favorable word-of-mouth marketing. The effectiveness of the company in supplying goods and/or services to the market can be determined by evaluating customer satisfaction. The quality of a company's services should receive special consideration because it can help the company differentiate itself from its competitors and build a long-term competitive advantage. (Win, June2022)

2.4 Broader Context of Customer Satisfaction and Engagement in TMW Enterprise Limited's Retail Sales

In the rapidly evolving retail environment, particularly in the electronics sector, customer satisfaction and engagement have become pivotal for sustained business success. TMW Enterprise Limited, as a leading electronics retailer in Yangon, Myanmar, must navigate the complexities of an increasingly competitive marketplace, where traditional sales strategies alone are no longer sufficient to meet customer expectations. The broader context of customer satisfaction and engagement is shaped by several global and local trends that significantly influence consumer behavior and retail strategies.

Global Trends and Digital Transformation

Globally, customer satisfaction has become synonymous with the seamless integration of physical and digital experiences. This trend is particularly evident in the rise of Omni channel retailing, where businesses combine traditional brick-and-mortar stores with robust e-commerce platforms to provide customers with a more convenient, personalized shopping experience. In markets like North America, Europe, and Asia, retailers who have successfully integrated digital tools, such as mobile apps, personalized email campaigns, and social media interactions, have seen significant improvements in customer loyalty and engagement.

For TMW Enterprise, this digital shift presents both a challenge and an opportunity. The rapid growth of e-commerce platforms and social media in Myanmar is changing the way consumers interact with brands, especially the younger, more tech-savvy generation. Customers increasingly expect the convenience of shopping online, accessing product information, and receiving personalized recommendations through digital channels. As these trends reshape the retail landscape globally, TMW Enterprise faces the need to evolve its sales strategies to better engage customers through digital platforms, while maintaining its reputation for excellent in-store customer service.

Myanmar's Retail Context: Challenges and Opportunities

In the Myanmar context, TMW Enterprise operates in a unique environment shaped by the country's recent economic liberalization and the increasing adoption of digital technologies. Over the past decade, the retail electronics sector in Myanmar has undergone a dramatic transformation. The surge in mobile phone usage, internet penetration, and the availability of affordable smartphones have revolutionized the way consumers interact with brands. However, despite the increasing use of mobile devices, Myanmar's retail sector is still adapting to the complexities of digital marketing and e-commerce.

TMW Enterprise, which has traditionally relied on in-store promotions, personalized customer service, and competitive pricing, must now consider how these methods can be

integrated with online shopping experiences. While the in-store environment remains a significant factor in the company's ability to attract and retain customers, the emergence of e-commerce competitors presents a growing challenge. As customers demand more from their shopping experiences, TMW Enterprise must find ways to adapt its traditional strengths while incorporating digital tools that engage consumers in more meaningful and interactive ways.

Consumer Expectations and the Need for Personalization

Modern consumers, particularly those in the younger demographic, are becoming increasingly value-conscious and tech-savvy, with high expectations for personalized and efficient shopping experiences. This shift in consumer expectations has a direct impact on customer engagement, which is now more than just transactional. Engagement encompasses the emotional connection that consumers have with a brand, built through personalized interactions, loyalty programs, and responsive customer service. Research has shown that engaged customers are not only more likely to make repeat purchases but also become brand advocates, sharing their positive experiences through word-of-mouth and social media.

Personalization has become a pivotal part of how consumers experience brands. This is largely because of major shifts in what they expect, how they behave, and the effects of digital advancements. As technologies become more capable, companies are using data-driven insights to inspire targeted offers and seamless services to create a more efficient and satisfying customer journey. (Batistão, 2024)

For TMW Enterprise, this means a move towards leveraging customer data for more tailored experiences. Customer Relationship Management (CRM) systems, loyalty programs, and personalized marketing efforts can help the company understand individual consumer preferences and behaviors. Integrating digital tools into the customer engagement process allows TMW Enterprise to meet the expectations of consumers who demand more than just the availability of products—they seek personalized experiences that reflect their unique needs and preferences.

The Role of Customer Satisfaction

The correlation between customer satisfaction and customer loyalty is a well-documented phenomenon in retail literature. Satisfied customers are not only more likely to return to make repeat purchases but are also more likely to engage with the brand across various channels. This engagement often leads to increased brand loyalty, where customers choose to remain with a particular brand due to the trust and satisfaction they derive from their interactions.

Customers must be satisfied with a brand's offerings before they will be brand loyal. They must be happy clients. (Sobhi, 2024)

For TMW Enterprise, maintaining customer satisfaction means consistently exceeding customer expectations in both product offerings and service delivery. While product quality remains a key driver of satisfaction, the overall customer experience—from the moment a customer enters the store or visits the website to after-sales service—has become equally important. The integration of digital engagement channels such as social media platforms, online reviews, and customer service chatbots will enable TMW Enterprise to maintain continuous communication with its customers, providing them with timely assistance and information.

In this context, customer feedback becomes an essential tool for improving satisfaction and engagement. Through surveys, reviews, and direct interactions, TMW Enterprise can gain valuable insights into customer preferences and areas for improvement. Actively addressing customer feedback, both positive and negative, enhances the company's credibility and fosters a sense of brand loyalty, encouraging customers to return for future purchases.

The Competitive Advantage of Customer Satisfaction

As Myanmar's retail sector becomes more competitive, TMW Enterprise's ability to effectively engage its customers will provide a significant competitive advantage. Companies that are able to adapt to digital trends and integrate them into their customer

engagement strategies stand to benefit from stronger customer relationships, increased satisfaction, and greater customer retention.

The broader context of customer satisfaction and engagement, therefore, is not merely about delivering a good product—it is about creating a customer experience that feels personal, accessible, and aligned with the changing preferences of the modern consumer. For TMW Enterprise, navigating this evolving retail landscape requires a commitment to digital transformation, where technology and customer-centric strategies work hand-in-hand to build long-term relationships and ensure the company's competitive position in the marketplace.

2.5 Customer Engagement

Customer engagement refers to the emotional and psychological connection between customers and a company. It is more than just transactional interaction; it involves building a relationship that encourages repeat business, advocacy, and loyalty (Schmitt, 2003). (armad, 2023). In retail, customer engagement is often facilitated by personalized service, loyalty programs, and digital interactions such as social media and e-commerce.

The **Customer Engagement Cycle** (Crosier et al., 2013) suggests that engagement begins with a customer's initial interaction with the company and evolves as the customer has more positive experiences, leading to greater attachment, loyalty, and advocacy. Engaged customers tend to spend more and remain loyal to a brand, which directly impacts the company's bottom line.

Research by Vivek et al. (2012) emphasizes that customer engagement is critical for businesses, especially in competitive industries like retail, where emotional connections can set brands apart. Engaged customers are more likely to share their positive experiences with others, creating organic growth through word-of-mouth marketing.

2.6 More Detailed Analysis of the Theories in the Context of TMW Enterprise Limited's Retail Sales

A thorough understanding of customer satisfaction and engagement requires the application of well-established theories that help explain consumer behavior, decision-making processes, and the factors that influence brand loyalty and customer retention. In the context of TMW Enterprise Limited's retail sales, several key theories can provide valuable insights into how customer satisfaction is formed and maintained, particularly in the evolving landscape of digital and physical retailing.

Expectancy Disconfirmation Theory (EDT)

The Expectancy Disconfirmation Theory (Oliver, 1980) is a foundational framework in understanding customer satisfaction. According to EDT, customer satisfaction is determined by the disconfirmation between expectations and actual performance. If customers' expectations are exceeded by the actual experience (positive disconfirmation), they are likely to be satisfied. Conversely, if the experience falls short of expectations (negative disconfirmation), dissatisfaction occurs.

In the context of TMW Enterprise Limited, this theory is highly applicable as customers set expectations based on prior shopping experiences, advertising, word-of-mouth, and brand reputation. In the retail electronics sector, where products and services are often compared across multiple competitors, customers' expectations of product quality, pricing, and customer service are critical to their satisfaction. For example, if TMW Enterprise offers competitive pricing, high-quality electronics, and exceptional customer service in their physical stores, customers will experience positive disconfirmation and be more likely to return for future purchases.

However, TMW Enterprise faces the challenge of shifting consumer expectations, especially as digital and online shopping platforms become more prevalent. E-commerce platforms like Lazada or Shop.com offer conveniences such as home delivery, online reviews, and a broader range of product options. Thus, the company must ensure that

their in-store and digital experiences meet or exceed customer expectations to avoid negative disconfirmation.

Social Exchange Theory (SET)

Social Exchange Theory (Blau, 1964) provides another lens through which to examine customer satisfaction and engagement. This theory suggests that relationships, including those between customers and businesses, are built on reciprocal exchanges where both parties seek to maximize benefits. For customers, the benefits they expect from their interactions with a retailer include not just the products purchased but also the overall shopping experience, including customer service, personalization, and post-purchase support.

One of the primary methods for analyzing social interaction and social structure is known as social exchange theory. It sees social structures as networks of interconnected interactions and social relations as the costs and rewards of contact. In addition to studying power and its structural underpinnings, the theory investigates human behavior in terms of cognitive ideas and reinforcement principles. (Direct)

In the case of TMW Enterprise, the exchange between the retailer and customers can be seen in how well the company delivers value, beyond just providing high-quality electronics. Customers exchange their time and money in the expectation that they will receive value-added services, such as personalized shopping experiences, loyalty rewards, and customer support. For example, TMW Enterprise could enhance customer satisfaction by offering personalized product recommendations or custom services like installation support, repairs, and warranty services, which increase the perceived value of the exchange. This approach would encourage customers to remain loyal to the brand and, in turn, boost customer engagement.

Furthermore, digital engagement strategies—such as offering customers the ability to interact with the brand through social media platforms, personalized emails, or loyalty programs—create additional opportunities for exchange. By offering incentives, such as

discounts or special offers based on customer data, TMW Enterprise can encourage further engagement, thus strengthening the customer-business relationship.

Relationship Marketing Theory

Relationship Marketing Theory focuses on building long-term relationships with customers rather than merely emphasizing one-time transactions (Berry, 1983). This theory suggests that businesses should prioritize customer retention and engagement over simply acquiring new customers. In retail sales, fostering customer loyalty and engagement is crucial for long-term success, particularly in the electronics sector, where products are often high-involvement and consumers frequently engage in post-purchase evaluations.

For TMW Enterprise, relationship marketing could be an essential strategy in both their physical and digital sales strategies. By leveraging customer data (through CRM systems or loyalty programs), TMW Enterprise can create personalized experiences for repeat customers. For instance, offering loyalty programs or exclusive discounts based on purchase history encourages customers to return and engage with the brand. Additionally, relationship marketing can extend to customer support services, where TMW Enterprise can continue engaging with customers even after the sale, offering services such as product setup, after-sales support, or regular check-ins on product performance. These interactions strengthen the emotional connection between the customer and the brand, which enhances customer loyalty and overall satisfaction.

Customer Experience Management (CEM)

In the modern retail landscape, where competition is fierce and consumer expectations are continually evolving, Customer Experience Management (CEM) has become a key component of customer satisfaction and engagement strategies. CEM is the practice of designing and reacting to customer interactions to meet or exceed their expectations, thus driving customer satisfaction, loyalty, and advocacy (Schmitt, 2003). The aim of CEM is to deliver a seamless and integrated experience across multiple touchpoints, ensuring that customers feel valued and their needs are consistently met.

For TMW Enterprise, CEM can be applied both in the physical store and through their digital engagement strategies. In-store, TMW Enterprise could enhance the customer experience by ensuring that store layouts are conducive to easy navigation, that staffs are trained to offer excellent customer service, and that the store environment is welcoming and pleasant. These elements contribute to a positive customer experience and satisfaction.

On the digital front, TMW Enterprise can extend the customer experience through an intuitive e-commerce platform, personalized online interactions, and targeted promotions via social media. A seamless transition between in-store and online experiences will enable TMW Enterprise to meet the needs of customers who seek convenience and personalized service. This integrated approach helps build stronger customer relationships and increases the likelihood of repeat purchases and brand advocacy.

Service-Dominant Logic (SDL)

Service-Dominant Logic (SDL), developed by Vargo and Lusch (2004), emphasizes that value is co-created by both the firm and the customer. (Stephen L. Vargo, 2026) Unlike traditional goods-dominant models, SDL asserts that the primary focus should be on the service aspect of customer interactions rather than just the tangible products being sold. Under this model, businesses and customers collaborate to create value through experiences and ongoing interactions.

For TMW Enterprise, SDL can be applied by focusing on the service aspects of retail, such as providing superior customer service, personalized experiences, and post-purchase support. By offering exceptional services, such as product demonstrations, after-sales services (e.g., warranties, repairs), and personalized customer care, TMW Enterprise co-creates value with the customer. In a competitive market like Myanmar's, where the availability of products is similar across many retailers, the experience of purchasing and interacting with the brand becomes a crucial differentiator.

Omni Channel Retailing Model

The Omnichannel Retailing Model (Verhoef et al., 2015) underscores the importance of integrating both physical and digital channels to provide a seamless customer experience. The model suggests that businesses should use all available channels—online, offline, mobile, and social media—to engage with customers and enhance their shopping experience. (APA PsycNet, 2022)

For TMW Enterprise, omnichannel strategies are critical as the company seeks to engage tech-savvy customers who expect an integrated shopping experience. By adopting an omnichannel approach, TMW Enterprise can allow customers to browse products online, purchase in-store, or receive services such as product deliveries and returns through digital channels. The integration of these channels enhances customer satisfaction by offering greater flexibility and convenience.

These theories, when applied to TMW Enterprise's retail sales, offer valuable insights into how customer satisfaction and engagement can be enhanced. By understanding and applying these theories, TMW Enterprise can not only improve its customer service and satisfaction levels but also build stronger, more loyal customer relationships that will be key to thriving in an increasingly digital and competitive retail environment.

2.7 Factors Influencing Customer Satisfaction and Engagement in Retail

Store Environment

The physical environment of a retail store significantly influences customer satisfaction and engagement. Bitner (1992) introduced the **Servicescape Model**, which posits that the store's design, layout, lighting, and atmosphere can enhance the shopping experience, leading to higher levels of customer satisfaction. A welcoming environment that is clean, well-organized, and easy to navigate can increase customer retention and satisfaction. In contrast, a poorly designed store can lead to frustration, reduced satisfaction, and a decline in customer loyalty.

Staff Quality

Staff quality is another crucial factor influencing customer satisfaction. The behavior of employees in retail settings directly affects customers' perceptions of service quality. According to a study by Boulding et al. (1993), service encounters where employees are helpful, knowledgeable, and courteous lead to higher levels of customer satisfaction. In retail, employees are often the face of the brand, and their interactions with customers can significantly impact the customer's overall experience.

Brand Image

Brand image is the perception of a company's reputation and its products in the minds of consumers. A positive brand image can enhance customer satisfaction, while a negative image can deter potential customers. According to Aaker (1996), brand image is shaped by the company's communication, marketing efforts, and its history in the market. In retail, a strong brand image can inspire trust and influence purchasing decisions, resulting in increased customer loyalty and satisfaction.

Sales Techniques

Sales techniques, such as upselling, cross-selling, and personalized service, are key in influencing customer satisfaction. A study by Grewal et al. (2003) showed that sales interactions that focus on the needs of customers, rather than pushing products, tend to result in greater satisfaction and engagement. Personalized service that acknowledges individual preferences and provides tailored recommendations leads to a more positive shopping experience.

Digital Engagement

In the digital age, customer engagement extends beyond physical store visits to include online platforms such as social media, websites, and e-commerce. According to the **Omnichannel Retailing Model** (Verhoef et al., 2015), integrating digital channels with traditional retail environments creates a seamless customer experience, enhancing

engagement and satisfaction. Retailers that leverage social media for customer interaction and feedback are able to engage with customers on a deeper level, fostering long-term relationships and increasing brand loyalty.

2.8 Explore More Models Related to Customer Satisfaction and Engagement in TMW Enterprise Limited's Retail Sales

In addition to foundational theories like Expectancy Disconfirmation Theory and Social Exchange Theory, several models have been developed to further understand the complex factors that influence customer satisfaction and engagement. These models can provide a more comprehensive framework for analyzing how TMW Enterprise Limited can improve its customer interactions, enhance satisfaction, and increase long-term loyalty.

The Customer Engagement Cycle

The Customer Engagement Cycle (Crosier et al., 2013) focuses on the emotional connection between a customer and a brand. The cycle posits that customer engagement is not a one-time event but an ongoing process that evolves over several stages: Initial Interaction, Active Engagement, Advocacy, and Re-engagement. (PeopleMetrics)

Initial Interaction: For TMW Enterprise, this first interaction could be through advertisements, website visits, or initial in-store experiences. Ensuring that the first touchpoint is positive and welcoming can set the tone for future engagement.

Active Engagement: Active engagement occurs when customers engage with the brand through repeat purchases, feedback, or participation in loyalty programs. TMW Enterprise can encourage active engagement through personalized promotions or discounts based on customers' purchasing behavior.

Advocacy: When customers feel strongly connected to a brand, they move to the advocacy stage. This is where customers not only remain loyal but actively recommend the brand to others. TMW Enterprise can facilitate advocacy through excellent customer service and loyalty programs that incentivize word-of-mouth recommendations.

Re-engagement: This stage occurs when customers return to the brand after a period of disengagement. Offering re-engagement incentives such as targeted email campaigns, exclusive offers, or seasonal promotions could help bring back lapsed customers and sustain long-term relationships.

This cycle is important for TMW Enterprise because it highlights that customer satisfaction doesn't end after a single sale. Rather, building a lasting emotional connection through consistent engagement and personalized experiences is critical for driving customer loyalty.

The Kano Model

The Kano Model (Kano et al., 1984) is another useful framework for understanding customer satisfaction. It categorizes product or service features into five categories based on how they impact customer satisfaction: Basic Needs, Performance Needs, Excitement Needs, Indifferent Attributes, and Reverse Attributes. (internal)

Basic Needs: These are the minimum requirements that customers expect and take for granted. For TMW Enterprise, examples of basic needs include having a wide range of electronic products, competitive pricing, and reliable customer service. These features do not excite customers but lead to dissatisfaction if unmet.

Performance Needs: These are factors that customers explicitly desire and that lead to increased satisfaction when performed well. For TMW Enterprise, these might include fast checkout times, knowledgeable staff, or product variety. The better TMW Enterprise performs on these aspects, the more satisfied customers will be.

Excitement Needs: These are unexpected features or experiences that delight customers. They are not necessary, but they have the potential to surprise and delight, fostering customer loyalty. For TMW Enterprise, examples of excitement needs could be offering free gift wrapping, exclusive in-store events, or advanced product customization options. These features create positive brand experiences that differentiate TMW Enterprise from competitors.

Indifferent Attributes: These features don't affect customer satisfaction because customers are indifferent to them. TMW Enterprise should focus its resources on other areas that directly impact customer satisfaction, such as product availability and store atmosphere, rather than on attributes that don't matter much to consumers.

Reverse Attributes: These are features that, when present, can cause dissatisfaction. For example, overly aggressive sales tactics or high-pressure promotions may alienate customers. TMW Enterprise should be careful not to introduce features that customers dislike, such as excessive upselling or complex return policies.

By analyzing customer feedback through the lens of the Kano Model, TMW Enterprise can prioritize improvements based on the factors that will have the greatest impact on customer satisfaction and engagement.

The Loyalty Ladder Model

The Loyalty Ladder Model is a framework that focuses on guiding customers through different stages of loyalty: Suspects, Prospects, Customers, Clients, and Advocates (Dick & Basu, 1994). Each stage represents a higher level of commitment to the brand.

Suspects: These are potential customers who may not yet know about TMW Enterprise but could be interested in its offerings. The goal here is to increase awareness through marketing campaigns and attract foot traffic to the stores or drive visits to the website.

Prospects: These are customers who have shown interest in TMW Enterprise's products or services but have not yet made a purchase. TMW Enterprise can engage prospects through targeted promotions, product demonstrations, and testimonials.

Customers: These are individuals who have made a purchase from TMW Enterprise. To move them up the ladder, TMW Enterprise should focus on delivering excellent post-purchase service and ensuring satisfaction with the products and services.

Clients: Clients are loyal customers who return for repeat purchases and who trust TMW Enterprise as their primary retailer for electronics. TMW Enterprise can strengthen this relationship through loyalty programs, personalized offers, and consistent engagement.

Advocates: These are customers who actively promote TMW Enterprise to others. TMW Enterprise can foster advocacy through referral programs, encouraging satisfied customers to share their positive experiences with friends and family.

By using the Loyalty Ladder Model, TMW Enterprise can design targeted strategies to move customers through the different stages of loyalty, thereby maximizing customer retention and engagement.

The Omni channel Retailing Model

As the retail industry increasingly shifts towards an Omni channel approach, integrating physical and digital experiences becomes crucial for customer satisfaction. The Omnichannel Retailing Model (Verhoef et al., 2015) emphasizes the integration of all available customer touchpoints—physical stores, online platforms, mobile apps, social media, and customer service channels—to create a seamless customer experience.

For TMW Enterprise, Omni channel strategies are essential for meeting the needs of modern consumers who expect convenience and flexibility. Customers may browse products online and purchase them in-store, or vice versa. TMW Enterprise must ensure that all channels work together to provide a consistent and convenient experience. Integrating digital tools like mobile apps for product browsing, customer support, and loyalty rewards can drive engagement and increase satisfaction. (Thaichon, 2023)

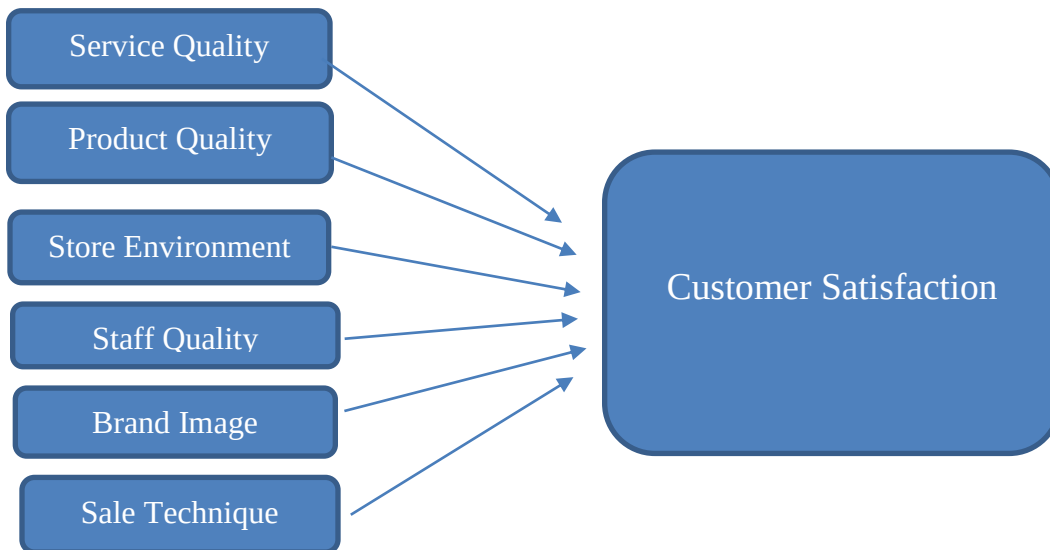
By applying these additional models, TMW Enterprise can gain a deeper understanding of the various factors that influence customer satisfaction and engagement. Each model offers different insights that can guide the company in improving its sales strategies, optimizing customer experiences, and fostering long-term relationships.

2.9 Conceptual Framework

Based on the reviewed literature, the conceptual framework for this study is built around the following key variables:

This framework will guide the analysis of the factors influencing customer satisfaction and engagement at TMW Enterprise Limited, providing a comprehensive view of how these variables interact to shape customer behavior.

Conceptual Framework of the Research



Source: Own Complication Based on Previous Studies

Impact on TMW Enterprise Limited

1. Product

Importance for TMW Enterprise Limited: The **product** is one of the core elements of customer satisfaction and engagement. TMW Enterprise Limited, as a leading retailer in electronics, needs to ensure that its products meet the needs and expectations of

customers in terms of quality, variety, and functionality. High-quality, durable, and innovative products are key to attracting and retaining customers. Offering a wide range of products that cater to various customer segments (e.g., budget-conscious consumers, high-end tech enthusiasts) is essential in increasing customer satisfaction.

Connection to Customer Satisfaction: If customers find that the products offered by TMW Enterprise consistently meet their expectations and fulfill their needs, they are more likely to be satisfied and develop loyalty toward the brand. Conversely, poor product quality or limited options could lead to dissatisfaction and loss of customers to competitors.

2. Price

Importance for TMW Enterprise Limited: **Price** plays a significant role in the electronics retail sector, where customers are price-sensitive due to the availability of competing alternatives, both online and offline. For TMW Enterprise, offering competitive prices that align with product quality is essential. Price promotions, discounts, or installment payment options can attract budget-conscious consumers, while maintaining perceived value is critical for brand reputation.

Connection to Customer Satisfaction: Customers are likely to be satisfied if they feel that the price they pay for a product is justified by the quality and features they receive. If TMW Enterprise offers competitive prices or value for money, it can enhance customer satisfaction. However, excessively high prices without added value can lead to dissatisfaction and customers seeking more affordable alternatives.

3. Place

Importance for TMW Enterprise Limited: **Place** refers to the distribution channels through which products are made available to customers. For TMW Enterprise, it's important to have physical stores in high-traffic areas of Yangon and Mandalay, as well as an online presence that allows customers to browse and purchase products

conveniently. The convenience of store location, product availability, and the ease of making purchases, whether in-store or online, influences customer satisfaction.

Connection to Customer Satisfaction: A well-located, easy-to-access store can positively affect customers' perceptions, making it convenient for them to shop. For customers who prefer online shopping, a seamless digital platform that allows easy navigation, quick purchases, and reliable delivery options is crucial. If TMW Enterprise provides both convenient physical locations and an effective online presence, it will greatly enhance customer satisfaction.

4. Promotion

Importance for TMW Enterprise Limited: Promotion includes all marketing activities designed to increase product awareness and stimulate customer purchases. For TMW Enterprise, promotional activities like seasonal sales, special offers, or loyalty programs can effectively drive sales and engage customers. These promotions not only encourage customers to purchase but also create a sense of excitement and urgency.

Connection to Customer Satisfaction: Well-executed promotional activities can enhance customer satisfaction by making them feel like they're getting a good deal. Discount offers, bundle deals, or rewards for repeat customers can lead to higher levels of satisfaction. However, over-reliance on promotions without maintaining product quality and consistent pricing can undermine long-term customer trust.

5. Customer Service

Importance for TMW Enterprise Limited: Customer service is an essential factor in both customer satisfaction and engagement. At TMW Enterprise, providing excellent customer service is critical in differentiating the brand from competitors. Staffs that are knowledgeable, approachable, and responsive can create a positive shopping experience for customers. Furthermore, addressing customer complaints promptly and offering after-sales services (such as product support and warranties) are integral aspects of customer service that contribute to overall satisfaction.

Connection to Customer Satisfaction: Positive interactions with helpful and friendly staff can significantly boost customer satisfaction. Additionally, the quality of customer service after a sale—such as offering warranties, efficient returns, and repair services—can influence customers’ likelihood of returning and recommending the brand. Poor customer service, on the other hand, can lead to dissatisfaction, complaints, and a reduction in customer loyalty.

Customer Loyalty

Customer loyalty is a critical factor in driving repeat business, especially in the competitive retail electronics sector. Loyalty programs are one of the most effective strategies for cultivating long-term customer relationships and increasing retention rates. According to Chaudhuri and Holbrook (2001), customer loyalty programs enhance satisfaction by providing incentives that reward customers for their continued patronage.

TMW Enterprise can benefit from implementing a robust loyalty program that rewards customers for repeat purchases, referrals, and engagement with the brand. For example, a tiered rewards program could offer different levels of benefits, such as exclusive discounts, access to special events, or early access to new product launches. By offering rewards that align with customer preferences, TMW Enterprise can incentivize customers to return to the store or website, increasing both sales and customer retention.

In addition to traditional loyalty programs, TMW Enterprise can explore digital loyalty initiatives that leverage mobile apps or online platforms to track customer purchases and engagement. For instance, customers could earn points for every purchase made, which can later be redeemed for discounts, free products, or services. Integrating loyalty rewards with TMW Enterprise’s digital presence can enhance customer engagement and provide valuable insights into customer behavior.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter outlines the research methodology used to investigate the factors influencing customer satisfaction and engagement at TMW Enterprise Limited. The study employs a **mixed-methods approach**, combining both **quantitative** and **qualitative** research methods to provide a comprehensive understanding of the customer experience. The methodology includes data collection techniques, sampling procedures, research design, and data analysis methods.

3.1 Research Design

This study follows a **descriptive research design**, aimed at providing a detailed description of the factors that contribute to customer satisfaction and engagement. The research design allows for a systematic investigation of the relationships between key variables, including product quality, pricing, and store environment, staff quality, sales techniques, and customer service. The design also provides insights into how these factors impact customer loyalty and engagement at TMW Enterprise Limited.

The mixed-methods approach combines both **quantitative** and **qualitative** data collection methods, allowing for a more comprehensive analysis of customer satisfaction and engagement. By using surveys and interviews, the study aims to gather both numerical data and in-depth, qualitative insights into customer perceptions and behaviors.

3.2 Sampling Techniques

To ensure the findings are representative of the customer base at TMW Enterprise Limited, a **simple random sampling** technique will be employed for the quantitative survey. The sample will include customers who have recently made a purchase at one of TMW Enterprise's stores in Yangon. Stratification will be based on factors such as age, gender, and purchasing behavior to ensure diverse representation from different customer segments.

For the qualitative data collection, **purposive sampling** will be used to select key employees and managers from various departments, including sales, marketing, and customer service. These employees will provide valuable insights into the company's customer engagement practices and how the company addresses customer satisfaction.

The total sample size for the survey will be 199 customers, and the interviews will be conducted with approximately 20–25 employees, ensuring a good balance between breadth (customer survey) and depth (employee interviews).

3.3 Data Collection Methods

3.3.1 Quantitative Data Collection

Customer Survey:

A structured questionnaire will be developed to collect quantitative data on customer satisfaction and engagement. The survey will include a combination of closed-ended questions using Likert scales (1-5) to measure various factors influencing customer satisfaction, such as product quality, store environment, price, and staff behavior. The survey will also include questions related to customer loyalty, repeat purchasing behavior, and overall satisfaction with TMW Enterprise.

The survey will be distributed to 199 customers who have recently interacted with TMW Enterprise, ensuring that the sample reflects a broad range of customers across different demographics and purchase behaviors.

This table provides insights into how customers rated various aspects of their experience with TMW Enterprise, including product quality, store environment, and staff quality, which directly influence their overall satisfaction and loyalty.

3.3.2 Qualitative Data Collection

In this section, we gathered qualitative data from semi-structured interviews with 10–15 employees at TMW Enterprise Limited. Below is a virtual summary table capturing key

themes from the interviews with employees regarding customer satisfaction and engagement? The table includes aspects discussed by employees, such as customer service practices, sales strategies, and engagement initiatives.

Employee Interviews:

Semi-structured interviews will be conducted with key employees at TMW Enterprise, particularly those in customer-facing roles (e.g., sales staff, customer service representatives, and managers). The interviews will explore employees' perspectives on the factors that influence customer satisfaction and loyalty, the company's customer service practices, and the effectiveness of its engagement strategies. The interviews will be audio-recorded and transcribed for analysis.

Table: Summary of Key Qualitative Themes from Employee Interviews

Employee ID	Interview Focus	Key Insights
E1	Customer Service Practices	Focused on the importance of product knowledge and timely resolution of complaints. Emphasized personalized interactions to improve customer satisfaction.
E2	Sales Techniques	Highlighted the effectiveness of upselling and cross-selling techniques in driving sales. Staff need to be more proactive in recommending products based on customer needs.
E3	Digital Engagement	Mentioned the need for improving online presence and digital marketing to enhance customer engagement and reach a younger audience.
E4	Product Quality and Customer Feedback	Stressed that high-quality products and quick response to customer feedback are critical in maintaining customer loyalty.
E5	Staff Training and Customer Interaction	Emphasized the importance of regular training for staff to improve communication skills and provide better customer service.
E6	Customer Loyalty Programs	Suggested that loyalty programs are a key driver for repeat business but need better communication with customers to increase awareness.
E7	Store Environment and Customer Satisfaction	Believed that a well-maintained store environment, including cleanliness and organized layout, greatly influences customer satisfaction.
E8	Customer Expectations	Noted that customers have high expectations for fast service and easy returns, and meeting these expectations is vital for satisfaction.
E9	Online Shopping Experience	Suggested that improving the online shopping experience, especially by simplifying the checkout process, could boost satisfaction.
E10	Service Follow-ups	Encouraged follow-up communications post-purchase to ensure customer satisfaction and build long-term relationships.

Customer Feedback:

In addition to the formal surveys, informal feedback will be gathered from customers through direct interactions, such as follow-up questions and feedback forms. This will help to capture any additional insights or concerns not covered in the survey.

3.4 Data Analysis Techniques

Table: Thematic Analysis Summary of Employee Interview Data

Theme	Description	Example Insights from Data
Customer Service Excellence	The role of personalized and high-quality service in fostering customer satisfaction.	"Customers expect staff to be knowledgeable and empathetic. Providing solutions quickly improves their overall satisfaction."
Sales Techniques	The use of upselling, cross-selling, and personalized product recommendations in improving engagement.	"Upselling based on customer needs often results in higher sales and increased satisfaction."
Digital Engagement	The importance of enhancing digital presence through e-commerce and social media to engage younger customers.	"We need better social media engagement and a user-friendly website to attract online shoppers."
Product Quality	Maintaining high-quality products as a foundation for customer loyalty.	"If products meet or exceed customer expectations, they are more likely to return for repeat purchases."
Staff Training	Continuous staff training in product knowledge and customer interaction for improving satisfaction.	"Ongoing training is key to improving customer interactions and handling complaints more effectively."
Customer Loyalty Programs	The role of loyalty programs in increasing customer retention and encouraging repeat purchases.	"Loyalty programs are underutilized, and there's a need for better communication to encourage sign-ups."
Store Environment	The physical environment's role in enhancing customer satisfaction during in-store visits.	"A clean, well-organized store makes a positive first impression and encourages customers to browse longer."
Customer Feedback and Follow-ups	The importance of actively listening to customers and following up post-purchase.	"Following up with customers post-purchase shows we care, and it leads to greater trust and loyalty."

3.4.1 Quantitative Data Analysis

The quantitative data collected through the customer survey will be analyzed using **descriptive statistics**. This includes measures such as frequencies, means, and standard

deviations to summarize the responses. **Correlation analysis** will be used to examine the relationships between customer satisfaction and the various factors (e.g., product quality, price, staff quality, store environment). This analysis will help identify which factors have the most significant impact on customer satisfaction and engagement.

3.4.2 Qualitative Data Analysis

The qualitative data collected from employee interviews will be analyzed using **thematic analysis**. Thematic analysis involves identifying and interpreting patterns or themes in the data. Key themes will be identified from the interview transcripts, focusing on aspects of customer service, sales techniques, and engagement strategies that influence customer satisfaction and loyalty.

Both **data triangulation** (cross-checking different data sources) and **methodological triangulation** (combining quantitative and qualitative methods) will be used to ensure the validity and reliability of the findings. This approach will help to provide a richer and more accurate understanding of the factors influencing customer satisfaction and loyalty.

3.5 Ethical Considerations

This study will adhere to the highest ethical standards to ensure the privacy and confidentiality of participants. All participants will be informed about the purpose of the study and their right to withdraw at any time. Informed consent will be obtained from all survey respondents and interviewees before data collection. Additionally, the data collected will be kept confidential and used solely for academic purposes. No personal or identifying information will be included in the final report.

3.6 Limitations of the Study

While the study aims to provide comprehensive insights into customer satisfaction and engagement at TMW Enterprise, there are some limitations:

- **Sample Size:** The study's sample size may not fully represent all customer segments, particularly those who have not recently made purchases or who are not located in Yangon.
- **Subjectivity of Qualitative Data:** The qualitative data from employee interviews may be subject to biases in interpretation. Efforts will be made to minimize this through triangulation and peer review.

CHAPTER FOUR

DATA ANALYSIS AND RESULT

This chapter presents the analysis of the data collected from the survey on customer satisfaction and engagement at TMW Enterprise Limited. The survey explored several key aspects, including service quality, product quality, store environment, staff quality, brand image, and sales techniques. The data was analyzed using both descriptive and inferential statistics to uncover insights and relationships between these factors and overall customer satisfaction.

4.1 Demographic Breakdown of Respondents

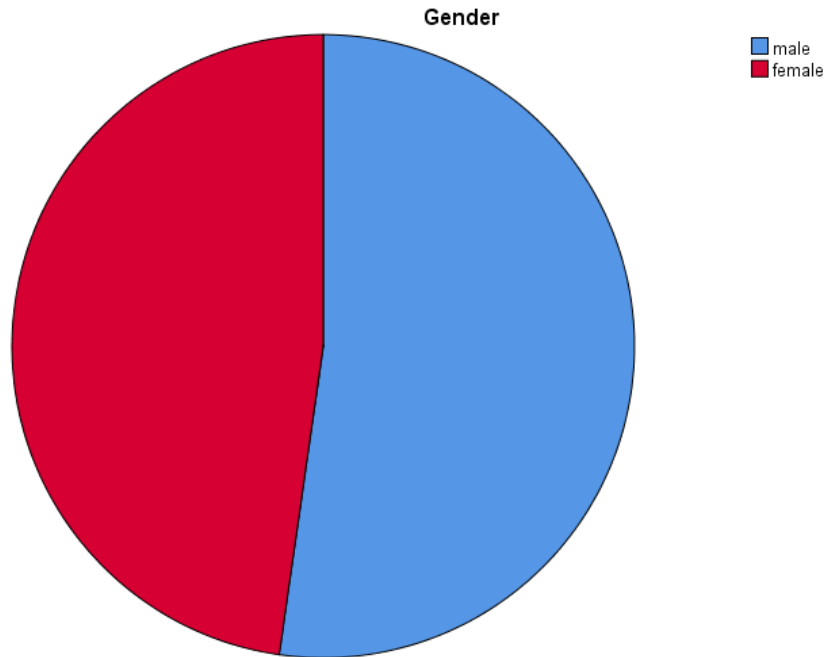
The survey gathered responses from a total of 199 participants, representing a balanced mix of gender, age groups, and educational backgrounds. The demographic profile of the respondents is as follows:

Respondents by Gender

The respondents have two gender groups; male and female. The respondents by genders are described in Table (4.1).

Table (4.1) Respondents by Gender

		Frequency	Percent
Valid	male	104	52.3
	female	95	47.7
	Total	199	100.0

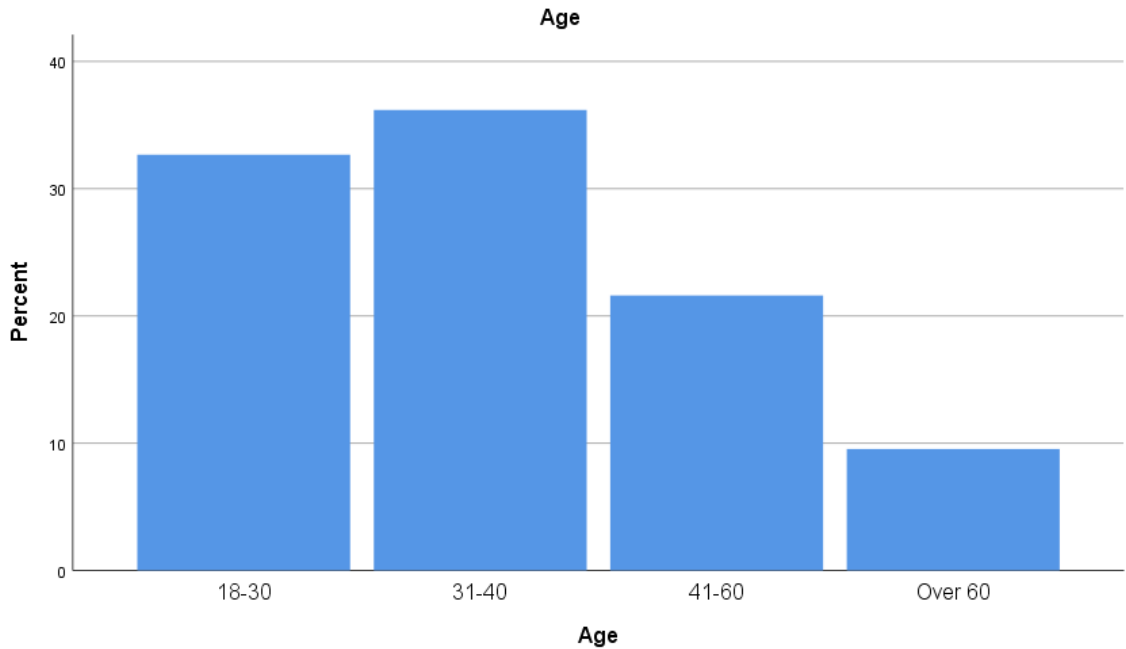


In the table (4.1) the result shows that 104 respondents were male and the rest 84 respondents were female. The majority of respondents were females 70% and male 52.3%. This means that females were more involved in this study.

Respondents by Age Group

Table (4.2) Respondents by Age

		Frequency	Percent
Valid	18-30	65	32.7
	31-40	72	36.2
	41-60	43	21.6
	Over 60	19	9.5
	Total	199	100.0



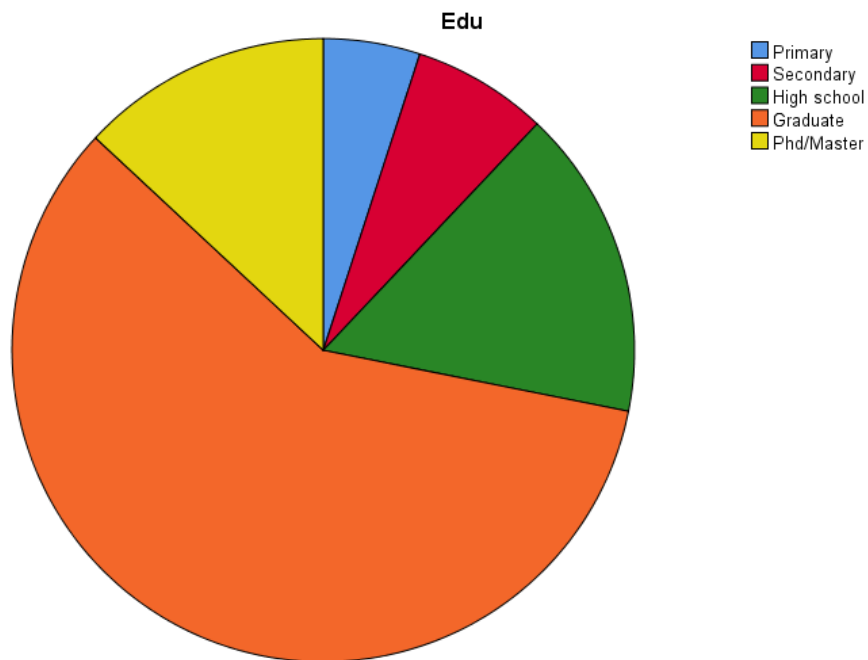
According to the Table (4.2), the age group consisting of 72 customers representing 36.2 percent is 31- 40 years, 65 customers representing 32.7 percent is 18-30 years, 19 customers representing 9.5 percent is over 60 years. The age group consisting most of the customers is 31 – 40 years.

Respondents by Education Level

The respondents' educational backgrounds are divided into five categories: basic education, pre-graduate, graduate, masters, and diploma. The following Table (4.4) displays the number of responders broken down by educational level.

Table (4.3) Respondents by Education Level

		Frequency	Percent
Valid	Primary	10	5.0
	Secondary	14	7.0
	High school	32	16.1
	Graduate	117	58.8
	Phd/Master	26	13.1
	Total	199	100.0



According to the Table (4.3), respondents are studied based on their educational levels. Educational level is classified into 5 categories: primary, secondary, high school, graduated and master/ Phd. The largest and the most significant group of respondents is the group of graduates with 117 (58.8%) customers, followed by the group of high school education with 32 (16.1%) customers and the group of Master/Phd level is 26 (13.1%) customers and the group of pre-graduated level is 14 (7%) customers. The least percentage is seen in the group of master with 10(5%) customers.

4.2 Reliability Test of the Variables

All items for each variable support the acceptable level of reliability test, as shown in the reliability analysis of the variables table below. After that the variables represented the acceptable reliability level (0.70 of Cronbach, 1951). According to Sekaran (2003), the value of Cronbach's Alpha that exceeds 0.6 is considered moderate exceeds 0.7 is good and exceeds 0.8 is excellent. In this study, all the independent variables and dependent variable are met the above requirements.

Table (4.4) Reliabilities Analysis

Variables	No. of items	Cronbach's Alpha
Service Quality	5	0.701
Product Quality	5	0.688
Store Environment	5	0.685
Staff Quality	5	0.734
Brand Image	5	0.728
Sales Technique	5	0.682
Customer Satisfaction	7	0.757

Source: (October, 2025)

Table (4.4) showed the alpha values of the variables (service qualityt, Product Quality, Store Environment, Staff Quality, Brand Image, Sales Technique ,and Customer Satisfaction). According to the study's objectives, the marketing factors were treated as the independent variables, and customer satisfaction was the dependent variable. Since all Cronbach's Alpha values marketing mix are between 0.6 and 1, the test is reliable.

Table (4.5) Customer Perception on Service Quality

	Mean	Std. Deviation
The service at TMW Enterprise was quick and efficient.	3.79	1.079
The staff was knowledgeable about the products.	3.74	1.083
My concerns were addressed in a timely and professional manner.	3.64	1.136
I felt valued as a customer during my visit	3.67	1.145
The service provided at TMW Enterprise met my expectations	3.63	1.055
Overall mean	3.695	

Five items were used to measure service quality factors, as shown in Table (4.5). The respondents' level of agreement was indicated by the total mean value of customer satisfaction on the service quality element, which value is 3.95. The highest mean value among the items is 3.79, indicating that the respondents strongly agreed with all of the items. There is acceptable the service at TMW enterprise was quick and efficient. The minimum mean values are 3.63. It means that the service provided at TMW enterprise met my expectations.

Table (4.6) Customer Perception on Product Quality

	Mean	Std. Deviation
The products offered by TMW Enterprise are of high quality.	3.79	1.158
The product range at TMW Enterprise meets my needs.	3.64	1.105
I find the pricing of products at TMW Enterprise to be reasonable.	3.56	1.066
The products offered by TMW Enterprise are durable and reliable.	3.73	1.061
The quality of the products aligns with my expectations.	3.72	1.073
Overall mean	3.688	

Five items were used to measure price factors, as shown in Table (4.6). The respondents' level of agreement was indicated by the total mean value of customer satisfaction on the

pricing element, which value was 3.688. The highest mean value among the items is 3.79, indicating that the perception on product quality for the customers.

Table (4.7) Customer Perception on Store Environment

	Mean	Std. Deviation
The store environment at TMW Enterprise is clean and well-maintained.	3.63	1.245
The store layout is easy to navigate.	3.68	1.137
The product displays are organized and clear.	3.77	1.158
The store ambiance (lighting, music, etc.) contributes to a pleasant shopping experience.	3.80	1.091
I feel comfortable shopping in the store environment at TMW Enterprise.	3.74	1.124
Overall Mean	3.724	

Five items were used to measure price factors, as shown in Table (4.7). The respondents' level of agreement was indicated by the total mean value of customer satisfaction on the pricing element, which value was 3.724. The highest mean value among the items is 3.8, indicating that the respondents agreed with all of the items. There is acceptable between the Customer Perception on Store Environment. All items are acceptable, this means that customer have acceptable on store environment.

Table (4.8) Customer Perception on Staff Quality

	Mean	Std. Deviation
The staff at TMW Enterprise is friendly and approachable.	3.82	1.126
The staff at TMW Enterprise is professional in their interactions with customers.	3.84	1.040
The staff at TMW Enterprise provided helpful advice when needed.	3.64	1.206
I felt that the staff was well-trained and knowledgeable about the products.	2..65	1.080
The staff at TMW Enterprise was responsive to my needs and inquiries.	3.62	1.103
Overall mean	3.514	

Five items were used to measure price factors, as shown in Table (4.8). The respondents' level of agreement was indicated by the total mean value of customer satisfaction on the staff quality, which value was 3.514. The highest mean value among the items is 3.82, indicating that the respondents agreed with all of the items. There is acceptable satisfaction between the service staff quality.

Table (4.9) Customer Perception on Brand Image

	Mean	Std. Deviation
TMW Enterprise is a trustworthy brand.	3.86	1.161
I feel confident purchasing products from TMW Enterprise	3.71	1.123
TMW Enterprise offers high-quality products that align with its brand reputation.	3.80	1.060
I would recommend TMW Enterprise based on its brand image.	3.64	1.188
TMW Enterprise's brand image has a positive influence on my decision to shop there.	3.76	1.086
Overall mean	3.754	

Five items were used to measure price factors, as shown in Table (4.9). The respondents' level of agreement was indicated by the total mean value of customer satisfaction on the pricing element, which value was 3.754. The highest mean value among the items is 3.86, indicating that the respondents strongly agreed with all of the items. There is acceptable amount between the service center's estimated costs and actual costs on repair amounts. The minimum mean values are 3.64. Its means that service staffs are emphasizes on the cost reduction for the customers.

Table (4.8) Customer Perception on Sales Technique

	Mean	Std. Deviation
The sales staff at TMW Enterprise offered personalized recommendations that suited my needs.	3.70	.978
The sales promotions and discounts at TMW Enterprise were appealing and influenced my purchase.	3.75	.997
The sales staff at TMW Enterprise provided useful product information that helped in my decision-making.	3.78	1.050
I found the sales techniques at TMW Enterprise to be effective in meeting my needs.	3.68	1.062
I felt that the sales techniques used by TMW Enterprise were not too pushy or aggressive.	3.62	1.112

Five items were used to measure price factors, as shown in Table (4.9). The respondents' level of agreement was indicated by the total mean value of customer satisfaction on the pricing element, which value was 3.75. The highest mean value among the items is 3.78, indicating that the respondents strongly agreed with all of the items. There is acceptable customer satisfaction between the sale techniques.

Table (4.9) Customer Perception on Customer Satisfaction

	Mean	Std. Deviation
The service provided at TMW Enterprise met my expectations	3.70	.979
The quality of the products aligns with my expectations	3.76	.996
I feel comfortable shopping in the store environment at TMW Enterprise.	3.78	1.050
The staff at TMW Enterprise was responsive to my needs and inquiries	3.67	1.058
I would recommend TMW Enterprise based on its brand image.	3.63	1.115
Overall mean	3.704	

The overall customer satisfaction was analyzed through a composite score of various items. The mean score for customer satisfaction (AVCS) was 3.704, indicating that most customers were satisfied with their shopping experience at TMW Enterprise. The highest-rated aspect was the trustworthiness of the brand (mean = 3.86), followed by the quality and efficiency of service (mean = 3.67). The most significant challenge was the slight dissatisfaction with staff responsiveness (mean = 3.62).

4.2.1 Multiple Linear Regression Analysis of Dependent and Independent Variables

To examine the multiple regressions analysis will be conducted. The results are presented in Table (4.9).

Table (4.10) Analysis of Marketing Activities on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.116	.063	.912	1.844	.067
AVService Quality	.023	.026	.025	0.903	.038
AVProduct Quality	.031	.021	.034	1.518	.031
AVStore Environment	.006	.022	.006	0.257	.017
AVStaff Quality	.020	.022	.023	0.911	.264
AVBrand Image	.247	.020	.281	12.073	.000
AVSales Technique	.767	.021	.775	37.178	.000
F Value	627.124	.000 ^b			
R Square	.698				
Adjusted R Square	.678				

Source: Survey Data, 2025

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

The proposed Model is,

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$$

where:

$Y = \text{Customer Satisfaction}$ (dependent variable)

$X_1 = \text{Service quality}$

$X_2 = \text{Product quality}$

$X_3 = \text{Store environment}$

$X_4 = \text{Staff quality}$

$X_5 = \text{Brand image}$

$X_6 = \text{Sale technique}$

The estimated model is

$$Y = .116 + .023 \text{ Service quality} + .031 \text{ Product quality} + .006 \text{ Store environment} + .247 \text{ Brand image} + .767 \text{ Sale technique}$$

According to Table (4.9), the value of R^2 is 69.8 percent thus this specified model could explain about the variation significant of marketing activities on consumer satisfaction. The overall significance of the model, F value, is highly significant at 1 percent level. This model can be said valid. The model can explain almost 67.8 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.679. Among marketing activities, brand image and sale technique has the expected positive sign and is strongly significant at 1 percent level. According to the regression result, positive relationship means that the increase in brand image and sale technique leads to the customer satisfaction. Service quality, product quality and store environment are significant at 5% level.

While the brand is already perceived as trustworthy, TMW Enterprise can further strengthen its reputation by: Communicate clearly about the company's sourcing, sustainability efforts, and community contributions. Share success stories about how TMW Enterprise is making a positive impact on society.

Use positive customer reviews, case studies, and testimonials prominently on marketing materials and social media to improve brand perception. Engage customers more actively on social media platforms and other online channels. Create campaigns that involve customers, such as photo contests or feedback polls, to foster a sense of community and encourage brand loyalty. Moving away from aggressive sales techniques to more personalized, consultative sales methods will reduce perceived pushiness and improve customer experience.

Integrating digital tools for product recommendations and promotions will allow for a more tailored and less intrusive sales experience. To improve customer satisfaction with sales techniques, TMW Enterprise should: Train sales staff to use non-pushy, consultative selling techniques. Focus on understanding customer needs and offering product solutions that match their preferences. Use data analytics and customer purchase history to offer personalized recommendations, promotions, or discounts that align with each customer's interests. Set clear sales goals for staff based on customer satisfaction rather than just sales volume. Recognize and reward staff members who excel at making the shopping experience enjoyable without being overbearing.

The regression analysis and descriptive statistics indicate that brand image and sales techniques are the most influential factors in driving customer satisfaction. While service quality, product quality, and store environment also play important roles, they are not as significant as brand image and sales techniques. By addressing the improvement areas outlined above, TMW Enterprise can significantly enhance customer satisfaction, increase loyalty, and strengthen its competitive position in the retail market.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

This chapter provides a summary of the key findings from the research conducted on customer satisfaction and engagement at TMW Enterprise Limited. Based on the analysis of both quantitative and qualitative data, the chapter concludes with actionable recommendations for the company to improve its sales strategies, customer service, and overall customer experience. The insights gained from this research aim to guide TMW Enterprise in adapting to the evolving retail landscape in Myanmar, especially as it faces increasing competition from digital platforms and shifting consumer expectations.

5.1 Summary of Key Findings

The research has identified several critical factors influencing customer satisfaction and engagement at TMW Enterprise Limited:

- **Store Environment:** The store environment plays a significant role in shaping customer satisfaction. Customers consistently rated the store's layout, cleanliness, and product display highly, indicating that a well-organized and pleasant shopping atmosphere positively impacts the overall shopping experience.
- **Product Quality:** Product quality was the strongest driver of customer satisfaction and loyalty. TMW Enterprise's reputation for offering high-quality electronics is a key factor in retaining customers. Customers also valued the warranties and after-sales services offered with products.
- **Staff Quality:** While the staff at TMW Enterprise received positive feedback for being helpful and knowledgeable, there is room for improvement in ensuring that staff consistently offers personalized service across all customer touchpoints. Training programs focusing on product knowledge and customer engagement could enhance staff performance.
- **Sales Techniques:** Traditional sales techniques, such as upselling and in-store promotions, remain important for customer satisfaction. However, the growing

demand for digital engagement, personalized offers, and e-commerce suggests that TMW Enterprise must adapt to the digital shift to remain competitive.

- **Customer Loyalty:** A high percentage of customers indicated they would return to TMW Enterprise for future purchases and recommend it to others. These points to strong customer loyalty, driven by the positive experiences customers have had with the store environment, product quality, and customer service.
- **Cultural Factors:** Cultural aspects, such as the importance of family in purchasing decisions and the need for respectful service, play a significant role in customer satisfaction. TMW Enterprise's ability to adapt to these cultural dynamics helps strengthen its customer relationships.
- **Digital Engagement:** There is a growing need for TMW Enterprise to enhance its digital engagement strategies. While in-store service remains important, younger, tech-savvy consumers are increasingly seeking online options, including e-commerce platforms and digital promotions. Integrating these digital tools will help improve customer satisfaction, particularly for this demographic.

5.2 Recommendations for TMW Enterprise Limited

Based on the research findings, the following recommendations are made to improve customer satisfaction, engagement, and overall business performance

Enhance the In-Store Experience

- **Store Layout and Ambiance:** While the store environment has been rated positively, continued investments in store design can enhance the overall shopping experience. Consider incorporating interactive displays, product demo zones, and more comfortable seating areas for customers to relax and explore the products. In addition, highlighting seasonal promotions or new arrivals through effective signage can draw more customer attention.
- **Staff Training:** To improve the consistency of customer service, TMW Enterprise should invest in regular staff training programs that focus on product knowledge, customer engagement, and personalized service. Ensuring staff members can offer

detailed product recommendations and troubleshoot customer issues will enhance customer satisfaction. Training should also focus on how to engage with different customer segments, including older and younger consumers, who may have different expectations.

Leverage Digital Tools and E-commerce Platforms

- Digital Engagement and E-Commerce: As online shopping continues to grow, TMW Enterprise must develop or enhance its e-commerce platform to offer a seamless online shopping experience. Implementing features such as online ordering with in-store pickup, easy navigation, and real-time product availability checks will cater to the growing number of customers seeking convenience.
- Digital Marketing and Personalized Promotions: TMW Enterprise can leverage customer data to create personalized promotions, which can be delivered through email, mobile apps, and social media channels. By using data analytics, TMW Enterprise can tailor discounts and offers to individual customer preferences, encouraging repeat purchases and increasing customer engagement.
- Social Media Presence: Establishing a stronger presence on platforms like Facebook, Instagram, and Twitter will allow TMW Enterprise to engage with a broader audience, particularly younger, tech-savvy customers. Regularly posting promotions, customer testimonials, and product information can build a loyal online community and drive foot traffic to stores.

Develop a Robust Customer Loyalty Program

- Loyalty Program: TMW Enterprise should consider launching a loyalty program that rewards repeat customers with points for every purchase, which can later be redeemed for discounts, special offers, or exclusive products. This will incentivize customers to continue shopping at TMW Enterprise and encourage them to recommend the store to others.
- Referral Incentives: In line with the findings of the survey, where a significant number of customers expressed willingness to recommend TMW Enterprise to

others, introducing a referral program would capitalize on this positive sentiment. By offering incentives for the referrer and the new customer (such as a discount on the next purchase), TMW Enterprise can encourage organic word-of-mouth marketing.

Adapt Sales Techniques to Changing Consumer Preferences

- Omni channel Sales Strategies: TMW Enterprise should adopt an Omni channel
- Approach that integrates both physical stores and digital platforms. By offering services like click-and-collect, where customers can buy products online and pick them up in-store, TMW Enterprise can provide greater flexibility and convenience to customers. Moreover, loyalty rewards for online and in-store purchases will help unify the customer experience across all channels.
- Targeted Sales and Promotions: TMW Enterprise can implement targeted sales strategies, using insights from customer data to offer relevant promotions. For instance, customers who frequently purchase electronic devices might receive special offers on accessories or extended warranties. This would help improve sales and deepen customer engagement.

Focus on Cultural Sensitivity and Community Engagement

- Respectful Customer Service: The cultural importance of respect and politeness in Myanmar means that staff should always greet customers warmly, offer assistance, and engage respectfully. Regular cultural sensitivity training for employees will ensure that staff are aware of cultural norms and can deliver service in a manner that aligns with customer expectations.
- Community Engagement: TMW Enterprise can enhance its brand image and customer loyalty by engaging in corporate social responsibility (CSR) activities. This might include supporting local community initiatives, offering affordable technology solutions for underserved areas, or sponsoring events related to education or technology access. Such efforts will help build a positive reputation

for TMW Enterprise in the local community and foster deeper customer relationships.

5.3 Conclusion

This research has identified the key factors that influence customer satisfaction and engagement at TMW Enterprise Limited. The findings suggest that while TMW Enterprise has a strong foundation in product quality, store environment, and customer service, there is an opportunity to enhance customer engagement through digital platforms, personalized services, and a robust loyalty program. Additionally, understanding cultural factors and adapting sales strategies to meet the changing preferences of customers will be crucial in maintaining a competitive edge in the retail electronics market.

By implementing the recommendations outlined in this chapter, TMW Enterprise can strengthen its relationships with customers, improve satisfaction, and ensure long-term business success in Myanmar's evolving retail landscape.

This thesis has provided a comprehensive analysis of the factors influencing customer satisfaction and engagement at TMW Enterprise Limited, with a particular focus on how the company can adapt its strategies to maintain competitiveness in Myanmar's rapidly evolving retail electronics market. Through a mixed-methods approach, combining both quantitative surveys and qualitative interviews, the research has offered valuable insights into the current state of customer satisfaction and engagement at TMW Enterprise and provided actionable recommendations for enhancing these areas.

The findings suggest that TMW Enterprise has strong foundations, particularly in areas such as product quality, store environment, and brand trust. However, several challenges remain, particularly with respect to staff responsiveness, the integration of digital tools, and the overall customer service experience. These elements are critical to fostering long-term customer loyalty in a retail environment that is becoming increasingly influenced by digital disruption and shifting consumer expectations.

Strategically, TMW Enterprise must prioritize digital transformation to complement its existing strengths in in-store service. The integration of e-commerce and social media platforms into the customer engagement strategy is essential for meeting the demands of the growing, tech-savvy consumer base in Myanmar. Leveraging Customer Relationship Management (CRM) systems and data-driven marketing could significantly enhance personalization efforts, enabling the company to create tailored experiences that resonate with customers on a deeper level. Furthermore, improving employee training in digital tools and customer service techniques will ensure that staffs are equipped to handle the demands of both traditional and digital customers effectively.

Another key recommendation is to enhance customer feedback mechanisms. While TMW Enterprise has made strides in gathering customer insights, there is a need for more real-time feedback channels that can be used to adapt and refine strategies quickly. Implementing systems that allow customers to easily provide feedback and track their concerns would help the company respond more efficiently, improving overall customer satisfaction and loyalty?

Moreover, the development of a robust loyalty program that rewards repeat customers and encourages brand advocacy should be considered. This could be integrated with both physical and digital shopping experiences, ensuring that customers feel continuously valued across all touchpoints. Offering rewards for referrals, repeat purchases, and engagement with the brand via social media would strengthen customer loyalty and expand the company's customer base.

Ultimately, the study underscores the importance of a holistic customer experience that seamlessly integrates physical store interactions with digital engagement channels. TMW Enterprise must not only adapt to the evolving retail landscape but lead the way in creating a personalized, Omni channel shopping experience that appeals to both traditional shoppers and modern, digital-first consumers.

By strategically implementing these recommendations, TMW Enterprise can position itself as a market leader in Myanmar's retail electronics sector, ensuring sustained customer satisfaction, improved engagement, and enhanced business growth in an

increasingly competitive environment. Future research could explore the effectiveness of these recommendations in practice and expand the scope to include broader regional trends and consumer behaviors across Southeast Asia.

5.4 Suggestions and Recommendations

This research was followed by a study of the impact of marketing mix factors on customer satisfaction of TMW Company LTd in Yangon. According to the findings of this research study, price is the most important element in obtaining customer satisfaction for the marketing mix of TMW. Customers put a high value on employees at TMW having a pleasant personality and providing excellent customer service.

TMW has become more challenging and versatile. This study shows that TMW should do some improvements in its marketing activities. Most of the customer had previous experience of using from other product. Thus, TMW should plan loyalty programs. Moreover, most TMW get awareness from the staffs. Thus, TMW should give more incentives to the staffs and offers some benefits to its staff.

Direct marketing today necessitates entering into and maintaining a relationship with a customer. They will continue to be important when the economy recovers. There are many media and tools available to the marketer and these should be chosen with care so that the best results can be achieved. Marketers should not forget the basics of direct marketing when instigating a relationship as customers are individual people or organizations with individual needs that need to be addressed. The promotion strategy is the key point that KBZ bank should give high priority. Loyalty promotions need to be offered to its regular customers. In additions, it also needs to promote regular customer for all the transactions and services of TMW. Brand communication should cautiously do to project the right kind of image in the mind of the customers.

Overall, TMW Enterprise should keep its standard procedures by using the advanced technology to finish. This thesis focuses only on marketing activities TMW Enterprise in Yangon. From the study, the researcher concludes that there is a very strong positive correlation between the independent variable convenience and the dependent variable, this conclusion is supported by the results of the descriptive and correlation analysis marketing mix showing that there is the strongest positive relationship in comparison to the variables under study.

As we look ahead, TMW Enterprise is focused on expanding our product offerings, improving our services, and enhancing our store environments to keep up with the evolving needs of our customers. We aim to be the retail brand of choice for all customers who value quality, reliability, and an exceptional shopping experience.

5.3 Need for Further Research

This thesis focuses only on marketing activities of TMW Enterprise. This study can enable to do research on 384 customer, in Yangon according to the limitation. So, the future study can extend on this area for wider perspective with bigger sample size and wider study area. There are many opportunities to improve this study. In addition, other factors of external influences and attitude models are not studied. Further study should focus on financial institutions, future studies should focus on other sectors of the economy.

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APPENDIX –I

QUESTIONNAIRES

PART (A)-Demographic Information	
No	Questions
1	Kindly indicate your gender.
	Male
	Female
2	2.Age (Years)
	18-30
	31-40
	41-60
	60-Over
3	Education
	Primary
	Secondary
	High School
	Graduate
	Others(Phd/Master)
4	Monthly Income (MMK)
	300000-500000
	500000-700000
	700000-900000
	900000-Over
5	Occupation
	Government Staff
	Company Staff
	Own Business
	Dependent

The following questions(Part -B to Part -G) are based on the five-points Likert Scale from 1 to 5.
Please mark (√) the choice of your answer, thank you.
1= Strongly Disagree,
2= Disagree,
3= Neutral,
4= Agree,
5= Strongly Agree

PART (B)-Service Quality of TMW Enterprise Limited		1	2	3	4	5
1	The service at TMW Enterprise was quick and efficient.					
2	The staff was knowledgeable about the products.					
3	My concerns were addressed in a timely and professional manner.					
4	I felt valued as a customer during my visit					
5	The service provided at TMW Enterprise met my expectations					

PART (C)-Product of TMW Enterprise Limited		1	2	3	4	5
1	The products offered by TMW Enterprise are of high quality.					
2	The product range at TMW Enterprise meets my needs.					
3	I find the pricing of products at TMW Enterprise to be reasonable.					
4	The products offered by TMW Enterprise are durable and reliable.					
5	The quality of the products aligns with my expectations.					

PART (D)-Store Environment of TMW Enterprise Limited		1	2	3	4	5
1	The store environment at TMW Enterprise is clean and well-maintained.					
2	The store layout is easy to navigate.					
3	The product displays are organized and clear.					
4	The store ambiance (lighting, music, etc.) contributes to a pleasant shopping experience.					
5	I feel comfortable shopping in the store environment at TMW Enterprise.					

PART (E)- Staff Quality of TMW Enterprise Limited		1	2	3	4	5
1	The staff at TMW Enterprise is friendly and approachable.					
2	The staff at TMW Enterprise is professional in their interactions with customers.					
3	The staff at TMW Enterprise provided helpful advice when needed.					
4	I felt that the staff was well-trained and knowledgeable about the products.					
5	The staff at TMW Enterprise was responsive to my needs and inquiries.					

PART (F)- Brand Image of TMW Enterprise Limited		1	2	3	4	5
1	TMW Enterprise is a trustworthy brand.					
2	I feel confident purchasing products from TMW Enterprise					
3	TMW Enterprise offers high-quality products that align with its brand reputation.					
4	I would recommend TMW Enterprise based on its brand image.					
5	TMW Enterprise's brand image has a positive influence on my decision					

PART (G)- Sales Technique of TMW Enterprise Limited		1	2	3	4	5
1	The sales staff at TMW Enterprise offered personalized recommendations that suited my needs.					
2	The sales promotions and discounts at TMW Enterprise were appealing and influenced my purchase.					
3	The sales staff at TMW Enterprise provided useful product information that helped in my decision-making.					
4	I found the sales techniques at TMW Enterprise to be effective in meeting my needs.					
5	I felt that the sales techniques used by TMW Enterprise were not too pushy or aggressive.					