



**THE EFFECT OF MARKETING MIX ON CUSTOMER
SATISFACTION: A CASE STUDY OF DKSH MYANMAR LTD,
MANDALAY**

A Thesis Presented

by

LWIN KO MYINT

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

MASTER OF BUSINESS ADMINISTRATION
(MBA)

July, 2023

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MYANMAR**

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ACKNOWLEDGEMENT

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

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

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

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

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

Lwin Ko Myint
SSBR/2022/MBA050790

ABSTRACT

The purposes of this study are to analyze the effect of the marketing mix (4P's) on customer satisfaction in DKSH Company Ltd. and to examine the effect of customer satisfaction on sales growth to DKSH Company Ltd. To be successful in these objectives, both primary and secondary data are applied. The primary data is collected with structured questionnaires and the secondary data includes the previous study, textbooks, journal articles, and sales and operational situation from DKSH Company Ltd. To be successful in these objectives, both primary and secondary data are applied. The primary data is collected with structured questionnaires and the secondary data includes the previous study, textbooks, journal articles, and sales and operational situation from DKSH Company Ltd. There are 200 questionnaires completed, and usable data is applied to determine the purposes. Results indicate that among the Four marketing mixes, product, price, people, and physical have a significant positive relationship with customer satisfaction, and customer satisfaction also has a positive impact on sales growth for DKSH Company Ltd. These results are valuable for DKSH to get more customers and know the main points of customer satisfaction among the 4Ps offered by DKSH, which is applied as a marketing promotion tool, then attracts customers to sales growth DKSH.

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CHAPTER I

INTRODUCTION

Customer satisfaction is one of the essential factors for the success of a company. To achieve the high customer satisfaction, companies must know when and how their customers are satisfied about the products and services. Nowadays, different companies follow different types of marketing strategies based on the target market demand. (Research Gate, 2022)

Marketers should target their market for blending the mix elements. Firstly, marketers must know about their target consumers, their wants and preferences and then construct the mix elements in the appropriate way to formulate better marketing strategies and plans to satisfy the target consumers. For achieving goal, the marketer should control over these marketing mix elements to work in the changing environment. (International Journal of Science, Technology & Management , 2022)

According to Kotler (2009) Marketing mix as a set of technical marketing tools that can be controlled and combined by the company to produce the desired response in the target market. Haruna (2015) argues that the marketing mix can affect customer satisfaction. Marketing mix is the main thing that needs to be maintained and improved so that consumers always feel satisfied so that it will impact consumer loyalty to the company. So, it can be concluded that the 7Ps marketing mix (product, price, place, promotion, employee, process, and physical evidence), customer satisfaction and loyalty are needed to face competition from similar companies and different products. If consumers are satisfied with product will determine the interest of consumers to buy the product. Then the price set by the company can be a benchmark for the demand for a product. Supported by location, physical evidence, employees, and the process of providing services that then promote existing excellence, it will make consumers feel satisfied with company. (Advances in Economics, Business and Management Research,, 2022)

For surviving in this competitive marketing place and marking differentiation between satisfaction is seems to an important key element to make the business strategy. For successful marketing, five key steps are there:

- ☐ Target To Our Customers
- ☐ Understanding Our Customers

- Making Values Our Target Customers
- Communication Of Values
- Making Easy for Customers to Buy That Value

1.1 Background information of the Study

Customer satisfaction is necessary for long-term success in business and is one of the most important research issues in marketing (Nam, Ekinici, & Whayatt, 2011). The main motivation for increasing emphasis on customer satisfaction is that higher customer satisfaction may lead to stronger competitive position, higher market share and profitability, reduction in price elasticity, lower cost of business, prevention of cost breakdown, increase in customer lifetime value, and reduction in cost of new customer attraction (Bayraktar, Tatoglu, Turkyilmaz, Delen, & Zaim, 2012; Torres & Tribó, 2011). Satisfaction means that a person's feelings of pleasure or disappointment resulting from comparing a product are perceived performance (or outcome) in relation to his or her expectation (Parasuraman, et, el, 1988).

DKSH, also known as Diethelm Keller Siber Hegner, is a Swiss holding company specializing in market expansion services, although its headquarters is in Zurich, DKSH is deeply rooted in communities all across the Asia Pacific region. With 850 business locations in 36 countries and 33,350 specialized staff, it is one of the top 30 Swiss companies ranked by sales and employees. In 2019, DKSH generated annual net sales of CHF 11.6 billion. The company offers any combination of sourcing, marketing, sales, distribution and after-sales-services and is organized into four Business Units: Consumer Goods (including the Business Segment Luxury & Lifestyle), Healthcare, Performance Materials and Technology. Its core business is supporting other companies to grow their business in new or existing markets. (Wikipedia, 2022)

DKSH pursue this strategy by implementing an agile organization, embracing digital technologies to adapt to ever-changing market environments and ensuring sustainable, profitable growth. DKSH management process involves top management, board of directors, and planning staff. DKSH main goal is to provide high quality products to our customers and to provide them with satisfying service. As our company is a distribution company, we want our products to distribution coverage and more get market share.

Marketing seeks to maximize the return on investment in the production and sales of a product or service. Product, Price, Promotion, and Place are the four elements that are traditionally included in what is called the Marketing Mix.

Here the product, or service, is something that meets a particular market demand or requirement. The product must be available in the right place through proper distribution. It must be priced at a rate that the customer is willing to pay. Lastly, it has to be promoted through the optimum use of various marketing channels utilizing many strategies. Together, these are the 4 Ps of marketing. (Investopedia, 2022)

1.2 Problem Statement of the Study

Myanmar economics has opened after changing the government in 2010. Medicine brands from ASEAN countries and Europe countries gradually come into Myanmar market. They are also trying to get market shares for their products. DKSH is leading the market in Myanmar Pharmaceutical industry. DKSH Myanmar Ltd. becomes feeling threat of fierce competition because of getting reduced sales volume. Top management realized that customer satisfaction is very necessary to maintain sales volume. The research proposal aims to explore how much impact of marketing mix on customer satisfaction for DKSH in Myanmar.

1.3 Objective of the Study

The main objective of this study is focus on;

1. To examine the relationship between price and customer satisfaction of DKSH Myanmar Pharmaceutical company in Myanmar.
2. To analyze impact of distribution channels (place) the potential customer desire of DKSH Myanmar Pharmaceutical company in Myanmar.
3. To analyze the relationship between product and customer satisfaction of DKSH Myanmar Pharmaceutical company in Myanmar.
4. To analyze the relationship between promotion and customer satisfaction of DKSH Myanmar Pharmaceutical company in Myanmar.

1.4 Research Questions of the Study

1. What is the relationship between marketing mix and customer satisfaction of DKSH in Myanmar?

2. Which factors are most effect on customer satisfaction of DKSH in Myanmar?

1.5 Scope and Limitation of the Study

Customer satisfaction is an important issue for most marketers. This study aims to obtains information about customer satisfaction and effect of Customer satisfaction against Customer Loyalty Pharmaceutical industry in Myanmar as a whole, but due to time and financial constraints, the researcher chose to concentrate the study on the impact of marketing mix on customer satisfaction towards DKSH Myanmar. The current paper will report findings from a survey, which looked into determinants of customer satisfaction in end user at pharmacy in Mandalay. These pharmacies are Top selling at Chan Aye Thar Zan Township Mandalay. The present study will give an insight customer satisfaction of DKSH. The study will use primary data obtained from the answer of 200 respondents. From the results of causality exhibits that only quality of products that have a positive influence significant to customer satisfaction. The conclusion of this research study would be limited and constrained to unique factors associated with DKSH in Myanmar. Consequently, the conclusion may not be the same as other branded generics products.

1.6 Organization of the Study

This paper is composed of five different chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope and method, and organization of the study. Chapter two consists of the theoretical background of the study. Chapter three focuses profile and marketing mix practices of DKSH. Chapter four presents the analysis of the marketing mix activities of DKSH Company Ltd. Chapter five covers the conclusion that is described by the findings and discussions, suggestions, recommendations, and needs for further research.

CHAPTER II

LITERATURE REVIEW

This chapter is literature review chapter. In order to present the underlying theoretical and methodological rationale for this study, this chapter highlights customer satisfaction. In this chapter, definition of marketing mix (product, price, place & promotion), customer satisfaction, customer loyalty, the relationship of marketing mix and customer satisfaction for this study have been explored through extensive review of books, articles, previous research paper, journals and web pages.

2.1 Introduction and Importance of Subject Area

The marketing mix, also known as the 4Ps of marketing, is a fundamental concept in marketing that outlines the four key elements a company needs to consider when developing and implementing its marketing strategies. These elements are product, price, place, and promotion. The marketing mix provides a framework that helps businesses make informed decisions and effectively meet the needs of their target market.

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. (Investopedia, 2022)

Its importance lies in its ability to help businesses develop and differentiate their products, determine optimal pricing strategies, ensure effective distribution and placement, and create impactful promotional activities. Additionally, it promotes a customer-centric approach, facilitates strategic decision-making, and allows for adaptability and flexibility in response to changing market conditions. Overall, the marketing mix is essential for businesses to successfully meet customer needs, create value, and achieve their marketing objectives.

Customer satisfaction (CSAT) is a measure of how well a company's products, services, and overall customer experience meet customer expectations. It reflects your business' health by showing how well your products or services resonate with buyers. Customer satisfaction is important because it illustrates whether your customer base likes what you're doing. Research shows that high satisfaction leads to greater customer retention, higher lifetime value, and a stronger brand reputation. Low

customer satisfaction scores are important, too. They can reveal customer pain points and provide data-backed insights on how to improve your product, service, and overall customer experience. (Zendesk Blog, 2022)

2.2 Theoretical Concepts and Principles

2.2.1 *Marketing mix*

According to Kotler and Keller (2012), marketing mix is the distribution and communication of the customer value to the market. There are four components from marketing mix to enter the market, which are product, price, place, and promotion.

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements. (The Economic Times, 2023)

The marketing mix is a model of creating and implementing marketing strategies. It stresses the blending of various factors in such a way that both organizational and consumer objectives are attained. The elements are the marketing tactics, also known as the 'four Ps', the marketing mix elements are price, place, product, and promotion. When blending the mix elements, marketers must consider their target market. They must understand the wants and needs of the market customer then use these mix elements in constructing and formulating appropriate marketing strategies and plans that will satisfy these wants. These four P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the four P's on the customers in the target market in order to create perceived value and generate a positive response. (Research Gate, 2023).

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, 2023)

The four Ps classification for developing an effective marketing strategy was first introduced in 1960 by marketing professor and author E. Jerome McCarthy. (Basic marketing, a managerial approach., 1960)

Depending on the industry and the target of the marketing plan, marketing managers may take various approaches to each of the four Ps. Each element can be examined independently, but in practice, they often are dependent on one another. (Investopedia, 2023)

2.2.2 Product

A development of a product requires the company to determine the benefits given by the product. These benefits are being communicated and fulfilled by the attribute of tangible product, such as quality, features, and design. Product quality demonstrates the ability of a product to perform its function, product features is a competitive means to differentiate the product from its competitor, meanwhile design contributes the usefulness and the features of the product (Tjiptono, 2008)

This represents an item or service designed to satisfy customer needs and wants. To effectively market a product or service, it's important to identify what differentiates it from competing products or services. It's also important to determine if other products or services can be marketed in conjunction with it. (Investopedia, 2023)

This refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good. (The Economic Times, 2023)

Our customer only cares about one thing: what our product or service can do for them. Because of this, prioritize making our product the best it can be and optimize your product lines accordingly. This approach is called “product-led marketing.” In a marketing mix, product considerations involve every aspect of what we are trying to sell. This includes:

Design

Quality

Features

Options

Packaging

Market positioning (Intuit mailhimp, 2023)

2.2.3 Price

Kotler and Armstrong (2012) stated price are the amount of money the customers have to pay to be able to obtain the product. Generally, there are three strategies of price utilized by the company, as follows:

- Pricing based on the cost
- Pricing based on the value
- Pricing based on the competition

Price refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan. Pricing can also be used a demarcation, to differentiate and enhance the image of a product. (The Economic Times, 2023)

Pricing is an important factor of marketing mix and it should choose strategic choices when pricing the products to successfully achieve business objectives. Pricing support others three factors, product, place and promotion and it is not easy to set the price of the product. Price is the only element that generates revenue and helps others activities like product distribution, promotion and advertisement. It includes nature of service issues such as discounts, list prices, credit, payment term and conditions. Price is included in the price, products or service offered for sale and it is only element that does not include costs charged to the customer to buy products they take. Due to the intangible nature of services, price becomes a crucial quality indicator (Zenithaml, 1981). According to Kotler (2007) defined that price as a cost of producing, delivering and promotion the product charged by the organization. Zeithaml (2008) was of the view that monetary cost is one of the factors that influence consumer's perception of the product's value. The price which set for the product or service plays a large role in its market. Therefore, customers usually buy products on the basis of price rather than others attributes (Peter and Donnelly, 2007).

The sale price of the product reflects what consumers are willing to pay for it. Marketing professionals need to consider costs related to research and development, manufacturing, marketing, and distribution—otherwise known as cost-based pricing. Pricing based primarily on consumers' perceived quality or value is known as value-based pricing. (Investopedia, 2023)

Many factors go into a pricing model. Brands may:

- Price a product higher than competitors to create the impression of a higher-quality offering.
- Price a product similar to competitors, then draw attention to features or benefits other brands lack.
- Price a product lower than competitors to break into a crowded market or attract value-conscious consumers.
- Plan to raise the price after the brand is established or lower it to highlight the value of an updated model.
- Set the base price higher to make bundling or promotions more appealing. (Intuit mailhimp, 2023)

2.2.4 Place

Place (distribution channel) is a channel utilized by the manufacturers to distribute the goods from the distributors to the industrial users (Dharmaesta and Irawan, 2007). Place includes the activity of the company in producing an available product for the target market. Choosing a right location can affect the overall profit increase of a company. The factors to be considered in choosing a location are close proximity to industrial region, offices, government centers, markets, housing, numbers of competitor, as well as an adequate facilities and infrastructures (Kotler and Armstrong, 2012).

When determining areas of distribution, it's important to consider the type of product sold. Basic consumer products, such as paper goods, often are readily available in many stores. Premium consumer products, however, typically are available only in select stores. (Investopedia, 2023)

Place refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a premium for the right location. In fact, the mantra of a successful retail business is 'location, location, location'. (The Economic Times, 2023)

2.2.5 Promotion

Promotion is an activity to communicate a product with an intention to coax the target market to purchase the product (Thahjono, 2013). Furthermore, Amalia (2012) posited promotion is an essential thing to be performed to open a new opportunity of a new market and expand the marketing network. There are several ways to conduct a

promotion activity, such as: Advertising, Sales Promotion, Personal Selling, Public Relation, Direct Marketing (Kotler and Amstrong, 2012).

Promotion is the part of the marketing mix that the public notices most. It includes television and print advertising, content marketing, coupons or scheduled discounts, social media strategies, email marketing, display ads, digital strategies, marketing communication, search engine marketing, public relations and more. (Intuit mailhimp, 2023)

Joint marketing campaigns are called a promotional mix. Activities might include advertising, sales promotion, personal selling, and public relations. One key consideration is the budget assigned to the marketing mix. Marketing professionals carefully construct a message that often incorporates details from the other three Ps when trying to reach their target audience. Determination of the best mediums to communicate the message and decisions about the frequency of the communication also are important. (Investopedia, 2023)

2.2.6 Customer Satisfaction

Essentially humans are curious-beings and always want to try something new, therefore it is necessary to be acknowledged that a satisfied customer will not necessarily become a loyal customer. Thus, a right strategy is needed to prevent the customers from moving to other products, for example, by giving discount to the loyal customers.

Customer satisfaction is a perception. It is also a question of degree. Providing quality products and services is all about meeting customer requirements. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The four key steps for successful marketing are identified as understanding the customer, making value for customer, communicating the value to target market, and making it easy for the customer to buy. (Research Gate, 2023).

Customer satisfaction is circumscribed as an overall appraisal based on the total purchase and utilization experience with the tangible or intangible products over time (Fornell, Johnson, Anderson, Cha & Bryant 1996). With marketing, customer satisfaction also comes along with it which measures it catches on the expectation of the customer on how the goods and services are being accelerated by the companies.

Applied information on how to do customers further satisfied is therefore, a crucial outcome (Oliver 1999.)

Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) providing the product, product documentation, etc. Moreover, from profitability and productivity outlooks only activities that yield value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to figure trust with the customer so it is easy to gain the review from the customer. This is how customer-initiated product or service could be developed (Hill, Brierley & MacDougall 2003.)

2.2.7 Customer loyalty

Griffin (1995) uttered a loyal customer is a customer who is being reflected in the following characteristic: Repurchase regularly, Purchase between a product line and service, give a reference to others, Demonstrate an immunity to other competitors.

Customer loyalty describes an ongoing emotional relationship between you and your customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from you versus your competitors. Loyalty is the byproduct of a customer's positive experience with you and works to create trust.

Loyal customers

- Purchase repeatedly
- Use what they purchase
- Interact with you through a variety of different channels
- Are your biggest proponents, sending others to you and providing proactive (and reactive) positive feedback. (ORACLE, 2022)

Customer loyalty appearances the amount to which customers are devoted to a company's products or services (tangible or intangible products) and how powerful is their bias to choose one brand done with the competition. Customer loyalty is positively analogue to customer satisfaction as cheerful customers consistently favor the brands that appropriate their needs. Loyal customers are buying a firm's products or services

exclusively, and they are not willing to change their preferences done with a competitive firm.

2.2.8 The relationship of marketing mix and customer satisfaction

Dharmesta and Irawan (2007) put forth the idea that the marketing mix comprises four elements, namely product, pricing, promotional strategies, and distribution methods. These four elements of marketing mix are related and affect each other, therefore an attempt to generate a marketing policy which leads to an effective service and customer loyalty is needed. In marketing mix, there are variables that mutually support each other, which later will be combined by the company to get a desired response from the target market. With such device, a company can affect the demand of its product. So, the more the company understands the demand of the customers, the more satisfied the customers will be. (Knowledge E, 2020)

2.3 Variables of the Study

2.3.1 Dependent Variable

Customer Satisfaction: These variable measures the level of satisfaction experienced by customers of DKSH Myanmar Pharmaceutical company in Myanmar. It reflects customers' feelings of pleasure or disappointment resulting from comparing their perception of the product's performance to their expectations.

2.3.2 Independent Variables

Price: This variable examines the pricing strategy and affordability of products offered by DKSH Myanmar Pharmaceutical company. It evaluates the impact of product prices on customer satisfaction.

Distribution Channels (Place): This variable focuses on the availability and accessibility of DKSH's products through various distribution channels. It explores how the ease of access to the products affects customer satisfaction.

Product: This variable analyzes the quality, features, and range of pharmaceutical products offered by DKSH Myanmar. It investigates how the attributes of the products impact customer satisfaction.

Promotion: This variable examines the marketing and promotional strategies employed by DKSH to create awareness and attract customers. It assesses the influence of these strategies on customer satisfaction.

The purpose of this study is to investigate how the marketing mix elements (price, distribution channels, product, and promotion) relate to customer satisfaction for DKSH in Myanmar, as well as to determine the key factors that have the greatest impact on customer satisfaction and loyalty. By employing a structured questionnaire, the collected data will be analyzed within the conceptual framework to examine the influence of the marketing mix on customer satisfaction and loyalty.

2.4 Review of Empirical Studies

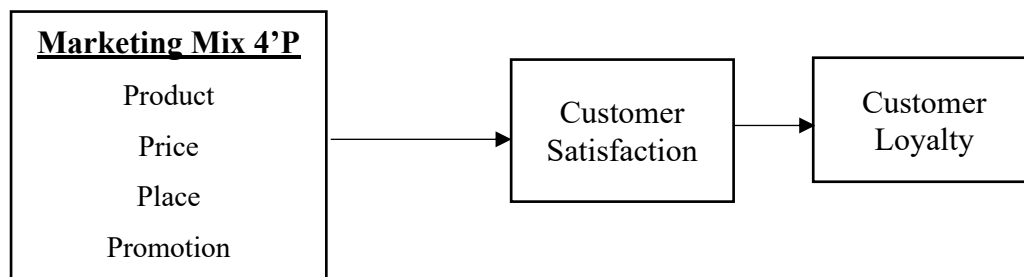
Recently, influences of marketing mix components on customer satisfaction have been regularly analyzed (Saludin, Ling and Razili, 2007; Mamoun, 2012; Ahmend and Rahman, 2015). Customer satisfaction is an indicator which shows whether the customer will make repurchase decision or not along with their loyalty (Boonlertvanich, 2011). And customer loyalty is another important factor in customer satisfaction. Customer satisfaction and customer loyalty are those two-strong pillars of business and it helps to compete with the competitors in market. Beardeb & Teel (1983) as cited in Chow et al. 2013, mentioned customer satisfaction is important attribute to markers as it assumed to be a significant determinant for repeat sales, positive word of mouth as well as building customer loyalty. Customer satisfaction and loyalty is important for modern business for two main reasons. First, customers are scarce resource it is difficult to get and old customer than from and new one. Second, customer loyalty and satisfaction has a positive effect on the profit revenues of the organization (Rosenberg & Czepiel 2017). Customer satisfaction and switching cost show a positive effect on customer loyalty. Price, service quality, product quality impacted a positive effect on customer satisfaction. As a consequence, price, service quality, product quality had an indirect effect on customer loyalty.

Based on Coyne (1986), there are two critical thresholds affecting the link between customer satisfaction and loyalty. On the high side, when satisfaction reaches to a limited degree, loyalty increases dramatically, at the equivalent time satisfaction decline to a particular level the loyalty dropped equally dramatically (Oliva, Oliver & MacMillan 1992). Satisfaction is an attitude, whereas loyalty is expressed as a behavior. Customer satisfaction and loyalty represent a top prior of the company's success and

profit. Satisfaction does not automatically lead described to loyalty it needs a step-by-step process. But customer loyalty directly leads to an increase in both sales and profitability (Chi, 2005).

Empirical Studies are the collection and analysis data based on direct observation or experiences in the “field”. This study mainly based on previous research was a study about “The Influence of Marketing Mix and Customer Satisfaction on Customer Loyalty among Hijab Consumers: Norsyaheera Abd Wahab and Lailatul Faizah Abu Hassan, 2013”. The previous research framework starts from the independent variables of this research are based on 4 Ps marketing mix factors towards customer satisfaction, product quality and brand image also directly impact to customer satisfaction. The conceptual framework of this previous paper was described in Figure (2.1).

Figure (2.1) Conceptual Framework of Norsyaheera Abd Wahab



Source: Norsyaheera Abd Wahab (2013).

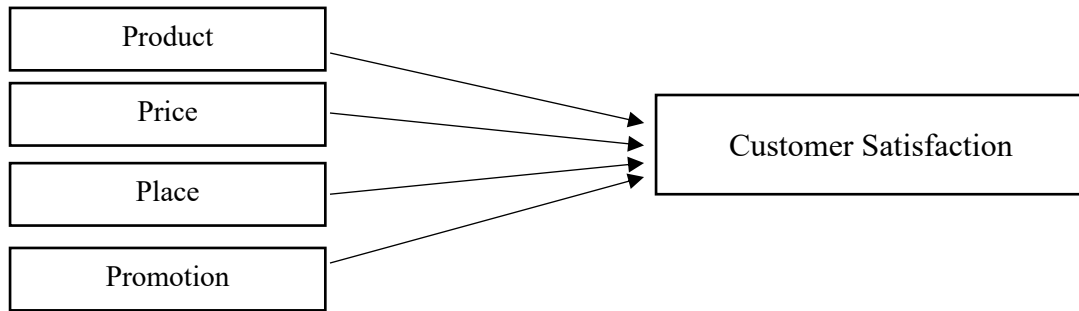
Result from this study, author confirmed that the customer satisfaction was really important in order to create loyal customers, it is indeed, important that marketing mix and its element can help business providers to know the factors that their customers are looking for when buying hijabs.

2.5 Conceptual Framework of the Study

The conceptual framework was conducted based on the literature review to study the effect of the marketing mix, customer satisfaction, and customer loyalty of DKSH Company Ltd. The conceptual framework of the study is presented in Figure (2.2).

Figure (2.2) Conceptual Framework of the Study

Marketing Mix Factors



Source: Own Compilation Based on Previous Studies

Independent variables of the marketing mix (4Ps) are measured by structured questionnaires to identify about customer satisfaction levels. This conceptual framework is used to explore the major marketing mix factors influencing factors on customer satisfaction and customer loyalty. In this study, frequency and mean value are calculated from the data by collecting a 5-point Likert scale questionnaire from 200 guests. Then analyze the effect of marketing mix on customer satisfaction and loyalty.

CHAPTER III

METHODOLOGY

3.1 Research Methods

This study will analyze the influence of independent variables, consist of product, price, place, and promotion on dependent variable. Research Methodology is a way to systematically solve the research problem. It deals with the objective of a research study, the method of defining the research problem the type of hypothesis formulated, the type of data collected, method used for data collection and analyzing the data etc the methodology includes collection of primary and secondary data. (Zendesk Blog, 2022)The descriptive part is needed to describe and identify the research factors, which constitute the marketing mix strategy components for DKSH. In the analytical part, the research model is being tested through examining the relationship between the marketing mix components and customer satisfaction.

3.2 Research Design

The study was undertaken to examine the level of customer satisfaction and 4Ps of the marketing mix that influence on the customer satisfaction by the customers of DKSH in Myanmar. Convenience sampling will be used in this research to collect the data from customers. Convenience sampling is chosen because it can be carried out conveniently as customers for the study is easily available for the researcher to participate as respondents (Farrokhi, 2012). The researcher will use random sampling method. Top selling pharmacies at Chan Aye Thar Zan Township Mandalay will be selected to collect the data from customers for this study. Customers will randomly select from pharmacies firms who visited the sampling locations during the chosen time intervals, in order to eliminate the sampling frame errors and to ensure the representation of the population under study in the sample units. Total sample respondents will be 200 numbers.

3.3 Data Collection Method

The present study depends on primary data, which is collected through survey method by using a questionnaire. A survey method of data collection through questionnaire was used to collect data for this study because Krishnaswami and

Ranganatham (2007) recommended that the advantage of this method is that it is less expensive, permits anonymity and may result in more responses that are honest. The respondents are asked to rate each statement using Likert scales of 1 to 5. In addition, Secondary Data of Available of internet, thesis, journals and international publications will be used on the reviews of the literature.

3.4 Ethical Consideration

This research study centers on investigating how the marketing mix influences customer satisfaction at DKSH Myanmar Ltd., a prominent pharmaceutical company in Myanmar. The study's primary goal is to analyze the correlation between price, distribution channels, product, promotion, and customer satisfaction. The research inquiries aim to comprehend the overall connection between the marketing mix and customer satisfaction, while also pinpointing the factors that positively impact customer satisfaction and loyalty.

The study is limited to the pharmaceutical industry in Myanmar, specifically focusing on DKSH. Data will be collected through a survey conducted with 200 respondents from top-selling pharmacies in Mandalay. The study will use primary data obtained from the survey responses. The study's conceptual framework is based on the marketing mix factors and their impact on customer satisfaction and loyalty.

The research approach entails examining the impact of the variables of the marketing mix on customer satisfaction through the utilization of convenience sampling to gather data from customers. The primary method of data collection will involve administering a questionnaire. The gathered data will be subjected to descriptive statistical analysis and assessed for potential correlations between the marketing mix elements and customer satisfaction.

Ethical considerations include obtaining informed consent from participants, ensuring anonymity and confidentiality of data, protecting vulnerable groups, promoting voluntary participation, avoiding harm to participants, maintaining research integrity, obtaining necessary approvals from institutional review boards, complying with legal and regulatory requirements, and reporting findings accurately and honestly.

The primary objective of this study is to investigate how the marketing mix influences customer satisfaction in the pharmaceutical industry specifically for DKSH Myanmar Ltd. The findings will contribute to understanding the factors that influence

customer satisfaction and provide insights for improving marketing strategies and customer loyalty.

CHAPTER IV

ANALYSIS AND RESULTS

4.1 Description of Population and Sample

The survey is conducted questions to 200 of customers in Mandalay, around Chan Aye Tharzan Township. After survey, it is found that all of respondents were completed the questionnaires. According to the survey data, the respondent's personal (demographic) factors are classified into four categories such as gender, age, education, occupation. All of these topics are discussed in Table (2.1). The data are presented in term of number and percentage of respondents as shown in Table (2.1).

Table (4.1) Description of Population and Sample

Demographic Factors	Description	No. of Respondents	Percentages (%)
Gender	Male	86	43.6
	Female	114	56.4
	Total	200	100.0
Age	Under 20	8	4.0
	20 ~ 30	60	29.7
	30 ~ 40	81	40.1
	40 ~ 50	39	20.3
	Above 50	12	5.9
	Total	200	100.0
Occupation	Student	12	5.9
	Employee	84	41.6
	Government Staff	22	10.9
	Own Business	65	32.2
	Others	17	8.4
Educations	High School	4	2.0
	Under graduate	14	6.9
	Bachelor	157	79.7
	Master	25	12.4
	Total	200	100.0

Source: Survey Data (2023)

The demographic profile of the respondents provides valuable information about their characteristics, which is crucial for understanding the sample population in your thesis. This information includes gender, age, occupation, and education level. This information is often collected for research or survey purposes and can be useful

for understanding the characteristics and distribution of the sample population. In the context of a thesis, this demographic profile can provide insights into the sample group and help analyze the data in relation to the research objectives.

The gender breakdown shows that out of the total 200 respondents, 86 (43.6%) identified as male, and 114 (56.4%) identified as female. This information can be relevant for gender-based analysis, studying gender-related patterns, or exploring gender-specific perspectives on the thesis topic. The gender breakdown shows the distribution of male and female respondents, which can be significant for studying gender-related patterns and perspectives relevant to the thesis topic.

Then Five different types of age group are surveyed for this research. The largest distribution of the respondents is the group of respondents who are 30 to 40 years old. The smallest portion of distribution is age groups under 20 years and under 21 years. The age distribution showcases the diversity of respondents across different age groups. Analyzing the age groups can offer valuable insights into how age influences behaviors, perspectives, or experiences related to my thesis topic.

The education level of the respondents is divided into five groups such as high school, under graduate, bachelor, master. The education level of majority respondents is bachelor degree holders. It indicates that most of despondences are well educated which is nearly half of respondents and most of them are employees and medical filed background. Education level information helps gauge the respondents' educational qualifications and expertise. It can be useful for analyzing how education influences perceptions, knowledge, or attitudes related to the thesis topic.

In this study, the occupation of the respondents is also classified into five groups such as Student, Employee, Government Staff, Own Business and others. Occupation data can help understand the professional background of the respondents and their potential influence on the thesis topic. For example, analyzing the perspectives of different occupational groups or examining how occupation relates to certain variables can be insightful. The occupation breakdown reveals the professional backgrounds of the respondents. This information can be useful for exploring occupational perspectives or examining how different occupational groups relate to the thesis topic.

4.2 Statistical Analysis and Interpretation of Results

This chapter concentrates on the important concepts of the research. The concepts of the effect of marketing mix on customer satisfaction are nearly associated.

4.2.1 Price

This study aims to investigate the relationship between price and customer satisfaction. The analysis focuses on exploring customers' perceptions and behaviors regarding price and their satisfaction levels. The research utilizes a set of five items to assess different aspects of this relationship. The sample consists of 200 cases considered valid for analysis. Descriptive statistics, including means, standard deviations, and item variances, are examined to gain insights into customers' attitudes toward price and satisfaction. The findings provide valuable information for businesses seeking to understand the impact of pricing strategies on customer satisfaction. The mean values indicate the average responses on a scale, while the standard deviations provide a measure of the variability or dispersion of the responses.

Table (4.2) Customer Satisfaction on Price

SR No	Price	Mean	Std. Deviation
1	Customers are willing to pay a higher price for a product if they believe it will provide greater satisfaction.	3.38	0.930
2	A lower price always leads to greater customer satisfaction.	3.02	0.899
3	Customers are willing to pay a premium price for products that align with their values and beliefs.	3.42	0.836
4	Customer can switch to a competitor's product/service if it offers a lower price, even if the quality is lower.	2.93	1.011
5	Do you believe that the price of a product is indicative of its quality?	3.45	0.838
	Over all Mean	3.24	

Source: Survey Data (2023)

In this analysis, we have five statements related to customer behavior and perception regarding price and satisfaction. The mean, standard deviation, and sample size were provided for each statement. We can break down the analysis step by step:

1. Customers are willing to pay a higher price for a product if they believe it will provide greater satisfaction.

Mean: 3.38, Standard Deviation: 0.930, Sample Size: 200

This statement suggests that customers are willing to pay more for a product if they believe it will offer them greater satisfaction. The mean of 3.38 indicates that, on

average, participants moderately agreed with this statement. The standard deviation of 0.930 indicates that the responses varied around the mean, suggesting some diversity in opinions among the participants. The sample size of 200 indicates that this statement was assessed by individuals. The mean of 3.38 indicates that, on average, participants moderately agreed with this statement. This suggests that customers generally recognize the value of paying more for a product that can offer them a higher level of satisfaction.

2. A lower price always leads to greater customer satisfaction.

Mean: 3.02, Standard Deviation: 0.899, Sample Size: 200

This statement implies that customers believe a lower price always results in higher satisfaction. The mean of 3.02 indicates that, on average, participants somewhat agreed with this statement. The standard deviation of 0.899 suggests a moderate amount of variation in responses. The sample size of 200 indicates the number of participants who provided their input on this statement. The mean of 3.02 indicates that, on average, participants somewhat agreed with this statement. This implies that while customers consider price as a factor in their satisfaction, they don't universally believe that lower prices always result in greater satisfaction.

3. Customers are willing to pay a premium price for products that align with their values and beliefs.

Mean: 3.42, Standard Deviation: 0.836, Sample Size: 200

This statement suggests that customers are willing to pay more for products that align with their values and beliefs. The mean of 3.42 indicates that, on average, participants somewhat agreed with this statement. The standard deviation of 0.836 suggests a moderate amount of variability in responses. The sample size of 195 indicates the number of participants who provided their input on this statement. The mean of 3.42 suggests that, on average, participants somewhat agreed with this statement. This indicates that customers are willing to invest more in products that resonate with their personal values and beliefs.

4. Customers can switch to a competitor's product/service if it offers a lower price, even if the quality is lower.

Mean: 2.93, Standard Deviation: 1.011, Sample Size: 200

This statement suggests that customers are willing to switch to a competitor's product/service if it offers a lower price, even if the quality is lower. The mean of 2.93 indicates that, on average, participants somewhat disagreed with this statement. The

standard deviation of 1.011 suggests a higher amount of variability in responses compared to the previous statements. The sample size of 200 indicates the number of participants who provided their input on this statement. The mean of 2.93 suggests that, on average, participants somewhat disagreed with this statement. This implies that customers don't solely base their decisions on price, and even if a competitor offers a lower price, they may still consider other factors such as quality before switching.

5. Do you believe that the price of a product is indicative of its quality?

Mean: 3.45, Standard Deviation: 0.838, Sample Size: 200

This statement asks participants if they believe that the price of a product reflects its quality. The mean of 3.45 indicates that, on average, participants somewhat agreed with this statement. The standard deviation of 0.838 suggests a moderate amount of variation in responses. The sample size of 200 indicates the number of participants who provided their input on this statement. The mean of 3.45 indicates that, on average, participants somewhat agreed with this statement. This suggests that customers generally perceive price as an indicator of product quality to some extent.

The findings of the analysis reveal interesting insights into the relationship between price and customer satisfaction. The mean scores for the five items indicate that customers, on average, perceive the price as moderately influential in their satisfaction levels. The item with the highest mean score suggests that customers are willing to pay a higher price for a product if they believe it will provide greater satisfaction. Conversely, the item with the lowest mean score indicates that customers are less likely to switch to a competitor's product/service solely based on a lower price, even if the quality is lower.

Furthermore, the item measuring the belief that price indicates product quality shows a relatively high mean score, indicating that customers consider price as an indicator of quality to some extent. These findings imply that customers' perceptions of price and satisfaction are multifaceted and influenced by various factors, such as value proposition, product alignment with values, and quality perceptions.

4.2.2 Product

This thesis investigates the relationship between various product factors and customer satisfaction. Specifically, it examines the importance of packaging, design, brand reputation, durability, ease of use, innovation, product information, reviews,

trials, and brand influence on customers' satisfaction with a product. The study aims to provide valuable insights into the significance of these factors in shaping customer satisfaction and inform businesses on how to enhance their products to meet customer expectations.

Table (4.3) Customer Satisfaction on Product

SR No	Product	Mean	Std. Deviation
1	The packaging of a product is just as important as the quality of the product itself in determining customer satisfaction.	3.33	0.992
2	A product's design and aesthetics can greatly impact customer satisfaction.	3.63	0.804
3	The brand reputation of a product plays a significant role in customer satisfaction.	3.74	0.708
4	A product's durability and reliability are important factors in determining customer satisfaction.	3.82	0.653
5	The ease of use of a product affects customer satisfaction.	3.73	0.645
6	The level of innovation in a product positively impacts customer satisfaction.	3.67	0.679
7	The level of product information provided to customers affects customer satisfaction.	3.80	0.655
8	The availability of product reviews and ratings positively impacts customer satisfaction.	3.87	0.625
9	The use of product demonstrations and trials positively impacts customer satisfaction.	3.76	0.616
10	Do you believe that the brand of a product is important in determining your satisfaction with it?	3.70	0.661
	Overall Mean	3.715	

Source: Survey Data (2023)

The analysis begins by summarizing the key findings from the data presented in the table. It identifies several factors that are perceived to contribute to customer satisfaction with a product. These factors include durability and reliability, availability of product reviews and ratings, and the level of product information provided to customers.

The analysis highlights that these factors received relatively higher mean ratings, indicating their perceived importance by the respondents. This suggests that

customers consider durability, reliable product information, and the availability of reviews and ratings to be influential in shaping their satisfaction with a product.

The analysis also acknowledges other factors such as brand reputation, ease of use, and design and aesthetics. While they scored moderately in terms of importance, they are still considered significant contributors to customer satisfaction.

Conversely, factors like packaging, innovation, product demonstrations and trials, and the brand itself received slightly lower mean ratings. This implies that while they do play a role in customer satisfaction, they may be considered less impactful compared to other factors.

The analysis notes that there was some degree of variability in responses, as indicated by the standard deviations. However, overall, there was a moderate level of agreement among respondents regarding the importance of these factors.

The practical implications of the analysis are highlighted, suggesting that businesses can utilize these findings to enhance customer satisfaction. By focusing on factors like durability, reliable product information, and customer reviews, businesses can address key areas that impact satisfaction. The analysis also emphasizes the importance of understanding factors such as brand reputation, ease of use, and design for effective marketing and product development strategies.

It is worth mentioning that the analysis acknowledges the limitations of the data, such as the specific sample of respondents and the potential for different findings in other contexts. This highlights the need for further research and the potential for different factors to be more or less influential depending on the specific customer segment or industry.

Overall, the analysis provides a clear overview of the data, highlights the key findings, and offers practical implications for businesses. It effectively communicates the significance of the factors influencing customer satisfaction and emphasizes the importance of considering these factors in strategic decision-making.

4.2.3 Place

Based on the information provided, it appears that the data is related to a thesis or study on customer satisfaction and its relationship with various factors related to the distribution channel of a product or service. Here are key points that can be inferred from the data:

Table (4.4) Customer Satisfactions on Place (Distribution)

SR No	Place	Mean	Std. Deviation
1	The convenience of a product's distribution channel (place) significantly affects customer satisfaction.	3.83	0.582
2	The level of trust customers has in a company affects customer satisfaction.	3.85	0.646
3	The availability of a product at a convenient location is more important than the product's quality.	3.08	0.989
4	The variety of products offered by a company affects customer satisfaction.	3.63	0.679
5	The level of customer service provided by the distribution channel affects customer satisfaction.	3.87	0.551
6	Customers are more likely to be satisfied with products that are environmentally friendly.	3.81	0.652
7	The distribution channel plays a crucial role in meeting customer expectations.	3.74	0.656
8	A variety of distribution channels is essential for meeting the diverse needs of customers.	3.78	0.591
9	The availability of a product/service in the customer's preferred distribution channel affects their satisfaction.	3.78	0.514
10	The speed and efficiency of product delivery affects customer satisfaction.	3.87	0.627
	Overall Mean	3.752	

Source: Survey Data (2023)

The analysis provided includes information related to a survey or study conducted on customer satisfaction and its relationship with various factors related to product distribution channels. Here's an explanation of the analysis:

The convenience of Distribution Channel: Customers highly value the convenience of accessing products through distribution channels. It has a high average rating (mean) of 3.83, indicating its significance in customer satisfaction.

Trust in the Company: Customer trust in a company plays a crucial role in customer satisfaction. It also has a high average rating (mean) of 3.85, suggesting its importance.

Importance of Location and Product Quality: The availability of a product at a convenient location is perceived to be less important than product quality, as indicated by the lower average rating (mean) of 3.08. However, there is a wide range of opinions among customers regarding the importance of location compared to product quality.

Product Variety: The variety of products offered by a company is considered important for customer satisfaction, with a moderate average rating (mean) of 3.63. This suggests that customers value having a range of options to choose from.

Customer Service: The level of customer service provided by the distribution channel significantly affects customer satisfaction. It has a high average rating (mean) of 3.87, indicating its importance.

Environmental Friendliness: Customers are more likely to be satisfied with environmentally friendly products, as indicated by the relatively high average rating (mean) of 3.81. This suggests that environmental considerations play a role in customer satisfaction.

Meeting Customer Expectations: The distribution channel's role in meeting customer expectations is important, as shown by the average rating (mean) of 3.74. This suggests that customers have certain expectations from the distribution channel in terms of meeting their needs.

Variety of Distribution Channels: Having a variety of distribution channels to meet diverse customer needs is deemed important, as indicated by the average rating (mean) of 3.78. This suggests that customers value having multiple options for accessing products.

Preferred Distribution Channel: The availability of a product/service in the customer's preferred distribution channel affects their satisfaction, with an average rating (mean) of 3.78. This suggests that customers' preferred channels play a role in their satisfaction.

Speed and Efficiency of Delivery: The speed and efficiency of product delivery significantly impact customer satisfaction, as shown by the high average rating (mean) of 3.87. This indicates that customers value timely and efficient delivery.

Overall, this analysis highlights the importance of convenience, trust, customer service, product variety, environmental friendliness, meeting customer expectations, variety of distribution channels, preferred distribution channels, and delivery speed in influencing customer satisfaction through distribution channels. It suggests that convenience, trust, customer service, product variety, and delivery speed are generally important factors for customer satisfaction, while the importance of location compared to product quality and environmental friendliness may vary among customers.

4.2.4 Place

Upon examining the analysis of the provided item statistics related to customer satisfaction, we can observe the following:

Table (4.5) Customer Satisfaction on Promotion

SR No	Promotion	Mean	Std. Deviation
1	The use of social media and online advertising can positively impact customer satisfaction.	3.86	0.584
2	Effective promotional strategies positively impact customer satisfaction.	3.93	0.556
3	The use of customer feedback and reviews is an effective way to improve customer satisfaction.	3.94	0.602
4	The level of customer service provided by a company greatly affects customer satisfaction.	3.86	0.593
5	The timing of promotional campaigns can impact customer satisfaction.	3.79	0.589
6	The use of celebrity endorsements positively impacts customer satisfaction.	3.61	0.737
7	A company's reputation for customer service affects customer satisfaction.	3.86	0.619
8	The use of sales promotions, such as discounts and coupons, positively impacts customer satisfaction.	3.93	0.485
9	The availability of after-sales service affects customer satisfaction.	3.97	0.638
10	The level of transparency in a company's marketing practices affects customer satisfaction.	3.82	0.535
11	The level of speed in response to customer inquiries affects customer satisfaction.	3.78	0.810
12	Do you believe that the type of promotion offered (e.g., percentage off, buy-one-get-one-free) affects your purchasing decision?	3.79	0.798
	Overall Mean	3.76	

Source: Survey Data (2023)

Based on the provided item statistics, we can analyze the survey results related to the impact of different promotion factors on customer satisfaction. As I examine the means of the items related to promotion:

The mean values for all the items range from 3.61 to 3.97, indicating that, on average, respondents perceive these factors to have a positive impact on customer satisfaction.

The use of social media and online advertising can positively impact customer satisfaction.

Mean: 3.86

Effective promotional strategies positively impact customer satisfaction.

Mean: 3.93

The use of customer feedback and reviews is an effective way to improve customer satisfaction.

Mean: 3.94

The timing of promotional campaigns can impact customer satisfaction.

Mean: 3.79

The use of celebrity endorsements positively impacts customer satisfaction.

Mean: 3.61

The use of sales promotions, such as discounts and coupons, positively impacts customer satisfaction.

Mean: 3.93

Based on these results, it seems that the majority of respondents perceive these promotion factors positively in terms of their impact on customer satisfaction. Items 2, 3, and 6 have relatively higher mean scores, indicating that respondents believe effective promotional strategies, customer feedback and reviews, and sales promotions have a positive influence on customer satisfaction.

Factors with higher mean scores (closer to 4) indicate that customers perceive them to have a positive impact on their satisfaction. These include effective promotional strategies, the use of customer feedback and reviews, the use of sales promotions, and the availability of after-sales service.

On the other hand, items 1, 4, and 5 have slightly lower mean scores compared to the others. This suggests that respondents may not perceive the use of social media and online advertising, the timing of promotional campaigns, and celebrity endorsements to have as strong of an impact on customer satisfaction.

Factors with lower mean scores (closer to 3.5) suggest that customers perceive them to have a relatively weaker impact on their satisfaction. These include the use of social media and online advertising, the timing of promotional campaigns, the use of

celebrity endorsements, a company's reputation for customer service, the level of transparency in marketing practices, the level of speed in response to customer inquiries, and the type of promotion offered.

It's important to note that these interpretations are based solely on the mean scores and do not take into account the standard deviations or the specific preferences of individual respondents. Additionally, the survey results are specific to this sample and may not be generalizable to the entire population. Further analysis and consideration of other factors would be required to gain a more comprehensive understanding of promotion factors that people value. Individual preferences and experiences may vary, and different customer segments may prioritize certain factors differently. Additionally, the standard deviation values provide insights into the variability of responses, indicating how much consensus or divergence exists among the participants regarding each promotion factor.

4.3 Multiple Regression Analysis of Customer Satisfaction on Marketing Mix

Multiple regression analysis was used to assess the relationship between the marketing mix, which included the dependent variable of customer satisfaction and the independent variables of product, price, place and promotion. Table (4.6) displays the outcomes of the multiple regression analysis.

Table (4.6) Multiple Regression Analysis of Customer Satisfaction on Marketing Mix

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.705	0.354		1.994	0.048
Product	0.096	0.047	0.124	2.054	0.001
Price	0.463	0.067	0.447	6.934	0.000
Place	0.103	0.073	0.096	1.417	0.008
Promotion	0.157	0.073	0.144	2.140	0.014
R	0.764				
R ²	0.584				
Adjusted R ²	0.575				
F	23.812 (prob = 0.000)				

Source: (Survey data 2023)

P<0.05 (significant at 5%)

Dependent variable is customer satisfaction.

The proposed model is

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon_i$$

Thus, the estimated model is

$$\hat{Y} = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$$

Where,

$\hat{Y}$ = Customer Satisfaction

a = Constant (interception)

b = Coefficient (the slope of the regression)

X₁=Product

X₂=Price

X₃=Place

X₄=Promotion

The coefficient of determination, or R-square value, is 0.584 according to Table (4.6). This means that the independent variables (product, price, location, and promotion) have a 58.4% influence on the dependent variable (customer satisfaction).

The calculated F-value from the ANOVA table is 28.813. As a result, at the 1% level, the multiple regression model is statistically significant. The effect of the marketing mix (4Ps) on consumer satisfaction at DKSH Myanmar Ltd.

The findings of the regression model analysis revealed that all aspects of the marketing mix (product, price, place, and promotion) have a significant impact on consumer satisfaction. These variables are statistically significant at the 0.000 (sig 0.01) level. This means that the independent variables influence the outcome variable positively.

The regression model for DKSH Myanmar Ltd is;

Customer Satisfaction=0.705+0.096Product+0.463Price+0.103Place+0.157Promotion

According to the regression coefficients, the product coefficient is 0.096 (P = 0.000) and has a positive sign. This indicates that the product is directly related to consumer satisfaction and is significant at the 1% level. The more a company invests in product development.

The price coefficient is 0.463(P = 0.000) and has a positive sign. This means that price is directly related to consumer satisfaction and is statistically significant at the 1% level. The more a company invests in the price factor.

The place coefficient is 0.103 (P = 0.008) and has a positive sign. This means that location is directly related to consumer satisfaction and is statistically significant at the 1% level. The more a company invests in the location factor

The remaining promotion coefficient is 0.157 (P = 0.014) and has a positive sign. This means that promotion has a direct relationship with consumer purchasing

decisions and is significant at the 1% level. The more a company invests. According to the value of Standardized Coefficients, price is the highest value.

Therefore, price is the most influencing marketing mix on consumer satisfaction towards DKSH Myanmar Ltd.

CHAPTER V

CONCLUSION

This section consists of the findings and discussions from the analysis on the effect of marketing mix on customer satisfaction, suggestions, and recommendations from the results and needs for further research.

5.1 Findings and Discussions

The findings from the analysis of the relationship between price and customer satisfaction reveal several important insights. Firstly, customers are willing to pay a higher price for a product if they believe it will provide greater satisfaction. This suggests that customers recognize the value of paying more for a product that can offer them a higher level of satisfaction. However, it is also important to note that customers don't universally believe that lower prices always result in greater satisfaction. This indicates that price alone is not the sole determinant of customer satisfaction. Customers consider other factors such as quality, value proposition, and personal preferences when evaluating their satisfaction levels.

The analysis also highlights the influence of product-related factors on customer satisfaction. The findings suggest that customers consider various aspects of a product when assessing their satisfaction levels. Factors such as packaging, design, brand reputation, durability, ease of use, innovation, product information, reviews, trials, and brand influence all play a role in shaping customer satisfaction. Among these factors, durability and reliability, availability of product reviews and ratings, and the level of product information provided to customers emerged as particularly important. These findings indicate that customers value products that are reliable, have positive reviews and ratings, and provide adequate information to make informed purchasing decisions. Furthermore, the analysis reveals that customers perceive brand reputation as a significant factor in their satisfaction. This finding emphasizes the importance of building and maintaining a strong brand image in the pharmaceutical industry in Myanmar. Businesses should focus on enhancing their brand reputation through effective branding strategies, quality products, and positive customer experiences.

The demographic profile of the respondents provides additional insights into the findings. The majority of respondents were well-educated individuals, with a

significant portion being employees. This suggests that the findings are representative of a relatively educated and employed population in Mandalay, Myanmar. Businesses can use this information to tailor their marketing strategies and product offerings to meet the needs and preferences of this target demographic.

Overall, the findings suggest that customer satisfaction in the pharmaceutical industry in Myanmar is influenced by a combination of price, product-related factors, and brand reputation. While price is a factor, it is not the sole determinant of customer satisfaction. Customers consider various aspects of a product, including packaging, design, durability, ease of use, innovation, and brand reputation when evaluating their satisfaction levels. Therefore, businesses in the pharmaceutical industry should focus on providing high-quality products, effective branding, reliable information, and positive customer experiences to enhance customer satisfaction and maintain a competitive edge in the market.

The results of this study have several implications for DKSH Myanmar Ltd. and other pharmaceutical companies operating in Myanmar. Firstly, DKSH needs to consider the pricing strategies they employ and ensure that customers perceive value for the price they pay. It is important to communicate the unique benefits and advantages of their products to justify the higher prices. Additionally, DKSH should focus on enhancing the packaging, design, durability, ease of use, and innovation of their products to meet customer expectations and improve satisfaction levels. They should also actively manage their brand reputation, as it plays a significant role in influencing customer satisfaction. By investing in building a strong brand image and delivering quality products, DKSH can create a positive perception among customers and enhance their satisfaction.

In conclusion, this research has provided valuable insights into the impact of the marketing mix on customer satisfaction for DKSH Myanmar Ltd. in the pharmaceutical industry. The findings highlight the importance of considering price, product-related factors, and brand reputation to maintain and improve customer satisfaction levels. By understanding customer preferences and aligning their marketing strategies and product offerings accordingly, DKSH and other pharmaceutical companies can effectively compete in the Myanmar market and drive customer satisfaction, leading to increased sales and market share.

5.2 Suggestions and Recommendations

Based on the findings and discussion of my thesis, here are some suggestions and recommendations for further improving customer satisfaction in the pharmaceutical industry in Myanmar:

Pricing Strategies: Consider adopting a value-based pricing strategy that aligns with customer perceptions of product value and satisfaction. Conduct market research to understand customers' willingness to pay for different product attributes and adjust pricing accordingly. Communicate the value proposition effectively to customers, highlighting the unique benefits and advantages of the products to justify the prices.

Product Development and Innovation: Focus on continuous product development and innovation to meet evolving customer needs and preferences. Invest in improving packaging, design, durability, and ease of use of the products. Consider conducting customer surveys and gathering feedback to identify areas for improvement and incorporate customer suggestions into product development processes.

Brand Reputation Management: Proactively manage and enhance the brand reputation of DKSH Myanmar Ltd. and other pharmaceutical companies operating in the market. Invest in building a strong brand image through consistent branding strategies, quality products, and positive customer experiences. Engage in activities that promote trust, such as obtaining product certifications and conducting transparent customer interactions.

Customer Education and Information: Provide customers with comprehensive and reliable product information to empower them to make informed purchasing decisions. Ensure that product information is easily accessible, accurate, and up-to-date. Consider offering product trials or demonstrations to allow customers to experience the benefits firsthand.

Customer Service and Support: Prioritize excellent customer service and support to enhance customer satisfaction. Train customer service representatives to provide prompt and helpful assistance to customers, addressing their concerns and inquiries effectively. Implement feedback mechanisms to gather customer feedback on the quality of customer service and identify areas for improvement.

Collaboration with Healthcare Professionals: Foster strong relationships and collaboration with healthcare professionals, such as doctors and pharmacists, to build credibility and trust. Provide educational materials and resources to healthcare professionals to increase their knowledge about the products and their benefits. This

collaboration can help in building customer trust and influencing their satisfaction levels.

Continuous Market Research: Conduct regular market research to stay updated on changing customer preferences, market trends, and competitive landscape. Stay attuned to emerging customer needs and adapt marketing strategies and product offerings accordingly. Monitor customer satisfaction levels through surveys and feedback mechanisms to identify areas for improvement.

Employee Training and Development: Invest in training and developing employees to deliver exceptional customer experiences. Provide product knowledge training, customer service training, and soft skills development programs to ensure that employees are equipped with the necessary skills to engage with customers effectively.

Social Responsibility and Corporate Citizenship: Engage in socially responsible initiatives and activities to demonstrate a commitment to the well-being of the community and the environment. Customers appreciate companies that contribute positively to society. Incorporate sustainability practices into business operations and communicate these efforts to customers, aligning with their values and concerns.

By implementing these suggestions and recommendations, DKSH Myanmar Ltd can strive for higher levels of customer satisfaction, ultimately leading to increased customer loyalty, positive word-of-mouth, and improved business performance in the competitive pharmaceutical market in Myanmar.

5.3 Suggestions for Further Research

This study only analyses the Marketing Mix on customer satisfaction of DKSH Myanmar Ltd. There are many opportunities to improve this study. This study does not cover all customer satisfaction. Further study should conduct the all the marketing Mix activities of DKSH Myanmar Ltd in order to get more broad data so that it will cover the customer perceptions towards the pharmaceutical industry.

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